



CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
David Stone; Germonique Ulmer



Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. 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.

Special Meeting
Wednesday, July 13, 2022
9:00 a.m.

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

1. CALL TO ORDER / ROLL CALL

2. ELECTION OF 2022-2023 BOARD OFFICERS

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 the City Tourism Commission.

4. APPROVE MINUTES

a. Approval of the regular meeting minutes from June 15, 2022

5. REPORTS

a. Executive Director Report

b. ASM Update

i. Events Update

ii. Financial Update

c. LATCB Update

i. Sales Update

6. ACTION ITEMS

a. Findings to Continue Teleconference Meetings Pursuant to AB 361

Determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of

Materials related to an item on this agenda submitted to the City Tourism 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.



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emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

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.

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Item 2

Election of the 2022-2023 Board Officers



Item 4a

Approval of the
June 15, 2022 Minutes



CITY TOURISM COMMISSION

Regular Meeting Minutes
June 15, 2022

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, June 15, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein (left meeting at 9:25 am)
Vice President Otto Padron (presiding at 9:25 am)
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

Commissioner Bricia Lopez

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Bryan Churchill, LACTB
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:01 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from April 20, 2022

UNANIMOUSLY APPROVED

Item 3b. Approval of the special meeting minutes from May 20, 2022

UNANIMOUSLY APPROVED

TAKEN OUT OF ORDER

Item 5a: Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that

impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

Item 4a. Executive Director Report

Mr. Doane Liu, Executive Director, provided an overview of his activities, which included: attending several Council and Council Committee meetings regarding the Department budget and discount policy, several Summit of the Americas events, the MBL Press Conference, an IKE Kiosk demonstration with Kevin Keller and team, and the Korea FAM dinner; and participating in the SCDF Hospitality Panel, and weekly Summit of America meetings.

Item 4b. ASM Monthly Update

Ms. Schwartz reported eight events, including three filming and gave an overview of the LACC Earth Day activities. Mr. Zarhoud presented the financial data for April, reporting an operating loss of \$0.2M, noting a slower month overall including less campus activity, and \$1.5M in gross revenue, noting 35% from rent and 32% from parking. Mr. Zarhoud also reported \$1.5M in operating expenses, and that the April Exhibit Hall occupancy was 125%, noting that LACC is monitoring the economic environment but is expecting occupancy to be down for the upcoming year.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 112 leads YTD and booked 177,390 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while the numbers are significantly up over last year but that the room night goal is tight but 2023 looks strong and that future years are matching pre-pandemic years. Mr. Green provided an overview of the LATCB strategic planning process, which includes: climate; customers; competition, noting that many competitive destinations have recently completed or approved convention center expansion plans; and company. Mr. Green also provided data on the impact of the Super Bowl to the City of Los Angeles. Mr. Bryan Churchill gave an overview of the LATCB international visitation strategy, noting that international flights filled seats are down by 40%, and that surveys indicate that large meetings and conferences will return in 24 months with long haul destinations (over 5 hour) being the slowest to return.

ADJOURNMENT

The meeting was adjourned at 9:58 a.m. without objection.

Item 5a

Executive Director's Report



Item 5b

ASM Update



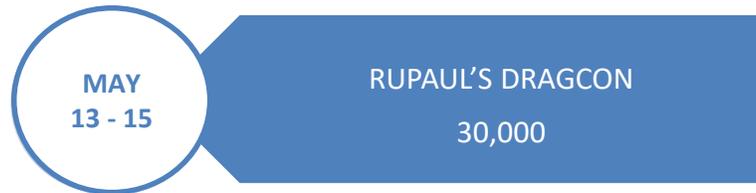
LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

MAY 2022

BEN ZARHOUD



LACC May 2022 EVENTS



LACC MAY 2022 FILMING & PARKING

| <u>DATES</u> | <u>NAME</u> | <u>LOCATION</u> | <u>AMOUNT</u> |
|--------------|-------------|-----------------|---------------|
|--------------|-------------|-----------------|---------------|

(NO FILMINGS IN MAY)

