



Los Angeles Tourism Marketing District

Board of Directors Special Meeting

February 5, 2025

12:30 PM

MEETING LOCATION

900 West Olympic Boulevard; Los Angeles, Ca 90015

TELECONFERENCE LOCATIONS:

1755 N. Highland Ave, Hollywood, CA 90028

5711 W. Century Blvd, Los Angeles CA, 90045

11110 Ohio Ave, Suite 107, Los Angeles, CA 90025

1697 Pacific Ave Venice, CA 90291

700 Exposition Park Dr, Los Angeles, CA 90037

404 South Figueroa St; Los Angeles California 90071

ZOOM LINK:

<https://us02web.zoom.us/j/81720061018?pwd=4AhdbI9zdL5F6JDK9RX3IdUoHnTZ7D.1>

+1 669 444 9171

Meeting ID: 817 2006 1018 | Passcode: 550707

AGENDA

Call to Order

Javier Cano, TMD Chair

Antitrust Statement

John Lambeth, Legal Counsel, 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

October 11, 2024 meeting minutes will be reviewed and considered for approval.

2. TMD Reserve Request

Carolyn Steffen, CFO, LA Tourism

LA Tourism will present an overview of the request and recommendation for Board consideration and approval of \$ \$1.23m new reserve allocation and a repurpose of a previously approved \$270k.

3. Bi-annual CY2024 Regional Meeting Cancellation

Board to discuss and approve cancellation of postponed Regional Meeting from CY 2024.

Informational Item(s):

4. Semi-Annual ChampionLA Report

Javier Cano

The ChampionLA semi-annual Report distributed to the Board.

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.