



BOARD OF CITY TOURISM DEPARTMENT COMMISSION

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 three minutes per speaker.

Regular Meeting
Wednesday, July 21, 2021
9:00 a.m.

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

1. CALL TO ORDER / ROLL CALL

2. VOTE FOR 2021-2022 BOARD POSITIONS

3. 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 City Tourism Department Commissioners.

4. APPROVE MINUTES

- a. Approval of the regular meeting minutes from June 2, 2021

5. REPORTS

- a. Executive Director Report
- b. ASM Update

6. ACTION ITEMS

None

7. ADJOURNMENT

NOTICE TO PAID REPRESENTATIVES

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 987-1960 or ethics.commission@lacity.org.

Materials related to an item on this agenda submitted to the Board of City Tourism Department Commission 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.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

Item 3a

Approval of the minutes



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

Regular Meeting Minutes
June 2, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, June 2, 2021 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron – arrived 9:05 am
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

Commissioner Bricia Lopez

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB
Patti MacJennett, LATCB
Kathy McAdams, 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 special meeting minutes from May 4, 2021

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: meetings with Bob Wolfe of the Dodgers regarding the MLB All Star Game, San Pedro Chamber of Commerce, Ashley Jacobs of the Mayor's Fund regarding LA Original, Chris Kierig regarding infrastructure financing, CCA Policy Committee providing a TMP presentation, CLA and CAO regarding homeless shelter; attending

LATCB Industry Update, LAX West Gates grand opening, the Budget and Finance Committee Hearings regarding report back, the Trade Travel and Tourism Committee meeting regarding TMP and department name change; and participated in a Channel 35 interview on Tourism Recovery with Adam Burke of LATCB.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported nine filmings for the month of March resulting in over \$353,000 in revenue and presented an Earth Day video highlighting the first in-person employee activity. Mr. Ben Zarhoud presented the financial data for April, reporting an operating loss of \$0.3M, which is \$0.7M above the revised budget projection and \$0.5M above prior year, and \$1.2M in gross revenue, which is \$0.6M above the revised budget projection and \$0.9M in operating expenses, which is \$0.3M below revised budget and \$1.0M below prior year, noting that expenses are below projections due to an increased energy savings with the longer days and greater than expected solar generation. Mr. Zarhoud reported the April Exhibit Hall occupancy was 9% and the YTD Exhibit Hall occupancy was 17% noting that the remainder of the fiscal year is expected to have low occupancy.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 71 leads YTD and booked 313,571 room nights, with year-end goals of 176 leads and 362,725 projected room nights, noting that 50% of the booked room nights are new business bookings. Mr. Green provided the major factors impacting the group segment, noting that leads are starting to increase and that the citywide/self-contained room nights are on pace for future years. Mr. Green provided an overview of the key points of the group and meeting industry and the results of a multi industry leaders research surveys, including Los Angeles specific concerns. Ms. McAdams reported on citywide sales noting an uptick in corporate bookings and associations need to meet live. Ms. McAdam stated that 2024-25 leads and bookings are impacted by the pandemic as clients rebook 2021-22 events in competitive cities in future years and the unknowns of the expansion of the Convention Center. Mr. Green provided an analysis of the Convention Center's competitive set. Ms. MacJennet provided an overview of the LATCB/CLEAR partnership and how it will support LACC clients.

Item 5: Action Items

None

ADJOURNMENT

The meeting was adjourned at 9:49 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

MAY 2021

ELLEN SCHWARTZ



LACC MAY 2021 FILMING/EVENTS

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
May 1 – 31	Sparks	West Hall B	\$52,603
May 4	From Scratch	South Lobby, Figueroa Dr., Pico Dr.	\$15,650
May 5 - 8	911 Season 4	Bond Lot, Gilbert Lindsey Plaza and Dr.	\$43,750
May 8	Google Workspace	South Hall K Dock, Hall J, Loading Ramp	\$9,520
May 25	Bose Commercial	South Lobby, Figueroa Dr., Pico Dr.	\$11,610
		TOTAL:	\$133,133

