



BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; Noel Hyun Minor; David Stone

Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission, will be heard only during the item designated as "Public Comment." Public speaking will be limited to one minute per speaker.

Regular Meeting
Wednesday, June 3, 2020
9:00 a.m.

Dial in number
1-669-254-5252
Meeting ID: 160 661 2026

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- a. General and Agenda Item Public Comments
To make a public comment, dial the number again, enter the meeting ID#, then press #9. Limit is one minute per speaker, per item.
- b. Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for Board of Los Angeles Department of Convention and Tourism Development Commissioners

3. APPROVE MINUTES:

- a. Approval of the regular meeting minutes from May 6, 2020

4. REPORTS:

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update
- d. CIP Update

5. DISCUSSION:

- a. None

6. ACTION ITEMS:

- a. None

7. ADJOURNMENT

Materials related to an item on this agenda submitted to the Board of Los Angeles Convention and Tourism development after distribution of the agenda packet are available for public inspection in the Executive Office of the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

**BOARD OF LOS ANGELES CONVENTION
AND TOURISM DEVELOPMENT COMMISSION**

Regular Meeting Minutes
May 6, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, May 6 2020 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Commissioner Bricia Lopez
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

Vice President Otto Padron

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Diana Mangioglu, CTD
Ernie Wooden, LATCB
Darren Green, LATCB
Don Skeoch, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:03 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from February 5, 2020

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: Tourism Master Plan briefings for Council and City Department; and discussions with MLB regarding activities related to the All-Star Game. Mr. Liu also reported on recent CTD and LACC activity: CTD began telecommuting, returning to the

office as necessary; LACC was turned into a Medical Relief Center and leased space to Enterprise Rent-A-Car; announced Ernie Wooden's retirement from LACTB; and LACC event cancellations. President Vien asked for and Mr. Liu provided an update on the expansion noting that because of COVID-19 benefit of the time saving work of the design phase has been lost but discussions continue and the project is on track with long term agreements.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported that in February LACC had hosted 14 events, one of which was a citywide event, resulting in 118,000 attendees. In addition, LACC hosted three filmings. Mr. Ben Zarhoud presented the financial data for February, reporting an operating surplus of \$0.43M for the month, \$4.2M in gross revenue, and \$2.4M in net revenue. Mr. Zarhoud reported \$1.96M in operating expenses. Mr. Zarhoud reported a 64% occupancy rate for February and a 57% occupancy year-to-date. Mr. Zarhoud also reported \$23.8M in economic impact, \$12.4M of which was generated citywide events. Ms. Schwartz then reported that in March LACC had hosted 5 events, one of which was a citywide event, resulting in 51,311 attendees. In addition, LACC hosted two filmings. Ms. Schwartz noted that while March started strong, due to the Stay at Home Order, events at LACC concluded mid-March, with the reduction in events on May 2, ASM laid off 90 part time employees, furloughed 15 full time employees and the remaining staff incurred a 20% pay reduction. Ms. Schwartz did state that that alternative revenue sources were being considered and Enterprise licensed Venice and South garages from March 17 through June 15, 2020 to house 3,000 cars and Levy was participating in the Mayor's senior program to prepare 4,000 meals for pick up twice a week by taxi cabs. Mr. Ben Zarhoud presented the financial data for March, the start of the COVID-19 impact, reporting an operating loss of \$0.5M for the month, \$2.32M surplus in gross revenue of which 43% was generated by parking, and \$1.30M in net revenue all of which were below budget. Mr. Zarhoud reported \$1.82M in operating expenses. Mr. Zarhoud reported a 16% occupancy rate for March and a 52% occupancy year-to-date. Mr. Zarhoud also reported \$8.8M in economic impact, \$5.7M of which was generated citywide events. Ms. Schwartz reported that staff have been creating social distance capacity data and floor plan options based on CDC guidelines and that by June 15 LACC will submit to County officials plans to move forward including cleaning plans.

Item 4c. LATCB Monthly Update

Mr. Ernie Wooden announced his retirement and replacement, Mr. Adam Burke. Mr. Wooden reported on the state of LATCB noting that due to COVID-19, 70% of staff has been let go while remaining staff has had a 10%-70% reduction in pay and funding needed to support LATCB. Mr. Darren Green gave an overview of the current sales strategies, noting that virtual site inspections and presentations are being utilized to

secure future business. Mr. Green updated the Board on the changes to the Citywide Sales team and reported that LATCB processed 147 leads YTD and have booked 305,554 room nights, with year-end goals of 220 leads and projected 390,000 room nights, noting that while leads are behind last year the room nights are still ahead of last year. Mr. Green reported on the March-August 2020 conventions that have been postponed or have cancelled noting a \$331M loss in economic impact and a \$8M loss in TOT revenue as a result of the cancellations. Mr. Don Skeoch presented the LATCB Marketing Recovery Plan which includes a “Magic Hour” campaign designed to engage clients, media, journalists and maintain relationships with social media followers. Mr. Skeoch provided an overview of the recovery factors which are based on public policy, personal wealth, and consumer confidence and include focused market sector messages for five waves of recovery.

Item 5. Discussion

None

Item 6a. LATCB Contract Extension – Board Report Number 20-001

Ms. Diana Mangioglu provided the Board background on LATCB, the services provided, the constituents served, the impacts of COVID-19 and recovery. Ms. Mangioglu presented the economic benefits of the contract with LATCB, including statistics on visitation, employment, hotel occupancy, General Fund TOT receipts, future bookings, and the importance of continuity in the long-term plan for the 2028 Olympics. Ms. Mangioglu presented staff recommendation that the Board approve a contract with the LATCB for services related to promoting the City of Los Angeles as a convention and tourist destination through June 30, 2020, subject to the approval of the City Attorney as to form and legality.