TOTAL: \$0

LACC May 2022 FINANCIALS

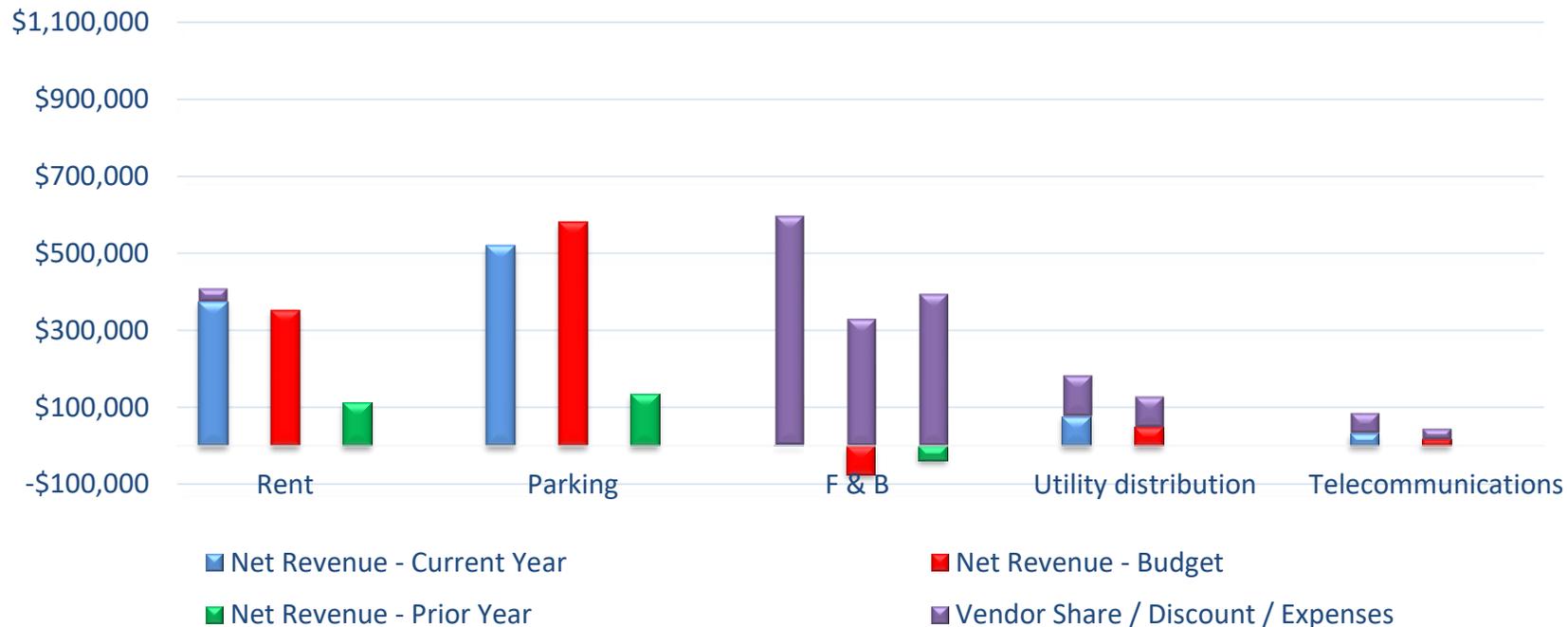
OPERATING SURPLUS (LOSS):

- (\$1.1) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.2 million below budget
- \$0.4 million below prior year

REVENUES:

- \$2.1 million gross revenue (before discounts and service provider share)
- \$1.2 million net revenue
- \$0.1 million above budget and \$0.8 million above prior year

