



Los Angeles Tourism Marketing District

Board of Directors Regular Meeting

March 23, 2021

12:00 PM

Telephonic Meeting:

Meeting Conference Line: (669) 900-6833 | ID: 917 8643 9049 | Passcode: 275543

Meeting Link: <https://latourism.zoom.us/j/91786439049?pwd=cVVQTnJ0aHVPazYwZWxlaW0vMjNKdz09>

AGENDA

Call to Order Javier Cano, TMD Chairman

Antitrust Statement John Lambeth, Civitas

Public Comment Javier Cano

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

Chairman’s Report Javier Cano

1. *Approval of Minutes*
January 21, 2021 meeting minutes will be reviewed and considered for approval.
2. *CY21 Election of Officers*
Chairman, Treasurer and Secretary nominations, discussion and elections.
3. *Champion L.A Fund*
Agreement with LASEC regarding Champion L.A. sports event marketing will be discussed and considered for approval.

Marketing Recovery Phase Two Discussion & Approval Don Skeoch, CMO, L.A. Tourism
Phase Two of the Marketing Recovery Program will be reviewed, discussed, and Board consideration to approve funding from TMD Dedicated Fund.

Brown Act Review John Lambeth
The TMD Board will participate in Brown Act training and review 2021 updates.

Initiative to Increase Competitive Advantage Adam Burke, President & CEO, L.A. Tourism
Report on negotiations with Sharecare VERIFIED.

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.