

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

Regular Meeting Minutes
December 3, 2014
9:00 a.m.

The Board of Los Angeles Convention and Tourism Development (Board) convened a regular meeting on Wednesday, December 3, 2014 at 9:03 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

PRESENT:

President Jon Vein
Vice President Ray Bidenost
Commissioner Nicole Duckett Fricke

Bud Ovrom, Executive Director –
Los Angeles Department of Convention & Tourism Development (CTD)
Tom Fields, Assistant General Manager & Chief Operating Officer – CTD
Marla Bleavins, Assistant General Manager, Finance & Administration – CTD
Diana Mangioglu, Sr. Administrative Analyst II –
Office of the City Administrative Officer
Terry Martin Brown, Assistant City Attorney – Office of the City Attorney
Brad Gessner, Sr. Vice President & General Manager – AEG Facilities
Keith Hilsgen, Vice President, Finance – AEG Facilities
Ellen Schwartz, Vice President, Sales & Marketing – AEG Facilities
Victoriya Karpilovich, Marketing Specialist – AEG Facilities
Ernest Wooden Jr., President & CEO –
Los Angeles Tourism & Convention Board (LATCB)
Darren Green, Sr. Vice President, Sales - LATCB
Barbara Kirklichter, Vice President, Revenue Strategy – LATCB
Don Skeoch, Chief Marketing Officer – LATCB
Jeff Morris, President - HEILBrice
Cristine Villorante, Executive Administrative Assistant – CTD

ABSENT:

Commissioner Otto Padron
Commissioner Gillian Zucker

Item 1. Call to Order – President Jon Vein called the meeting to order.

Item 2. Public Comment – There was no public comment.

Item 3. Approval of the Meeting Minutes from November 19, 2014

APPROVED

Moved by: President Jon Vein
Seconded by: Commissioner Nicole Duckett Fricke

Ayes: President Vein, Vice President Bidenost,
Commissioner Duckett Fricke

Nays: None

Items were heard out of order to allow time for late arrivals.

Item 7. Monthly Reports for October 2014

Mr. Brad Gessner presented the AEG October 2014 report.

Item 6. Update on LACC Website and Social Media

Ms. Ellen Schwartz and Ms. Victoriya Karpilovich presented the Board with a presentation of the new LACC Website and an update on LACC's use of social media.

Item 7. Monthly Reports for October 2014

Mr. Darren Green presented the LATCB October 2014 report. In addition, Mr. Jeff Morris, President of HEILBrice presented the Board with a presentation on the 2015 Global Media Plan and Communications Strategy.

Requests: President Vein asked for a report on convention center capacity and a copy of the SMARI report.

Item 5. Update on Sister Cities of Los Angeles

Council Member Tom LaBonge reported on the Sister Cities of Los Angeles and commended Commissioner Duckett Fricke for her work as Ambassador on their recent trip to Tokyo, Japan.

Item 4. Approval of E3 Discount Packet (Board Report 14-003)

LATCB requested this item withdrawn. No further action is required by the Board on this issue as the request was previously approved prior to the new governance process.

Item 8. Executive Director's Report – LACC Expansion & Futurization

There are no significant issues to report at this time. An update will be provided at a future meeting.

Item 9. Agenda Forecast / Special Topics

The next Board meeting is scheduled for Wednesday, December 17, 2014.

ADJOURNMENT

The meeting was adjourned at 10:23 a.m.