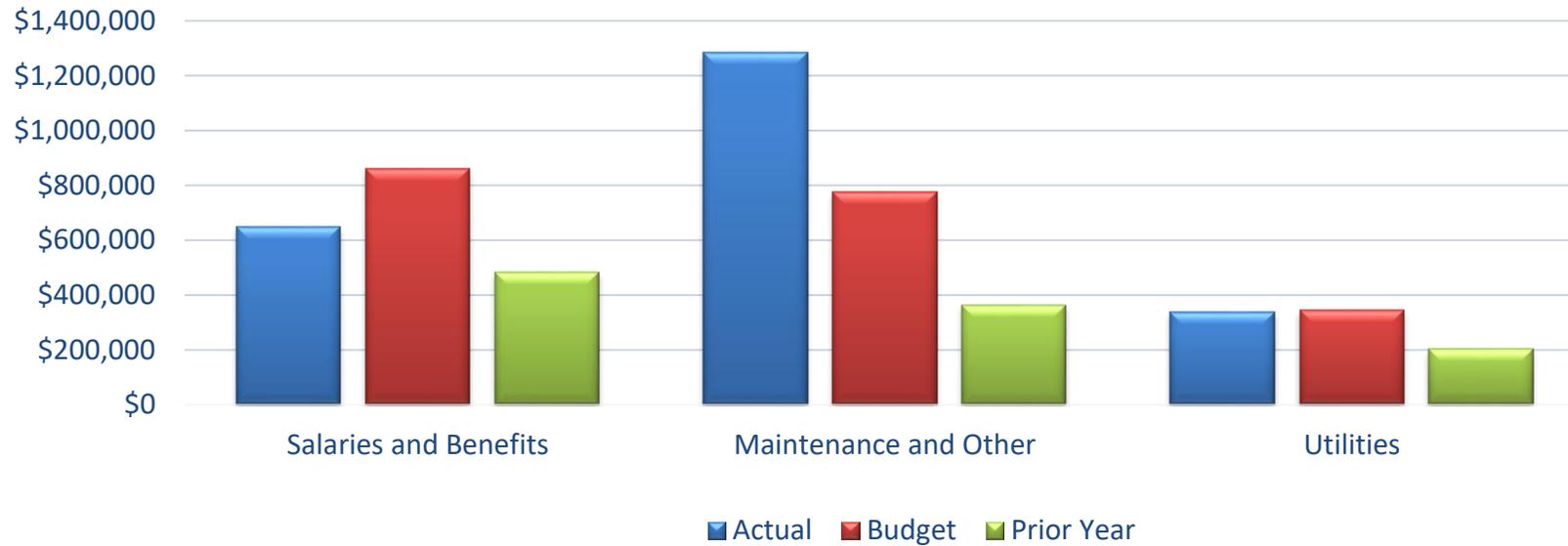
LACC Revenues



LACC May 2022 FINANCIALS

OPERATING EXPENSES:

- \$2.3 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.3 million above budget and \$1.2 million above prior year



