



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

### **Regular Meeting Minutes**

**August 6, 2014  
9:00 a.m.**

The Board of Los Angeles Convention and Tourism Development (Board) convened a regular meeting on Wednesday, July 16, 2014 at 9:04 a.m. at the Los Angeles Convention Center (LACC), located at 1201 South Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

#### **ITEM NO. 1 CALL TO ORDER / ROLL CALL**

The meeting was called to order by President Jon Vein.

#### **Present:**

President Jon F. Vein  
Vice President Ray Bidenost  
Commissioner Nicole Duckett Fricke  
Commissioner Otto Padron  
Commissioner Gillian Zucker

Tom Fields, Assistant General Manager & COO  
Marla Bleavins, Assistant General Manager of Finance & Administration  
Glyn Milburn, Business Team Representative – Office of the Mayor  
Terry Martin Brown, Assistant City Attorney – Office of the City Attorney  
Diana Mangioglou, Sr. Administrative Analyst II – Office of the City Administrative Officer  
Brad Gessner, Sr. Vice President & General Manager – AEG Facilities  
Barbara Kirklighter, Vice President of Revenue Strategy –  
Los Angeles Tourism and Convention Board (LATCB)  
Cristine Villorante, Commission Secretary

#### **ITEM NO. 2 PUBLIC COMMENT**

There was no public comment.

#### **ITEM NO. 3 APPROVAL OF THE JULY 16, 2014 MINUTES**

The minutes were unanimously approved.

#### **ITEM NO. 4 ELECTION OF OFFICERS**

##### Election of President

Commissioner Zucker motioned to nominate President Vein  
Commissioner Padron 2<sup>nd</sup> the motion.

The nomination of President Vein was unanimously approved.

##### Election of Vice President

President Vein motioned to nominate Vice President Ray Bidenost  
Commissioner Zucker 2<sup>nd</sup> the motion.

The nomination of Vice President Bidenost was unanimously approved.

#### **ITEM NO. 5 MONTHLY REPORT FOR JUNE 2014**

##### **A. AEG**

Mr. Gessner presented AEG's report and highlighted the following:

1. LACC Leader of the Quarter
  - Leopoldo Hernandez
2. 16 events were held in June. Highlighted were:
  - E3 one of the biggest events of the year with 146,700 attendees
  - Over 200,000 visitors in June
3. Filming & Photo Shoots
  - Booked 1 (Paramount Pictures)
  - Generated over \$11K in revenue
4. Financials
  - Revenues: \$84K above forecast, \$841K above year-to-date (YTD) forecast
  - Expenses: \$226K higher than forecast, \$122K better than YTD forecast
  - Tracking \$150K in the black for the end of the fiscal year
5. Looking Forward
  - LACC negotiated a new contract with Smart City Services (4 years)
  - Annual Window Cleaning Planned (last washed in 2010)
  - Increase of Security Staff
  - Union negotiations planned with Building & Construction Trades Council and HERE Local 11

##### **B. LATCB**

Ms. Kirklighter presented LATCB's report and highlighted the following:

1. Citywide Conventions & Center Events Room Nights
  - 2014 by Calendar Year: 22 Citywide Conventions, 4 Center Events
  - 2014 by Fiscal Year (2013/14): 18 Citywide Conventions, 5 Center Events

2. Upcoming Citywide Conventions
  - League of California Cities, Sept. 3-5
  - Adobe Systems, Oct. 1-9
  - Audio Engineering Society, Oct. 5-14
  - Society for Advancement of Chicanos and Native Americans in Science, (Oct.12-20)
  - Society of Women Engineers, Oct. 22-25
  - UBM - Game Developers, Nov. 31-Dec. 6
  - IAEE, Dec. 9-11
3. Appendix E (a) Citywide Convention Sales Production
  - Lead production was planned at 210, 20 actualized, and tracking at the same pace as last year.
  - Room nights planned for 351K
  - Sales Pipeline – Future Years: number of room nights are the same as last year
4. FY 2014-15, First Quarter Forecasted Citywide Convention Bookings
  - NeighborWorks, 2017
  - Council for Exceptional Children, 2018
  - United States & Canadian Academy of Pathology, 2020
  - Clinical Chemistry, 2025
5. New Hot Prospects
  - Adobe Summit, 2016
  - CTIA The Wireless Association, 2017
  - Society for Information Display, 2017
6. Appendix E (b), Assist Conventions, Business Meetings and Trade Shows
  - FY 14/15, 350 Planned, 44 YTD
7. Appendix E (c & d), Pre-Promote Los Angeles
  - FY 14/15, 11 Forecasted
8. Reporting and Tracking Information
  - LATCB is part of Destination Marketing Association International (DMAI), a global trade association for official destination marketing organizations (DMOs).
  - Member benefits include accreditation, event impact calculator, empowerment event database, industry research, professional development and education, and performance reporting standards.
  - LATCB has renewed its accreditation (4-Year Renewal)
  - Required DMO Standards
    - Governanace
    - Finance
    - Human Resources
    - Marketing

- Sales
- Management
- Innovation
- Stakeholder Relationships

9. Upcoming key dates:

- LATCB Market Outlook Forum, August 20
- LATCB Customer Advisory Board, September 7-9
- IAEE, December 9-11
- LATCB National Sales Meeting/Hotel Exchange Trade Show, November TBD

## **ITEM NO. 6 EXECUTIVE DIRECTOR'S REPORT**

### **A. Plan B Update**

1. Mr. Fields reported on the following:

- The Task Order Solicitation (TOS) went out and submittals were received in late July.
- The top three architectural firms will be selected by the evaluation team next month, September.
- The members of the evaluation team are Bud Ovrom and Tom Fields from the Los Angeles Department of Convention and Tourism Development (CTD) and Gary Lee Moore and Deborah Weintraub from the the Bureau of Engineering (BOE) are reviewing the submittals.

2. Decision on Alternate Name for Plan B

After some thoughtful discussion, Pres. Vein proposed utilizing the term "Expansion, Futurization", but also come up with a buzz nickname. The proposed was 2nd by Commissioner Duckett Fricke and unanimously approved.

### **B. CIP Update**

This agenda item will be continued at the next scheduled Board meeting.

## **ITEM NO. 6 AGENDA FORECAST / SPECIAL TOPICS**

Pres. Vein canceled the Board meeting scheduled for August 20, 2014 due to the conflict with the LATCB Market Outlook Forum and the planned absences of two members of the Board, Vice President Bidenost and Commissioner Duckett Fricke. The Board will resume on September 3, 2014.

## **ITEM NO. 7 ADJOURNMENT**

The meeting was adjourned at 9:53 a.m.