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

ADJOURNMENT

The meeting was adjourned at 10:51 a.m.

EXECUTIVE DIRECTOR REPORT



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

APRIL 2020

ELLEN SCHWARTZ



LACC APRIL SPECIAL EVENTS

EVENT:

Amount

- **Emergency Medical Facility**
 - April 6 – June 15
 - South GH
 - Provide low level recovery service

\$1,225,000

TOTAL SPECIAL EVENTS: \$1,225,000

EMERGENCY HEALTH FACILITY



LEVY FOOD PREP FOR SENIOR MEAL PROGRAM



Levy
CONVENTION CENTERS

PROJECT ROOM KEY



Levy
CONVENTION CENTERS

LOS ANGELES CONVENTION CENTER MAKES COMMITMENT TO GBAC STAR ACCREDITATION



GBAC STAR™ is the cleaning industry's only outbreak prevention, response and recovery accreditation for facilities.

GBAC STAR is the gold standard of prepared facilities. This accreditation means that a facility has:

- ☑ Established and maintained a cleaning, disinfection, and infectious disease prevention program to minimize risks associated with infectious agents like the novel coronavirus (SARS-CoV-2).
- ☑ The proper cleaning protocols, disinfection techniques, and work practices in place to combat biohazards and infectious disease.
- ☑ Highly skilled cleaning professionals who are trained for outbreak and infectious disease preparation and response.

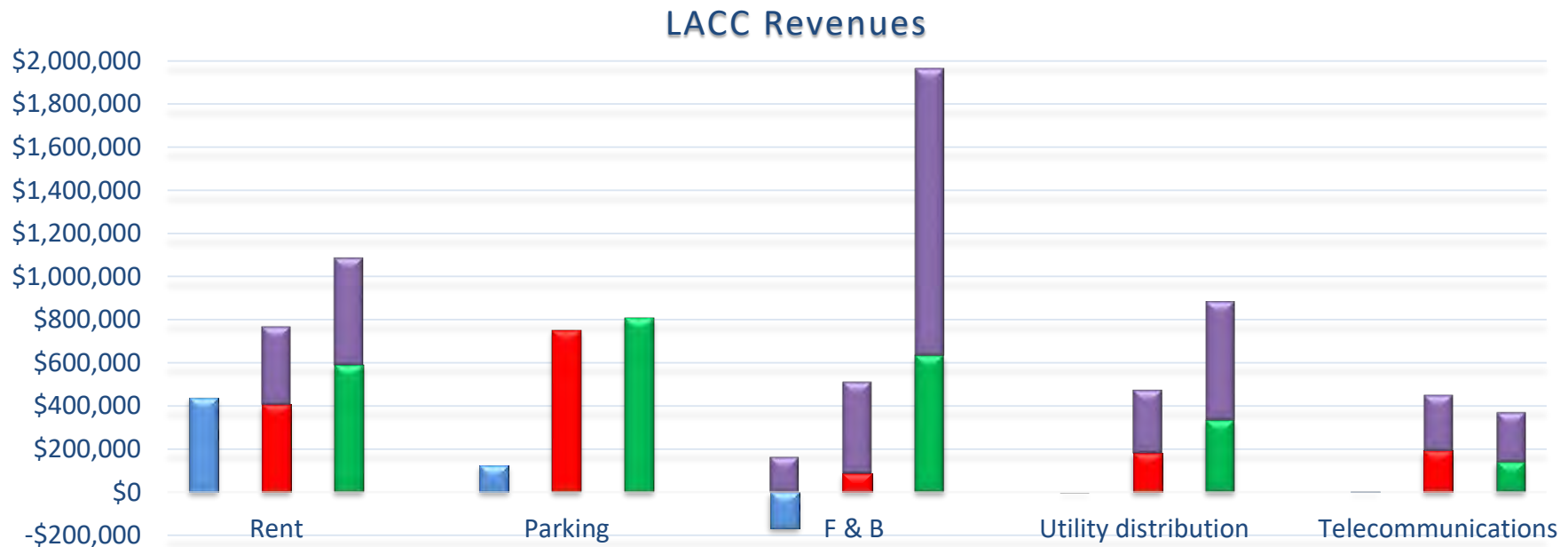
LACC APRIL 2020 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.8) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.63 million below budget
- \$1.51 million below prior year

REVENUES:

