



Los Angeles Tourism Marketing District

Board of Directors Special Meeting

Wednesday, August 5, 2020 1:00 pm

Telephonic Meeting:

Meeting Conference Line: (669) 900-6833 | ID: 955 6030 5325#

Meeting Video Link: <https://latourism.zoom.us/j/95560305325>

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
<ul style="list-style-type: none">• Approval of Minutes <i>July 15, 2020 meeting minutes will be reviewed, discussed and considered for approval</i>• Vacant Board Position <i>Establish an ad hoc nominating committee to discuss candidates for the vacant seat for the Hollywood region</i>• Regional Meeting Recap• Annual Hotel Meeting – September	
Financial Report	Carolyn Steffen, V.P, Finance
TMD collections and trends will be reviewed and discussed	
Marketing Recovery Timeline Discussion	Don Skeoch, CMO
The timeline of post-COVID recovery marketing efforts will be discussed	
Sales Update	Darren Green, SVP, Sales
Open Discussion	Patti MacJennett, SVP, Business Affairs
Next Steps	Patti MacJennett
Future communications and 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.



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.