CITY REIMBURSEMENT - \$0.1 million

Capital and Alterations & Improvements

LACC May 2022 OCCUPANCY

Exhibit Hall Occupancy

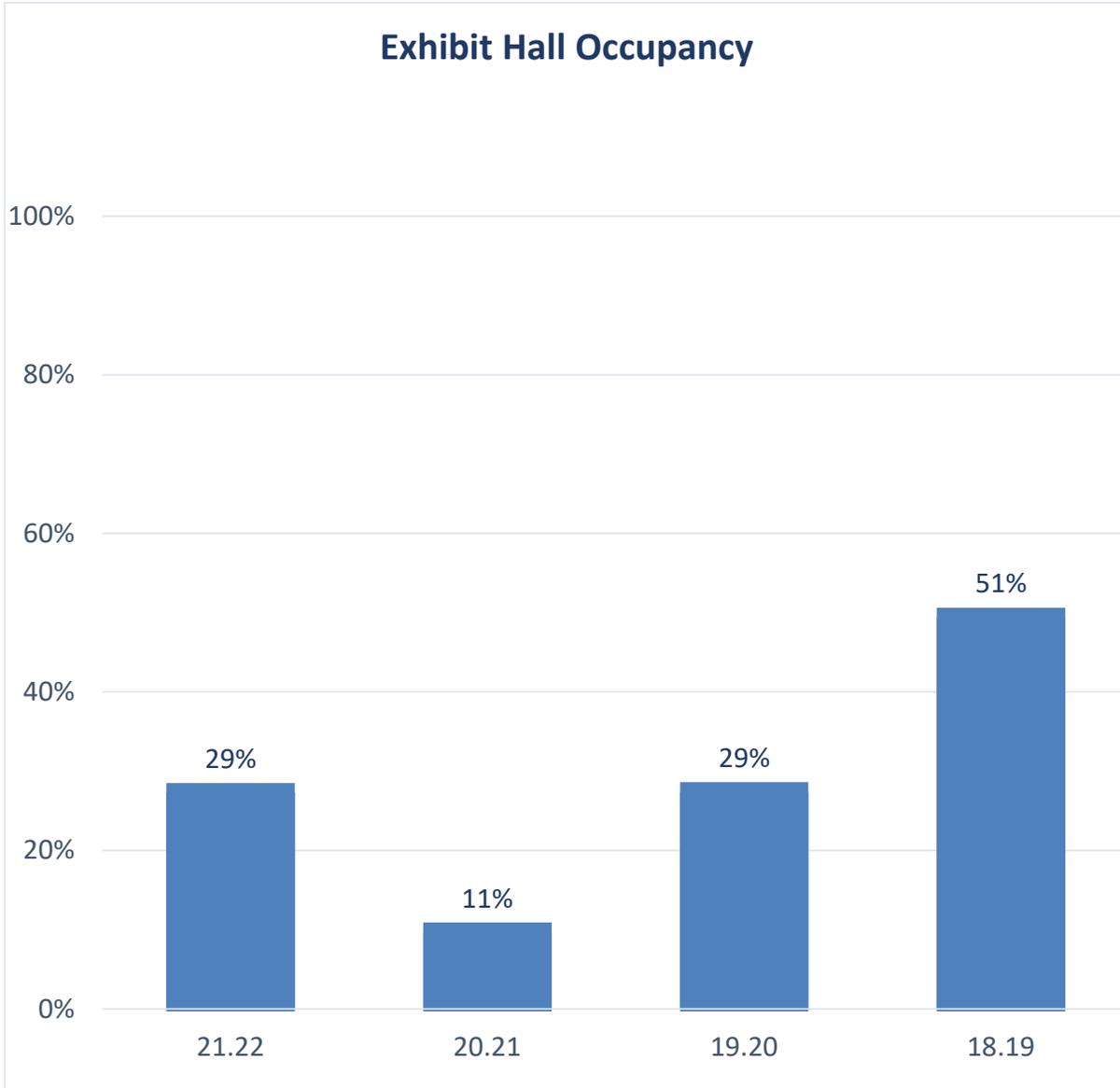
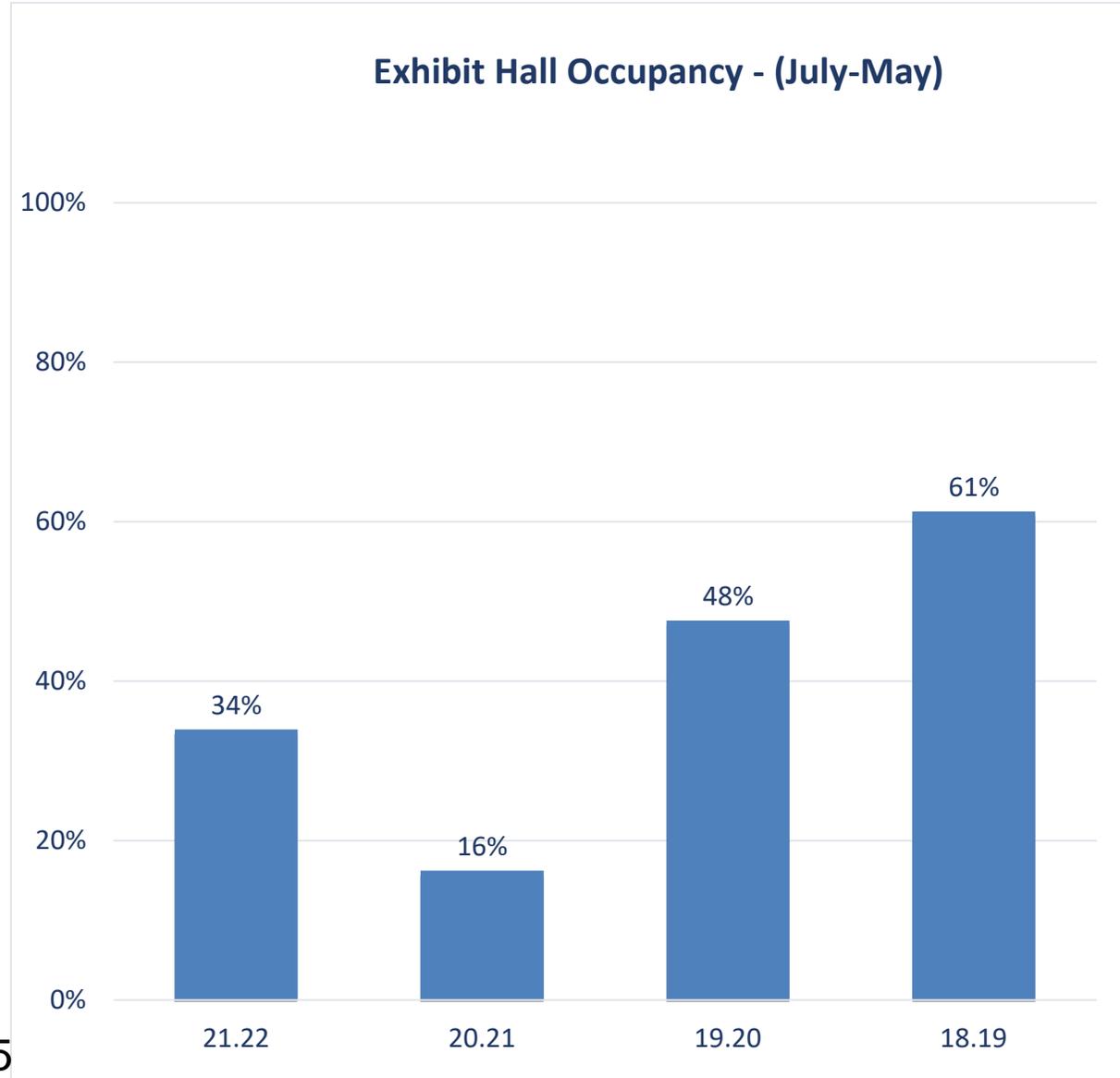


Exhibit Hall Occupancy - (July-May)