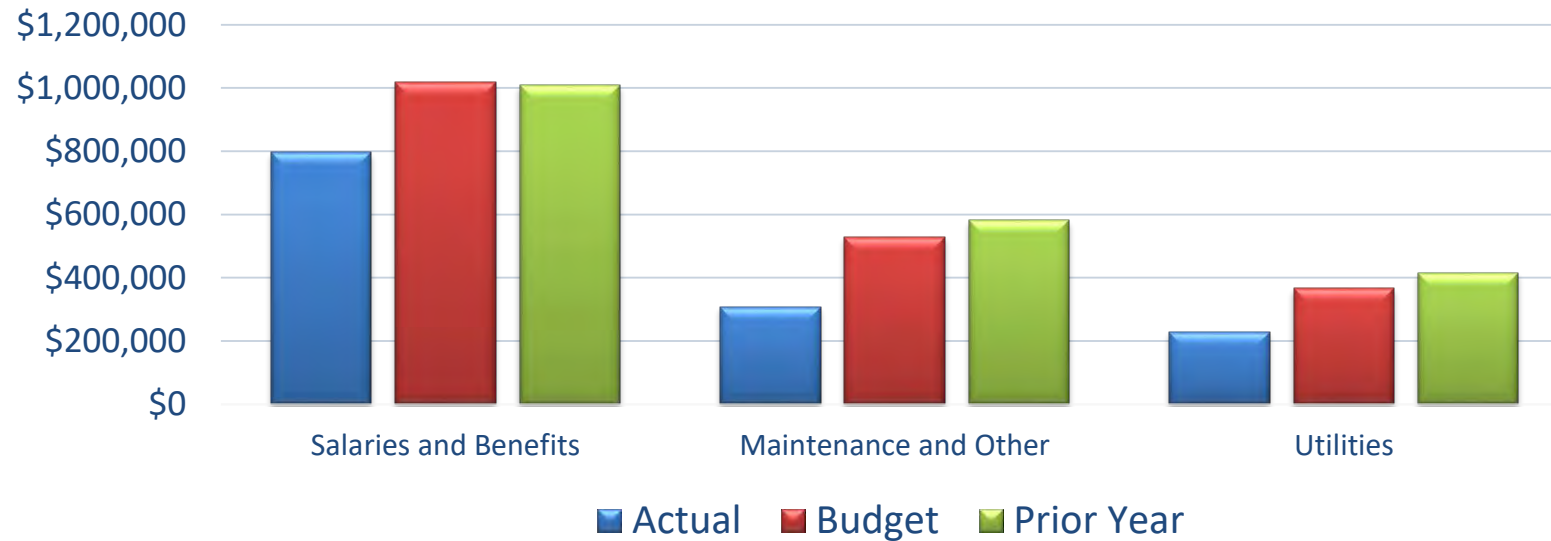
- \$0.69 million gross revenue (before discounts and service provider share)
- \$0.52 million net revenue
- \$1.21 million below budget and \$2.19 million below prior year



LACC APRIL 2020 FINANCIALS

OPERATING EXPENSES:

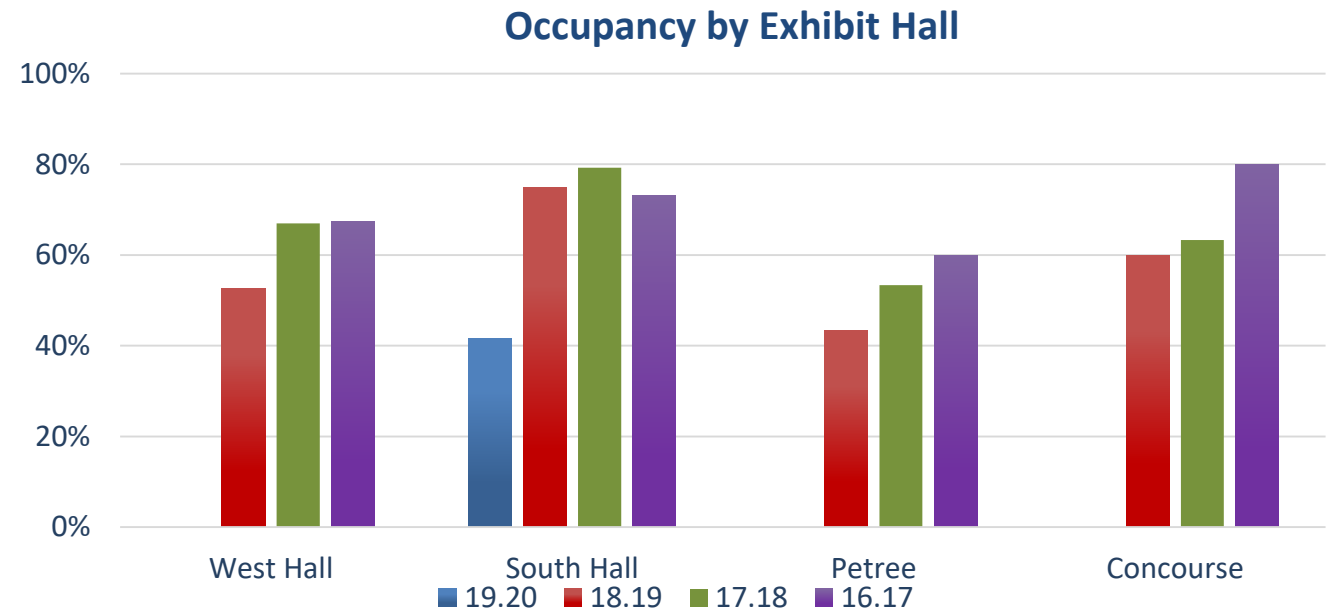
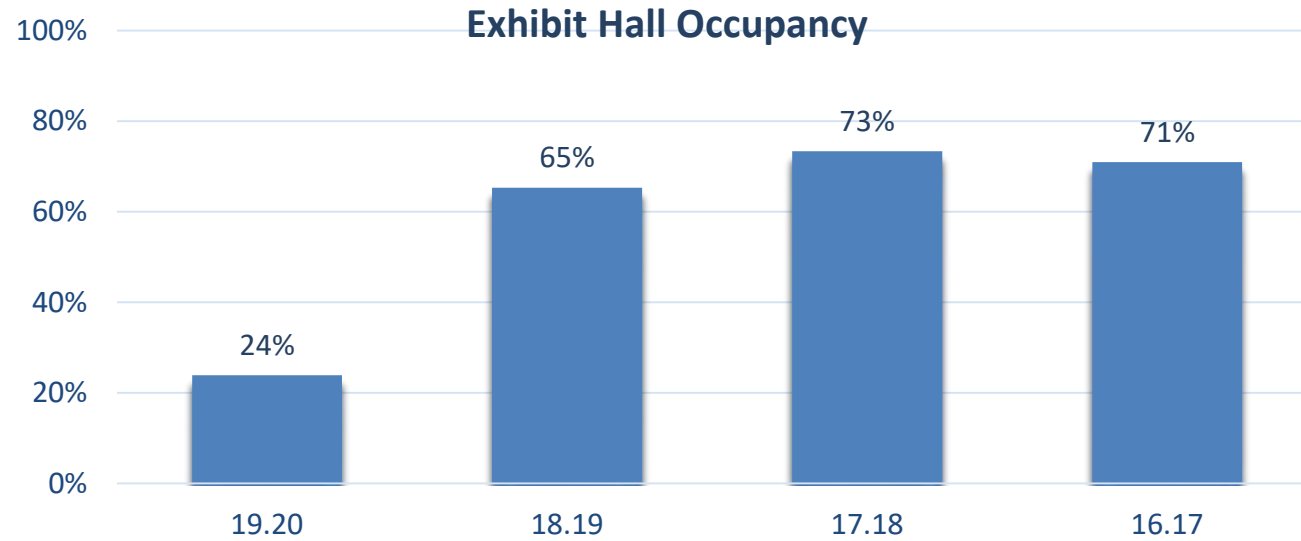
- \$1.33 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.58 million below budget and \$0.67 million below prior year



