



Los Angeles Tourism Marketing District

Board of Directors Regular Meeting

Monday, October 27, 2024

2:00 PM

Hotel Angeleno - 170 N Church Ln; Los Angeles, CA 90049

AGENDA

Call to Order	Javier Cano, TMD Chair
Antitrust Statement	John Lambeth, Civitas, Legal Counsel
Public Comment	Javier Cano
Public Comment for all items on or not otherwise on the Agenda	
Board Chair's Report & Board Approvals	Javier Cano
1. Approval of Minutes August 13, 2025 meeting minutes will be reviewed and considered for approval. 2. Board Member and Officer Re-election The Board shall review and consider for re-election, a director and officer position for another term. 3. ChampionLA Allocation The Board shall review and consider for approval an extension for the funding of the ChampionLA fund for future major events. 4. Civitas Agreement Extension The Board shall consider and discuss approval of an extension of two agreements with the Corporation's Legal Counsel.	
CY26 Business Plan & Proposed Budget Overview	LA Tourism Team
5. The CY26 budget and program of work will be presented, discussed and considered for approval. - o Proposed Marketing Program - o Proposed Sales Program	
Informational Items	
6. LATMD Diligence Summary The Board shall review summaries of contract obligations between the City and LA Tourism 7. Legal/Legislative Updates	
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.