LACC MAY SPECIAL EVENTS



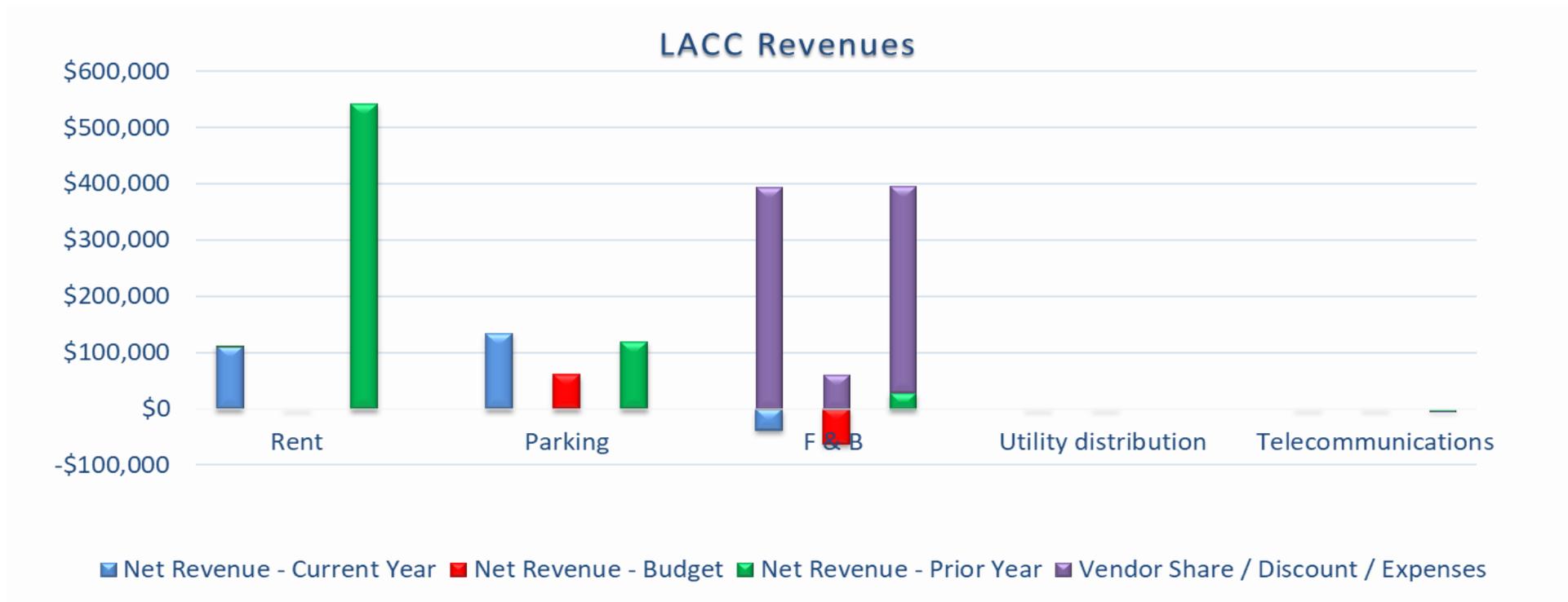
LACC MAY 2021 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.7) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.5 million above revised budget
- \$0.3 million below prior year

REVENUES:

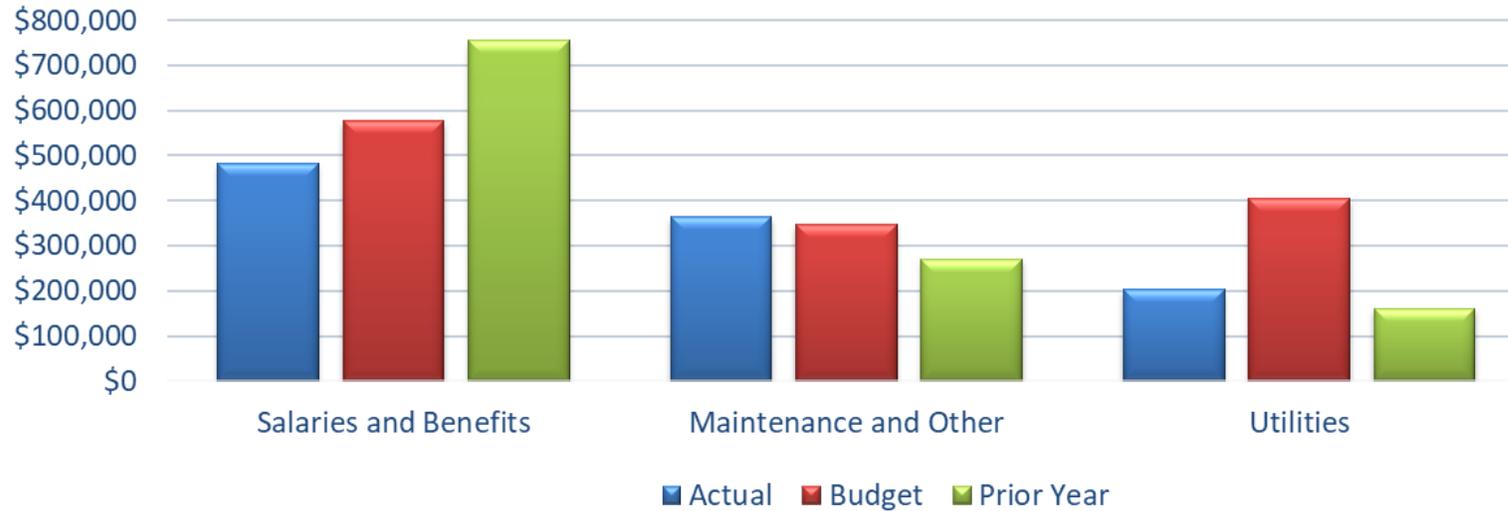
- \$0.7 million gross revenue (before discounts and service provider share)
- \$0.3 million net revenue
- \$0.2 million above revised budget and \$0.5 million below prior year