CITY REIMBURSEMENT - \$0.3M (excluding Utility User Tax)

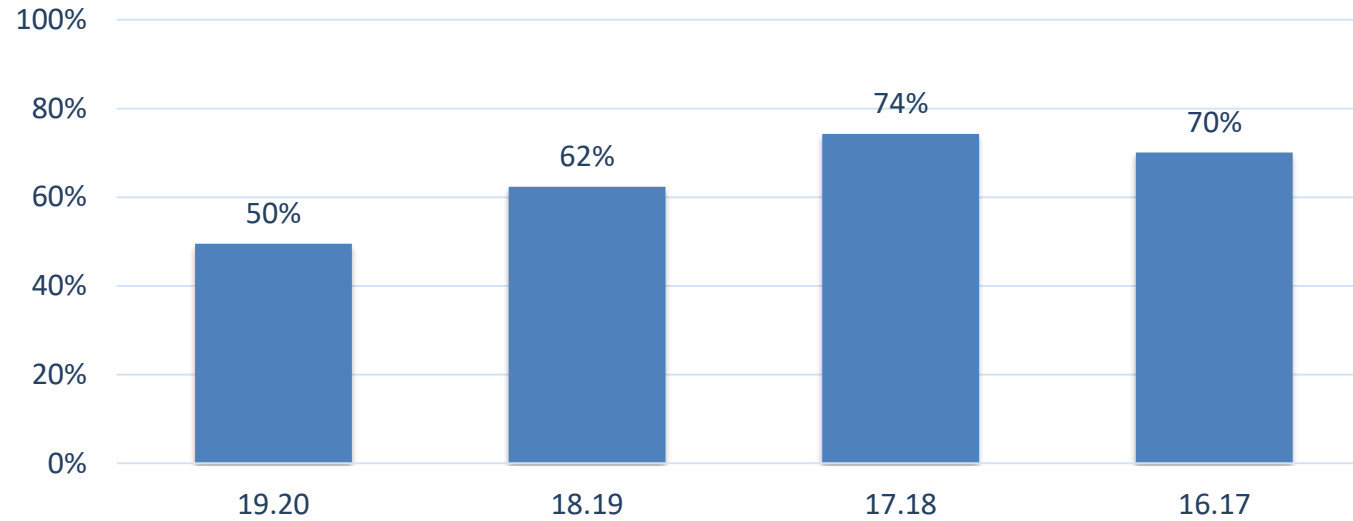
Capital and Alterations & Improvements

LACC APRIL 2020 OCCUPANCY

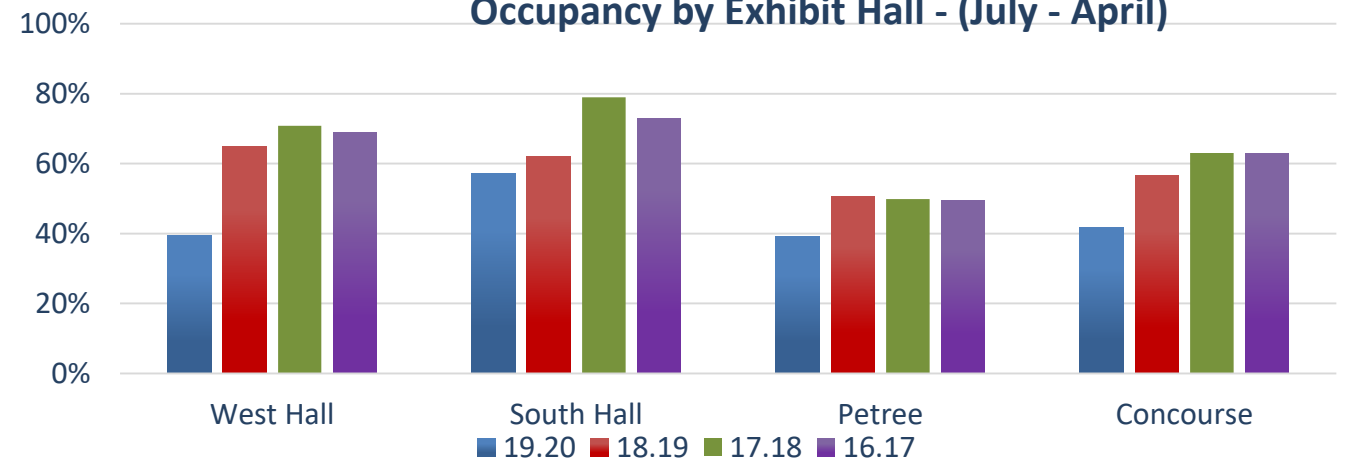


LACC YTD 2019/2020 OCCUPANCY

Exhibit Hall Occupancy - (July - April)



