



## Los Angeles Tourism Marketing District Board of Directors Regular Meeting

**Tuesday, October 20, 2020**  
10:00 – 11:30 AM

### Telephonic Meeting:

Meeting Conference Line: (669) 900-6833 | ID: 996 1875 7408# | Passcode: 651498  
Meeting Link: <https://latourism.zoom.us/j/99618757408?pwd=S0RCeUZxelpiVlphMkxUaHRIZi9wUT09>

### AGENDA

<b>Call to Order</b>	Javier Cano, TMD Chairman
<b>Public Comment</b>	Javier Cano
Public Comment for all items on or not otherwise on the Agenda	
<b>Chairman's Report</b>	Javier Cano
<ul style="list-style-type: none"><li>• Approval of Minutes <i>September 15, 2020 meeting minutes will be reviewed and considered for approval</i></li><li>• Election of Directors &amp; Officer <i>Directors and Officer nominations, discussion and elections</i></li><li>• Civitas Agreement Extension <i>The Board shall consider and discuss approval of an extension of two agreements with the Corporation's Legal Counsel, Civitas</i></li></ul>	
<b>Marketing Update</b>	Don Skeoch, Los Angeles Tourism
<b>CY21 Business Plan &amp; Proposed Budget Overview</b>	Carolyn Steffen, Los Angeles Tourism
<i>The CY21 budget and program of work will be presented, discussed and considered for approval</i>	
<ul style="list-style-type: none"><li>• Proposed Marketing Program</li><li>• Proposed Sales Program</li></ul>	
<b>Legal/Legislative Update</b>	John Lambeth, Civitas
The TMDs Legal Counsel to report out on legal and legislative updates	
<b>Adjournment</b>	Javier Cano

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**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. 5<sup>th</sup> 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.