



# Los Angeles Tourism Marketing District Board of Directors Regular Meeting

Friday, October 11, 2024  
11:00 AM

DoubleTree by Hilton Hotel Los Angeles Downtown – 120 S. Los Angeles Street; Los Angeles, CA 90012

## AGENDA

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| Call to Order   | Javier Cano, TMD Chair                                       |
| Antitrust Statement   | John Lambeth, Civitas  |
| Public Comment  | Javier Cano  |
| Public Comment for all items on or not otherwise on the Agenda  |  |
| Board Chair's Report & Board Approvals  | Javier Cano  |
| 1. Approval of Minutes  |  |
| August 29, 2024 meeting minutes will be reviewed and considered for approval.   |  |
| 2. Election of Directors and Officer  |  |
| The ad hoc nominating committee will review and make recommendations to the board to fill board vacancies and officer position, discussion and elections. |  |
| 3. Disestablish AD HOC Nominating Committee   |  |
| Board to disestablish the ad hoc nominating committee.  |  |
| 4. Civitas Agreement Extension  |  |
| The Board shall consider and discuss approval of an extension of two agreements with the Corporation's Legal Counsel.                                     |  |
| CY25 Business Plan & Proposed Budget Overview   | Adam Burke, L.A. Tourism                                     |
| 5. The CY25 budget and program of work will be presented, discussed and considered for approval.  |  |
| o Proposed Marketing Program  | Don Skeoch, L.A. Tourism                                     |
| o Proposed Sales Program  | Bryan Churchill, L.A. Tourism<br>Kathy McAdams, L.A. Tourism |
| 6. TMD Reserve Discussion   |  |
| An overview of the reserve status will be provided and Board to consider for approval new allocation request.   |  |
| Legal/Legislative Updates   | John Lambeth, Civitas  |
| Adjournment   | Javier Cano  |

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.