Occupancy by Exhibit Hall - (July - April)



CTD BOARD OF COMMISSIONERS MEETING

June 3, 2020

Los Angeles

CITYWIDE CONVENTION SALES

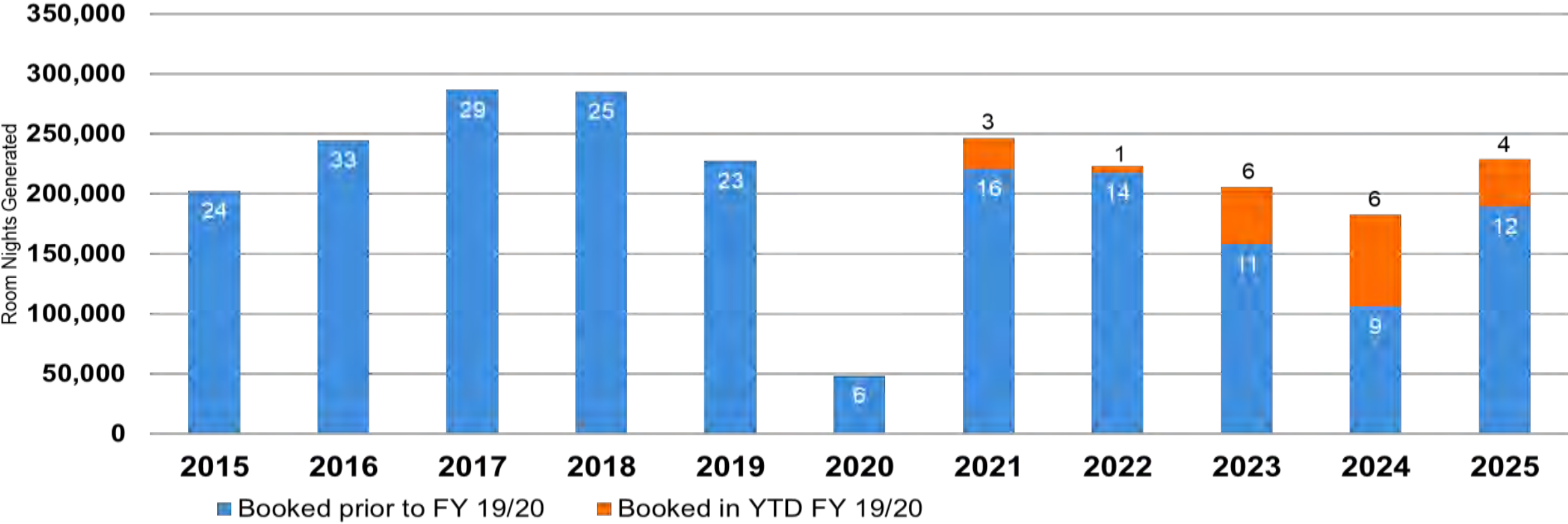
YTD FY19/20 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 19/20 Goal	220
FY 19/20 YTD	153
FY 18/19 STLY	204

Booked Room Nights Produced	RNs Actual
FY 19/20 Goal	390,000
FY 19/20 YTD	322,531
FY 18/19 STLY	301,131

Dated May 26, 2020

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2025 CALENDAR YEAR ARRIVAL DATE