Item 5c

LATCB Update

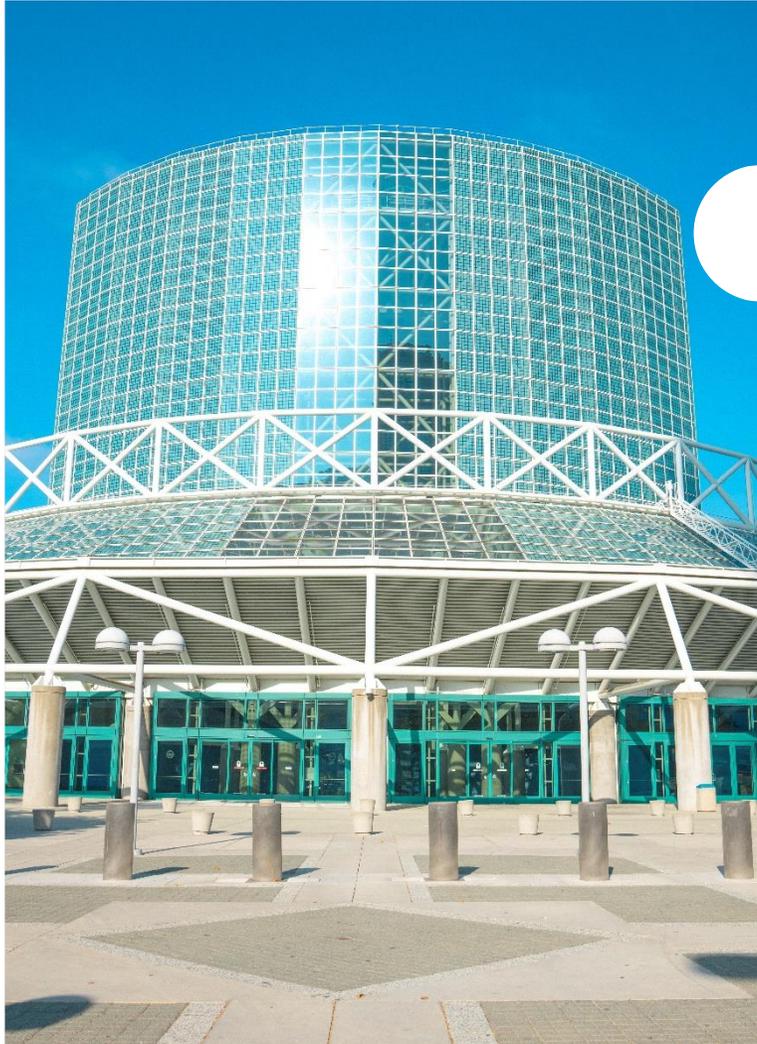


CTD Board of Commissioners

July 13, 2022

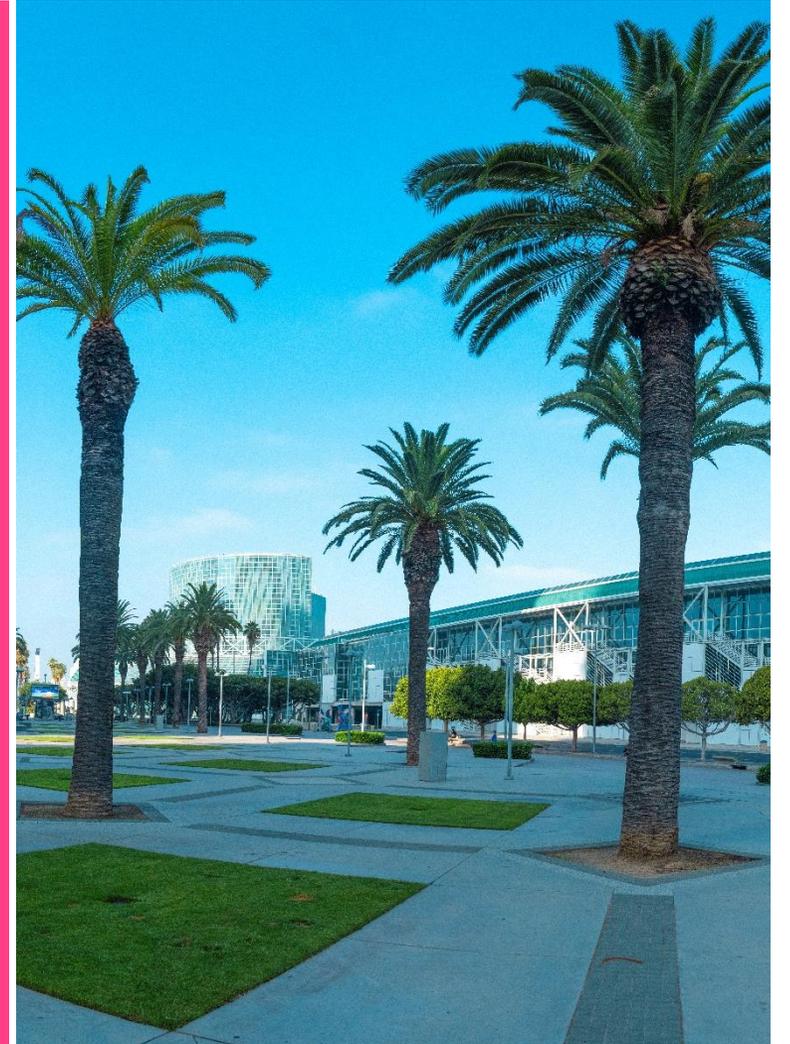


Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green
Chief Sales Officer



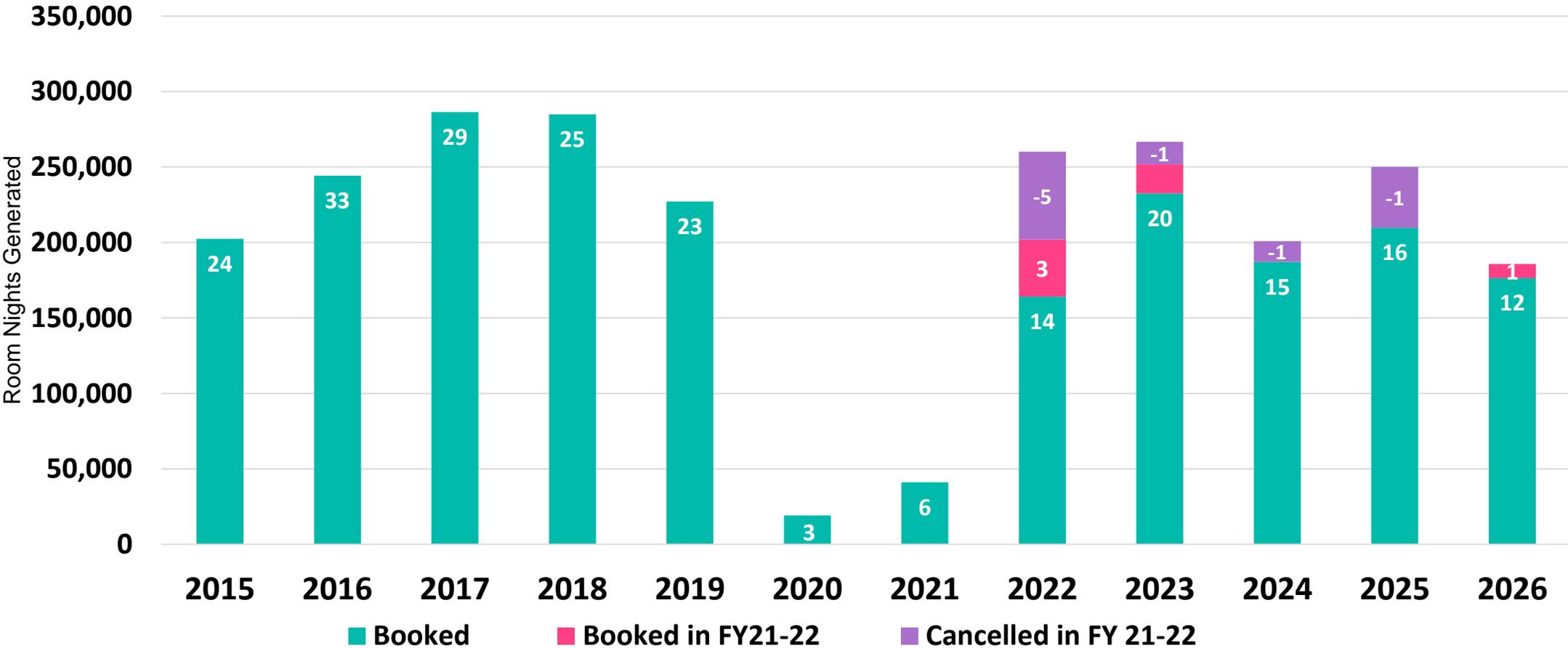
CITYWIDE CONVENTION SALES

YTD FY21/22 PRODUCTION RESULTS

| Lead Production | Leads Actual |
|-----------------|--------------|
| FY 21/22 Goal | 176 |
| FY 21/22 YTD | 118 |
| FY 20/21 STLY | 87 |

| Booked Room Nights Produced | RNs Actual |
|-----------------------------|----------------|
| FY 21/22 Goal | 225,000 |
| FY 21/22 YTD | 196,791 |
| FY 20/21 STLY | 313,571 |

