



Los Angeles Tourism Marketing District Board of Directors Regular Meeting

March 25, 2026

8:00AM

MEETING LOCATION

Hilton Los Angeles Airport - 5711 W Century Blvd; Los Angeles, CA 90045

AGENDA

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| 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 27, 2025 meeting minutes will be reviewed and considered for approval. | |
| Informational Item(s): | |
| 2. TMD Financial Update | Carolyn Steffen, CO&FO |
| A report out on the current TMD financials and reserve status will be provided. | |
| 3. LA Tourism Sales and Marketing Updates | LA Tourism Team |
| An overview of upcoming campaigns, industry events and programming will be reported on, | |
| 4. Semi-Annual ChampionLA Report | Javier Cano |
| The ChampionLA semi-annual Report distributed to the Board. | |
| Legal/Legislative Updates | John Lambeth |
| 5. Legal & Legislative Updates | |
| 6. Review 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 Adam Burke at (213) 236-2388 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.