Dated May 26, 2020

ADOBE & GSMA UPDATES



2020: Virtual

2021: Las Vegas

2022 – 2025: Los Angeles LOI's Signed

2026 – 2030: Los Angeles LOI's Pending

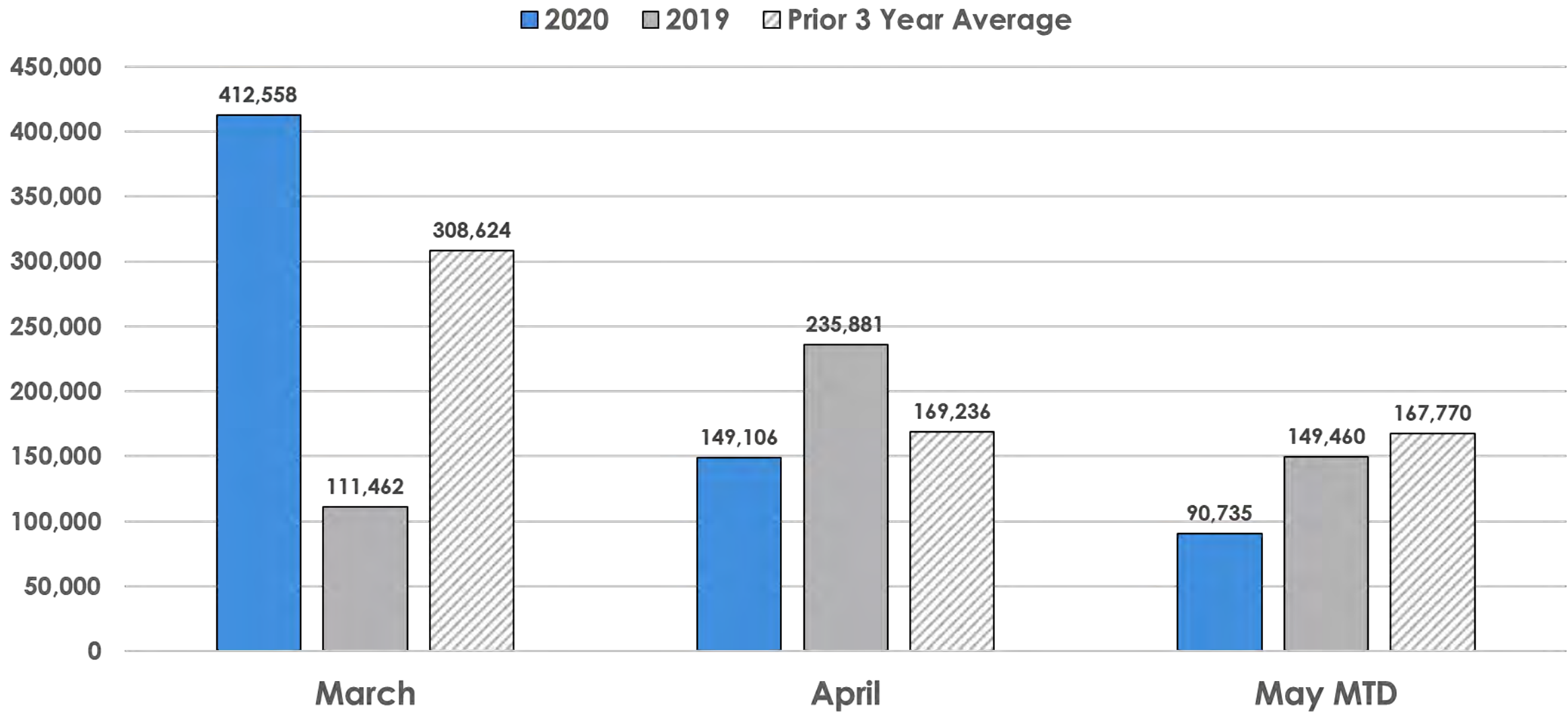


2020: Cancelled (L.A., Barcelona & Shanghai)

2021: Looking to License Los Angeles

2022 – 2025: Los Angeles LOI's Pending

CITYWIDE SALES LEAD ROOMNIGHTS



MEETING & EVENTS POST COVID-19 HEALTH & SAFETY PROTOCOLS

SALES PLANNING

- Virtual site visit capabilities
- Hotel/Venue Health and Safety Guidelines/Protocols
- Emergency Action Plan (during event/meeting)
- Utilizing open air/well ventilated spaces

TRAVEL PROCEDURES

- Airport experience
- Mass transportation
- Shared ride services

REGISTRATION

- Contact-less Registration
- Temperature check points/Thermal cameras

PUBLIC SPACES

- Security Staffing
- Enhanced signage on physical distancing & safety protocols
- Sanitation stations
- Space between exhibit booths – positioning of foot traffic, monitoring entrance to exhibit hall
- Booth staffing allowance based on square footage
- Cleaning/Sanitation protocols

FACILITIES

- Meeting room layout to adhere to physical distancing requirements
- Cleaning/Sanitation protocols

FOOD AND BEVERAGE SERVICE

- Elimination of Buffets
- Banquet sets to adhere to physical distancing requirements
- Beverage Stations monitors
- Banquet service plan
- Banquet Staff to be masked and gloved
- Pre-packaged food and individually wrapped condiments
- Cleaning/Sanitation protocols

BACK OF HOUSE PROCEDURES

- Staffing protocols
- Storage and Sanitation of equipment



FIELD FINDINGS-HOTELS

- From direct contact with hotel partners, corporate directives are:
 - **Marriott** – Forthcoming - JW comprehensive property-level efforts in place
 - **Hilton** – Forthcoming
 - **IHG - InterCon** – Forthcoming – DTLA in progress with property-level guideline
 - **Loews** – Forthcoming – HW property-level guidelines in place

10 High-Touch, Deep Clean Areas in the Guest Room



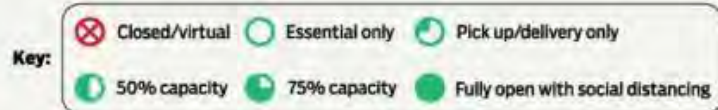
HEALTH SAFETY & CLEANING INITIATIVES (SKIFT)

Company	Initiative	Guidelines
Marriott	Marriott Global Cleanliness Council	Commitment to Clean
Hilton	Hilton CleanStay	New Standard of Cleanliness
Accor	ALLSAFE	The ALLSAFE Label Framework
IHG	IHG Clean Promise	IHG Way of Clean Enhancements
Hyatt	Global Care & Cleanliness Commitment	Global Cleanliness Accreditation
Omni	Omni Safe & Clean	Stay A Part of Safety
Four Seasons	Lead With Care	Global Program Guidance
Wyndham	Count On Us	Health & Safety Protocols
Choice Hotels	Commitment to Clean	Protocols and Products
Best Western	We Care Clean	Five Key Areas
Loews Hotels	Safety & Well-Being Protocols	Service Promise and Protocols
Airbnb	Enhanced Cleaning Initiative	ECI Teaser
VRBO	Enhanced Cleaning and Disinfection of Vacation Rentals	New Vacation Rental Standards
Red Roof Inn	Red Roof RediClean	Protocols for Employees and Cleaning
Extended Stay America	STAY Confident	Stay Safe, Stay Healthy, Stay Comfortable
American Hotel & Lodging Association	Safe Stay	Safe Stay Guidelines

TRAVEL INDUSTRY RECOVERY GUIDELINES (SKIFT)

