

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

Meeting Minutes
March 18, 2015
9:00 a.m.

The Board of Los Angeles Convention and Tourism Development Commissioners (Board) convened a regular meeting on Wednesday, March 18, 2015 at 9:02 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 F. Vein
Commissioner Nicole Duckett Fricke
Commissioner Stella T. Maloyan
Commissioner Otto Padron

Bud Ovrom, Executive Director –

Los Angeles Department of Convention & Tourism Development (CTD)
Tom Fields, Assistant General Manager & COO – CTD
Diana Mangioglu, Assistant General Manager, Finance & Administration – CTD
Glyn Milburn, Business Team Representative – Office of the Mayor
Natalie Brill, Chief of Debt Management – Office of the City Administrative Officer
Terry Martin-Brown, Assistant City Attorney – Office of the City Attorney
Kimberly Miera, Deputy 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
Ernest Wooden Jr., President & CEO –
Los Angeles Tourism and Convention Board (LATCB)
Don Skeoch, Chief Marketing Officer – LATCB
Barbara Kirklighter, Vice President, Revenue Strategy – LATCB
Cristine Villorante, Executive Administrative Assistant – CTD

ABSENT:

Vice President Ray Bidenost

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

Item 2. Public Comment – Ms. Joyce Dillard expressed her concerns and commented on Item 5B, Expansion and Futurization.

Item 3. Approval of Meeting Minutes from March 4, 2015

APPROVED

Moved by: Commissioner Duckett Fricke
Seconded by: Commissioner Padron

Ayes: President Vein, Commissioners Duckett Fricke, Maloyan, and Padron

Nays: None

Item 4. Approval of LATCB Proposed FY 2015-16 Budget (Board Report 15-004)

Ms. Diana Mangioglu presented the LATCB Proposed FY2015-16 Budget and a quick overview of the services that LATCB provides. LATCB is contracted to grow the local economy by promoting the City as a site for citywide conventions, business meetings, and major tradeshow and as a destination of leisure travel. A brief discussion ensued and upon conclusion the budget was approved.

APPROVED

Moved by: Commissioner Padron
Seconded by: Commissioner Duckett Fricke

Ayes: President Vein, Commissioners Duckett Fricke, Maloyan, and Padron

Nays: None

Item 5. Executive Director's Report

CIP

Mr. Tom Fields updated the Board on the CIP projects. All projects have either been completed or are in progress, with the exception of the roof replacement which has been delayed as the selected contractor was unable to meet the City requirements of submitting a performance bond. Another City contractor is currently going through the bid process.

Expansion and Futurization

Mr. Bud Ovrom updated the Board on the expansion and futurization plans. Last week, there was a project report meeting at the Office of the Chief Legislative Officer (CLA). The CTD, CAO, CLA, and the Bureau of Engineering met yesterday to work on a more precise TOS schedule. The City process has begun with anticipated scheduling of department commission meetings and City Council Committee meetings (Economic Development Committee and Budget and Finance Committee) to discuss the expansion plans. The work from the architects is encouraging, but the budget will be a challenge with only \$350 million for construction costs.

Ms. Natalie Brill updated the Board on the financing of the expansion plans. The CAO has requested an appraisal of the LACC. CSL Consulting has been asked to do a study on the economic impact and private use. The CAO has started a Commercial Paper Program and has identified possible financing ideas, but awaits instruction from the Mayor and City Council.

Name Architecture for Expansion and Futurization Project

Mr. Don Skeoch reported that the LATCB's Customer Advisory Board, whose participants comprise of big meeting planners, was given the suggested alternate names at their last meeting and unanimously selected the LACC Master Plan.

Mr. Skeoch also commented that a process name should be selected quickly or Plan B will stick as it is being used by media sources. The permanent name should be elevated to the chosen architect or to a brand identity firm.

Commissioner Padron suggested that rather than going through a metamorphosis of names, why not call it what it will be called in the future so people get accustomed to the name. Commissioner Padron's name suggestion included LA CON, a play on L.A.

President Vein recommended that the Board give it some more thought, send ideas to Mr. Ovrom, and place the item back on the agenda for the next meeting on April 1, 2015.

ADJOURNMENT

The meeting was adjourned at 10:17 a.m.