

PATRICE Y. LATTIMORE  
CITY CLERK

City of Los Angeles  
CALIFORNIA

OFFICE OF THE  
CITY CLERK

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**OFFICIAL ACTION OF THE LOS ANGELES CITY COUNCIL**

**Council File No.:** 26-0387

**Council Meeting Date:** April 29, 2026

**Agenda Item No.:** 22

**Agenda Description:** TRADE, TRAVEL AND TOURISM COMMITTEE REPORT relative to requesting a report on the feasibility of establishing a centralized structure to manage the City's civic brand assets, including governance, licensing, revenue generation, and implementation strategies.

**Council Action:** TRADE, TRAVEL AND TOURISM COMMITTEE REPORT - ADOPTED

**Council Vote:**

ABSENT	Blumenfield	YES	Harris-Dawson	ABSENT	Hernandez
YES	Jurado	YES	Hutt	ABSENT	Lee
YES	McOsker	YES	Nazarian	YES	Padilla
YES	Park	YES	Price Jr.	YES	Raman
YES	Rodriguez	YES	Soto-Martínez	YES	Yaroslavsky

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Adopted Report(s) Title  
Report from Trade, Travel, and Tourism Committee 04-14-26