



Los Angeles Tourism Marketing District  
Board of Directors Regular Meeting

October 30, 2019  
8:00am – 9:30am  
633 W 5<sup>th</sup> Street; Los Angeles, CA 90071

**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
- July 16, 2019 meeting minutes will be reviewed, discussed and considered for approval
- Civitas Agreement Extension
- The Board shall consider and discuss approval of an extension of two agreements with the Corporation’s Legal Counsel, Civitas
- Agenda Items**
- CY18 Audited Financial Statement Kristen McCarthy, BDO
- The CY18 Audited Financial Statement will be presented, discussed and considered for approval
- CY20 Business Plan & Proposed Budget Ernest Wooden, Jr., L.A. Tourism
- The CY20 budget and program of work will be presented, discussed and considered for approval
- Sales Plan & Budget Darren Green, L.A. Tourism
- Marketing Plan & Budget Don Skeoch, L.A. Tourism
- Budget Overview Adam Burke, L.A. Tourism
- Legislative/Legal Updates John Lambeth, Civitas
- TMD’s Legal Counsel to report on legislative and legal updates
- Reserve Fund Patti MacJennett, L.A. Tourism
- Future Major events for which TMD Reserve funds may be requested by L.A. Tourism will be reviewed and consider for approval
- 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. 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.

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 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.