



Los Angeles Tourism Marketing District Board of Directors Regular Meeting

March 26, 2024 | 8:00am
Sheraton Grand Hotel – 711 S. Hope Avenue; Los Angeles, CA 90017

Call to Order	Javier Cano, TMD Chairman
Antitrust Statement	John Lambeth, Civitas
Public Comment	Javier Cano
Public Comment for all items on or not otherwise on the agenda	
Chairman's Report & Board Approvals	Javier Cano
1. Approval of Minutes	
February 14, 2024 meeting minutes will be reviewed and considered for approval.	
2. Establish an Ad Hoc Nominating Committee	
Establish committee to review candidate to fill board vacancy for the Hollywood region.	
3. TMD Financial Update	Carolyn Steffen, CFO, L.A. Tourism
CFO will present an overview of the CY2023 Financials and a recommendation for Board consideration and approval of a carry-forward allocation into CY2024.	
4. "Occasion Marketing" Initiative	L.A. Tourism Marketing Team
The marketing team will present "Occasion Marketing" initiative to increase demand from regional markets for Board consideration and approval of a \$1M allocation.	
Information Items	Javier Cano
5. IPW 2024 Update	Patti MacJennett
An overview of IPW that is being held in Los Angeles May 3-7, 2024 will be reviewed.	
6. Sales Update	Bryan Churchill, SVP, Sales
An overview of upcoming industry events and future considered events will be discussed.	
Legal/Legislative Update	John Lambeth, Civitas
7. Legal & Legislative Updates	
8. TMD Renewal Update	
An update on the renewal of the LATMD will be provided.	



9. Conflict of Interest Policy

The TMDs Conflict of Interest will be reviewed and signed by each Board Member.

Adjournment

Javier Cano

BROWN ACT: *Government Code 54950* requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. The public may inspect the agenda and any associated writings, and documents delivered after the posting of the meeting may be obtained, at 633 W. 5th Street, Suite 1800; Los Angeles, CA 90071. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Patti MacJennett at (213) 236-2360 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.