



Los Angeles Tourism Marketing District Board of Directors Regular Meeting

March 6, 2025
8:00AM

MEETING LOCATION

DoubleTree by Hilton Los Angeles Downtown - 120 South Los Angeles Street, Los Angeles, CA 90012

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	
February 5, 2025 meeting minutes will be reviewed and considered for approval.	
2. TMD Reserve Requests	
Board to review and consider for approval reserve allocation for partnership with Kind Traveler.	
Informational Item(s):	
3. Lodging Performance Updates	
LA Tourism to report out on lodging performance since the wildfires, as well as consumer sentiment data.	
Aaron Nissen, VP Business Intelligence	
Legal/Legislative Update	John Lambeth
4. Legal & Legislative Updates	
5. TMD Renewal Update	
An update on the renewal of the LATMD will be provided.	
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 MacLennett 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.