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2026 CALENDAR YEAR ARRIVAL DATE



CITYWIDE CONVENTION PIPELINE

| YEAR | RNs | Last Update Variance |
|------|---------|----------------------|
| 2022 | 0 | 0 |
| 2023 | 41,830 | -11,900 |
| 2024 | 233,235 | 46,032 |

| YEAR | RNs | Last Update Variance |
|------|---------|----------------------|
| 2025 | 219,503 | 24,900 |
| 2026 | 70,869 | -14,155 |
| 2027 | 160,241 | 10,520 |

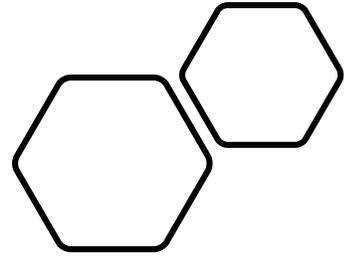


The logo for E3 2023, featuring a large red 'E' and a yellow '3' with a registered trademark symbol, set against a dark grey background with geometric patterns.

2023

An event from

REEDPOP



Global Sales Meeting/CAB/MLX Agenda

- **Monday, June 27**

- Global Sales Meeting
- Big Bus Los Angeles City Tour
- Dinner Experience with CAB at newly opened Mastro's Ocean Club

- **Tuesday, June 28**

- Customer Advisory Board Meeting
- Sofi Stadium Experience
- Hilton Los Angeles Airport Experience

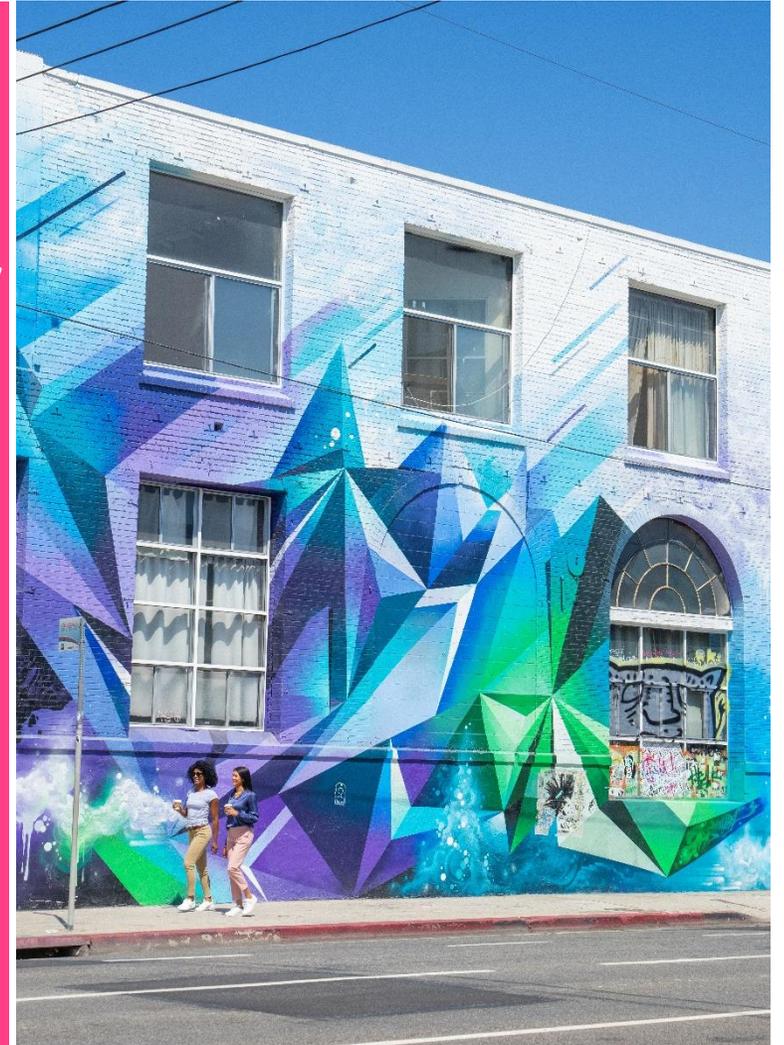
- **Wednesday, June 29**

- “Breakfast with Brad” for CAB attendees
- MLX Hotel & Venue Orientation
- MLX and Reception