Segment	Association	Guidelines
Nine Sectors Worldwide	World Travel & Tourism Council (WTTC)	Safe Travels: Global Protocols for the New Normal
U.S. Airlines	Airlines for America (A4A)	Covid-19 Resources for Airlines
U.S. Hotels	American Hotel & Lodging Association (AHLA)	Safe Stay Guidelines
U.S. Vacation Rentals	Vacation Rental Management Association (VRMA)	Safe Home Guidelines
Short-Term Rentals	Airbnb	Enhanced Cleaning Initiative
Attractions Worldwide	International Association of Amusement Parks and Attractions (IAAPA)	Reopening Guidance
Cruises Worldwide	Cruise Lines International Association (CLIA)	Covid-19 Toolkit for Cruise Industry
Europe	European Commission	Commission's Guidance on How to Safely Resume Travel and Reboot Europe's Tourism in 2020 and Beyond
U.S. Tourism	U.S. Travel Association	Health and Safety Guidance
China	McKinsey	What the World Can Learn from China's Travel Restart
Singapore	Singapore Tourism Board	Singapore's Clean Tourism Initiative
Restaurants	National Restaurants Association	U.S. Restaurants Reopening Guide
Spas Worldwide	International Spa Association	Reopening Resources for Spas
U.S. Recreation	Outdoor Recreation Roundtable (ORR)	Reopening Strategy
U.S. National Parks	National Park Service	Public Health Update
U.S. Museums	American Alliance of Museums	Preparing to Reopen
U.S. Federal Guidance on Cleaning in the Coronavirus Era	Occupational Safety and Health Administration	Guidance on Preparing Workplaces for Covid-19

The governor's Back on Track Indiana plan *explained*



People who are high risk, including those age 65 and older, should remain isolated through Stage 2 and cautiously social distance through stages 3, 4 and 5.

	Stage 1 March 23	Stage 2 May 4	Stage 3 May 23-24	Stage 4 June 13-14	Stage 5 July 4
Restaurants	⬤	May 11: ⬤	⬤	⬤	⬤
Retail	⬤	⬤	⬤	⬤	⬤
Office settings	○	Remote work recommended	Remote work recommended	⬤	⬤
Salons, tattoo shops, etc.	⊗	May 11: Open by appointment	Appointment only	Appointment only	⬤
Manufacturing, construction	○	⬤	⬤	⬤	⬤
Religious services	⊗	May 8: ⬤	⬤	⬤	⬤
Social gatherings	10 people or fewer	25 people or fewer	100 people or fewer	250 people or fewer	250+
BMV	⊗	⬤	⬤	⬤	⬤
Travel	○	⬤	⬤	⬤	⬤
Gyms	⊗	⊗	⬤	⬤	⬤
Bars, clubs, entertainment	⊗	⊗	⊗	⬤	⬤
Facial coverings	Recommended	Recommended	Recommended	Optional	Optional
Nursing homes	⊗	⊗	Future guidance will depend on rate of COVID-19 cases		

Note: dates of each stage may change in each county based on COVID-19 cases
Stage 2 will start May 11 for Lake and Marion counties, May 18 for Cass county
Gov. Eric Holcomb is allowing local authorities to make their own decisions about guidance in their own counties.

SOURCE: BACKONTRACK.IN.GOV
GRAPHIC BY CARSON TERBUSH - IDS

GRAPHIC BY CARSON TERBUSH

April 23, 2020

Dear Hospitality Community:

We have a lot of news to share with you about Mayor John Cooper's **four-phase plan** to safely reopen Nashville businesses, and its **impacts on the hospitality industry**. Reopening could start in early May if there is positive improvement of metrics for **14 days**, and the city will only move to the next phase if there is positive improvement/stability in metrics for 14 days.

Public health and safety are the top priority, and **cleaning, screening and social distancing protocols** are included in each phase. For instance, employers will be required to screen employees for respiratory symptoms and temperature checks, with employees who register 100.4 degrees or higher required to leave the premises immediately.

In **Phase 1**, the city says residents should work from home if possible and wear masks in public. There are to be no gatherings over **10 people**. **Restaurants (dine-in) and retail** would open at half capacity, along with **other commercial businesses**. Bar areas remain closed and no live music in restaurants. **Bars, entertainment venues, and sports venues would remain closed**. Other facilities that would remain closed include nail, hair, and massage **salons and gyms/fitness centers**.

