



Los Angeles Tourism Marketing District
Board of Directors Special Meeting

Wednesday, April 29, 2020

3:00 pm – 4:30 pm

Telephonic Meeting:

Meeting Conference Line: (669) 900-6833 | ID: 924 8682 4795#

Meeting Video Link: <https://latourism.zoom.us/j/92486824795>

DRAFT AGENDA

Call to Order

Javier Cano, TMD Chairman

Public Comment

Javier Cano

Public Comment for all items on or not otherwise on the Agenda

Chairman’s Report

Javier Cano

- Approval of Minutes
April 16, 2020 meeting minutes will be reviewed, discussed and considered for approval

Los Angeles Tourism Updates

Ernest Wooden, Jr, President & CEO

The Los Angeles tourism team to provide financial, programming and industry updates due to the COVID-19 crisis

- TMD Financial Report Adam Burke, COO and CFO
- Sales Strategy Overview Darren Green, SVP, Sales
- Marketing Strategy Overview Don Skeoch, CMO

Legal Counsel

John Lambeth, Civitas, Legal Counsel

- *Status of Reserve Fund recommendation*

Next Steps

MacJennett, SVP, Bus. Affairs

- Future Communications & meetings will be discussed

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.



ADA: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Patti MacJennett by calling (213) 236-2360.

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