LA Tourism Customer Advisory Board

June 27-29, 2022

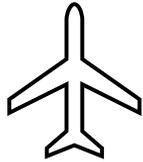


| First Name | Last Name | Organization | Title |
|------------|-----------|---|--|
| Josh | Adams | Streamlinevents, Inc. | Industry Relations Strategist |
| Pam | Ballinger | American Association for Cancer Research, Inc. | Senior Director of Meetings & Exhibits |
| Ray | Chiang | Society for the Promotion of Japanese Animation | Chief Executive Officer |
| Windy | Christner | Apha | Associate Vice President, Meetings & Expositions |
| Colleen | Connor | Wolters Kluwer | Associate Director, GBS, Global Event Management |
| David | Coray | The Optical Society - OSA | Deputy Senior Director, Meetings & Exhibits Operations |
| Aimee | Gabel | Solar Energy Trade Shows, LLC | VP, Organizational Development, Education & Operations |
| Marc | Gagnon | International Health, Racquet & Sportsclub Association | Associate Vice President - Meetings & Trade Shows |
| Kimberley | Gishler | Corporate Event Marketing Association | CEO & President |
| Cait | Goldberg | Society for Science & the Public | Director of Events |
| Staci | Hallmon | | |
| Christine | Hilgert | Meeting Expectations | Senior, Vice President |
| Pam | Hoffmann | American Association of Orthodontists | Sr. Meeting Manager |
| Jerry | Horan | ConferenceDirect | President & Chief Operating Officer |
| Jennifer | Krsanac | North American Spine Society | Director of Meeting Services |
| Linda | Lazo | National Basketball Association | Director, Event Management |
| Julie | Martin | Adobe Systems Incorporated | Sr. Director, Corporate Events |
| Paula | Schneider | American Psychiatric Association | Director, Meetings & Conventions |
| Ellen | Shortill | American Speech-Language-Hearing Association | Director of Conventions & Meetings |
| Connie | Samuels | National Association of Professional Employer Organizations | Director, Events & Education |

6.28.22 CAB Meeting Attendees



TIMES HAVE CHANGED...FOR EVENTS



Airfare Cost



Staffing



Hotel Budgets



Timeline



Transportation



Amenities

Customer Advisory Board Take - Aways

- Clients doing more with less staff
- Top level executives more involved in decision making process
- RFI's submitted before RFP's
- Are suppliers able to deliver on what was contracted?
- Negotiation Dynamics (Supply/Demand)
- Cost of goods playing a key role on both sides of the process
- Response time from suppliers continues to be one of the primary challenges

MLX Video

Meet LA Exchange



We Look Forward to Seeing You June 29!

It's almost time for our comeback **MeetLA Exchange (MLX)**. We look forward to reconnecting with you. Please see below for complete details.

What: Newcomer Orientation and The MeetLA Exchange (MLX)

When: June 29, 2022
12:30 - 1:30 pm (*orientation in Museum Ballroom*)
1:30 - 4:30 pm (*MLX in Bunker Hill Ballroom*)
4:30 - 6:30 pm (*reception at The Yard*)

Where: Omni Los Angeles
251 S. Olive Street, DTLA

Note: Parking at the Omni Hotel will be provided at a 50% discount (\$11).

Additional
Partners in
Attendance



cvent



For the Good of the Game



LA TOURISM – SUBJECT MATTER EXPERTS

- **Number one question: Why LA and why LA Tourism?**
- Why should a planner use LA Tourism for their next meeting?
 - To take advantage of our **wealth of resources!**
 - In a city as rich in venues as L.A., **it can be difficult to keep up with all the changes and new developments at hotels, venues and attractions.**
 - That's why you need a **local expert**; each member of our Hotel Sales team has his/her **finger on the pulse of L.A.'s meetings scene** and is abreast of developments at L.A.'s myriad hotels and event venues.
 - **Free – and impartial.**



HOTEL 101 - RESOURCES

- **Site Inspections**
 - Coordination, execution (transportation, logistics, etc.)
- **Programming**
 - Tradeshows, client events, market blitzes, fams, etc.
- **In-Market Sales Calls**
 - Partner calls, 30-day notice, extremely effective
- **Co-hosting Top Clients/CABs/Brand Events**
 - Top or target end-user accounts, verticals, geo, third-party, etc.

TOP TIPS ON HOW TO ENGAGE WITH YOUR MEMBERSHIP

Member Events

- **July 13** – Member Mixer at Vibiana
- **Sept 13** – Annual Market Outlook Forum

Member Portal

- **Update company profile, contacts, listings, photos and amenities**

Tourism Insights

- **Weekly Lodging report + Convention & Events calendar**

LA Perks Pass

- **Formerly “Show Your Badge and SAVE!” – spas, restaurants, shops, etc.**

THANK YOU



Los Angeles Tourism & Convention Board

Item 6a

Findings to Continue Teleconference Meetings

Pursuant to AB361