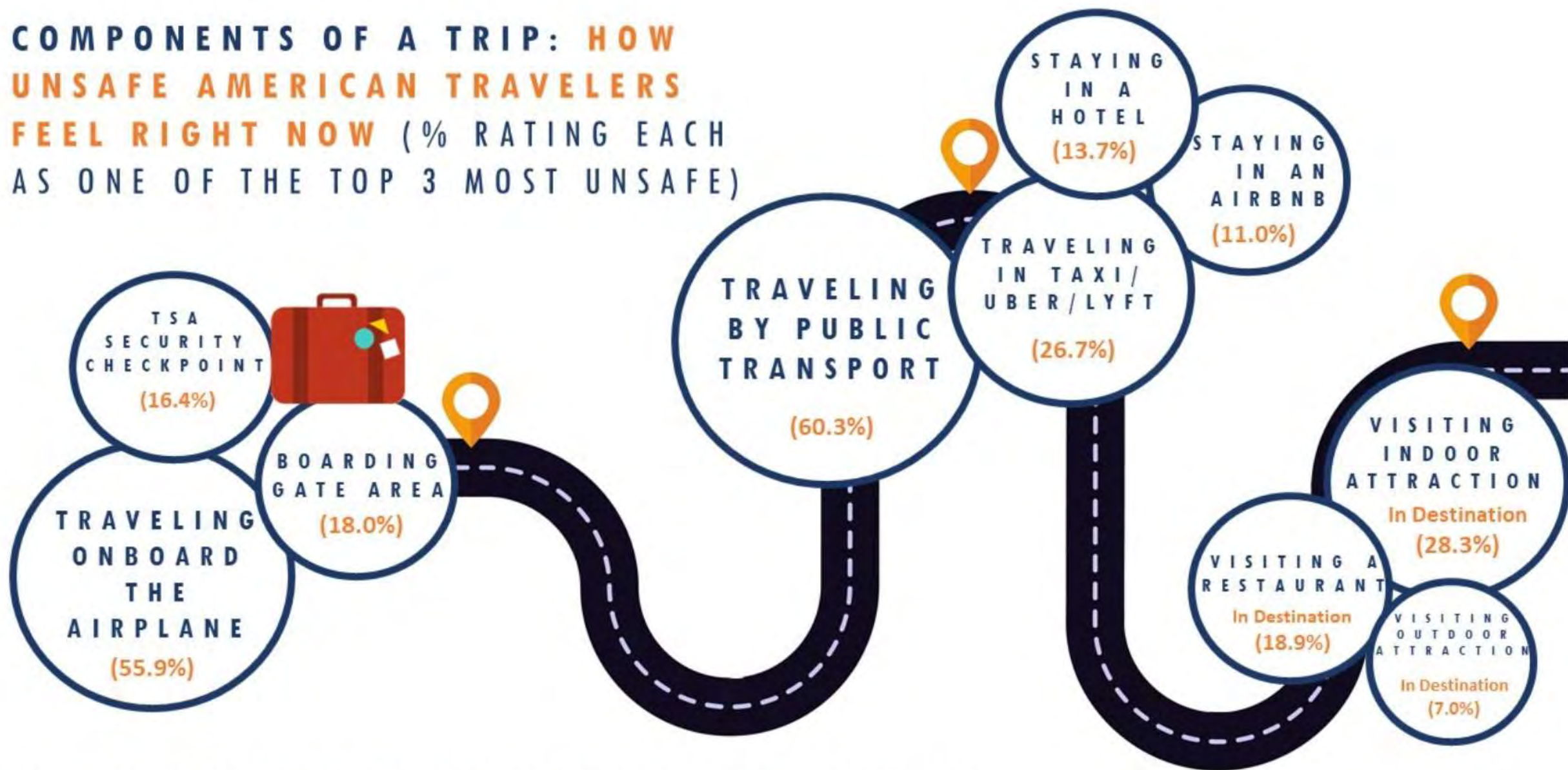
Phase 2 says residents should work from home if possible, wear masks in public, and small gatherings up to **50 are allowed**. **Restaurants, retail, and commercial businesses** could operate at 75 percent capacity. Bar areas remain closed and no live music in restaurants. **Bars, entertainment venues, and sports venues would remain closed**. **Salons** open for appointments only (no walk-ins and no more than 10 in the salon). **Gyms/fitness centers** would remain closed.

Phase 3 says residents should work from home if possible, wear masks in public, and small gatherings up to **100 allowed**. **Restaurants, retail, and commercial businesses** operate at full capacity. Bars in restaurants open at 50 percent capacity but no standing, and live music is permitted. **Bars and entertainment venues, along with museums, tours, attractions, and movie theaters**, can operate at 50 percent capacity. **Sports venues** remain closed. **Salons** remain under appointment-only restriction. **Gyms/fitness centers open**.

In **Phase 4**, the city says work from home is optional, and wearing masks in public is optional but encouraged. **K-12, non-residential schools** can open and gatherings **over 100 are permitted**. **All businesses open at full capacity**, including **sports venues**. **Cleaning, screening, and social distancing protocols** remain in place.

More information about Nashville's **Roadmap for Reopening** is at covid19.nashville.gov. This reopening plan is a major step forward, but we must stay the course. We need to continue practices like wearing masks and social distancing to get to Phase 1, and we must remain cautious and vigilant to get to Phase 4. Throughout the development of the reopening plan, we advocated strongly on behalf of our industry with the overall health and safety of residents and visitors as a priority.

**COMPONENTS OF A TRIP: HOW
UNSAFE AMERICAN TRAVELERS
FEEL RIGHT NOW (% RATING EACH
AS ONE OF THE TOP 3 MOST UNSAFE)**



Question: Thinking about the coronavirus situation, which of these would you consider to be the most UNSAFE travel activities? Select up to 3

THANK YOU

Los Angeles

HOLLYWOOD

CIP UPDATE



CIP UPDATE - SUMMARY

TO BE COORDINATED WITH LACC EXPANSION PROJECT

West Hall Walk-in Coolers Replacement and Refurbishment

Escalator Replacement

Fire Alarm System Upgrade

Building Automation System Upgrade

PLANNING

Room Lighting Dimming Control System Upgrade – 500 Series Meeting Rooms & Petree Hall

Escalator and Elevator Repair/Modernization

IN PROGRESS

Kitchen Boiler Upgrade

Security Surveillance System – Phase IV

Fire Pump Controller Replacement

CIP UPDATE - SUMMARY

COMPLETED

Petree & 500 Series Meeting Room Lighting Upgrade

South Hall Garage Lighting Upgrade

Automatic Transfer Switch Replacement

LED Reader Boards for Parking

Roof Replacement – Lower West Hall

Elevator Repair and Modernization* (FY18)

Room Lighting Dimming Control System Upgrade – 300 Series Meeting Rooms* (FY17)

VFD Installation*

Elevator Repair and Modernization

COMPLETED



- Back of house elevators P4 and P15 addressed
- Work included upgrades to controls, hydraulics and elevator doors

COMPLETED

Room Lighting Dimming Control System Upgrade



- Addressed 300 series meeting rooms
- Offers increased functionality and reliability, and improved user interface

COMPLETED

VFD Installation



- A total of 32 variable frequency drives were installed
- VFDs allow for increased energy savings and motor longevity