LACC MAY 2021 FINANCIALS

OPERATING EXPENSES:

- \$1.0 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.3 million below revised budget and \$0.1 million below prior year



CITY REIMBURSEMENT - \$0.1 million

Capital and Alterations & Improvements

LACC MAY 2021 OCCUPANCY

Exhibit Hall Occupancy

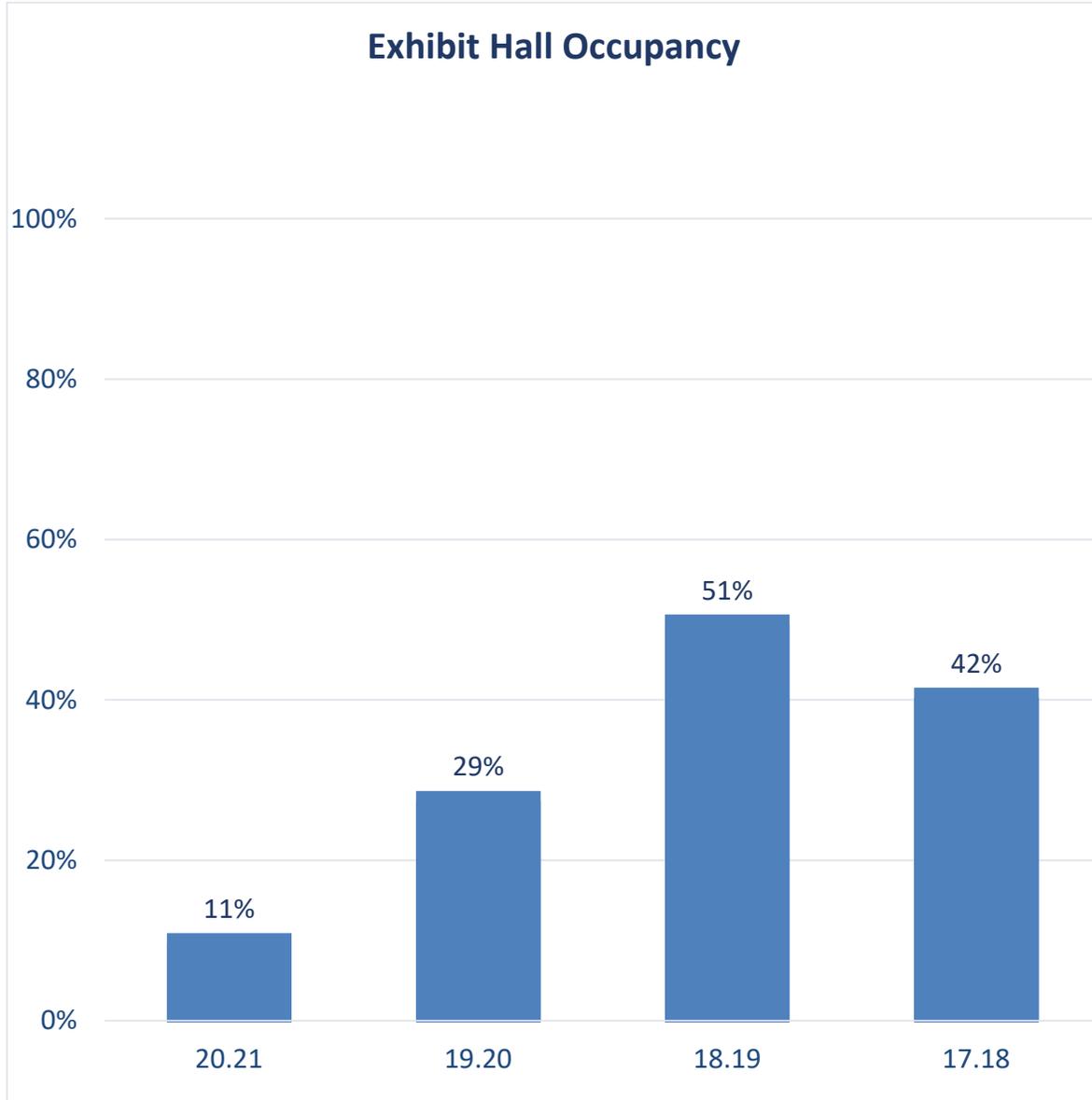


Exhibit Hall Occupancy - (July-May)

