



DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT CORPORATION
ANNUAL PUBLIC MEETING - MINUTES
TUESDAY, JUNE 3, 2025
RENAISSANCE DALLAS HOTEL

1. 8:30 a.m. - Call to Order/Welcome

- A. Introduction of the Board of Directors
Greg White, Chair

2. Budget

- A. Fiscal year 2025 financial summary, budget by service plan
B. Fiscal year 2026 service plan budget with projected revenue at \$24 million
C. Net assets from the Incentives & Sales Efforts and Sites & FAMS would be retained as net assets and allocated to fulfill future commitments due to the ongoing expansion of the Kay Bailey Hutchison Convention Center Dallas (KBHCCD).
Greg White, Chair

3. Administrative Update

- A. PNC Investments
Fred Euler, Executive Director

4. Incentives & Sales Efforts

- A. Visit Dallas year-to-date bookings (through April 30, 2025).
B. Hotel Marketing Incentive Program
C. Lead trends from 2024 to 2025 in the city of Dallas.
D. Annual pace report through 2029 (corresponding to KBHCCD construction years)
E. Pace and demand for 2030 through 2035 (post construction)
F. 2029 onward, the Visit Dallas team secured 64 major conventions, with \$36 million in incentives committed by DTPID.
Brad Kent, Chief Sales Officer, Visit Dallas

5. Marketing

- A. National campaign review and target markets
B. New video assets
C. Self-contained business tactics
D. Advertising results
E. 2025 Can-Do Spirit Awards
Jennifer Walker, Chief Marketing Officer, Visit Dallas

6. Tourism Marketing & Sales Efforts

- A. International marketing efforts
B. Tour Operator Incentive Program
C. Michelin Guide in Texas
D. Klyde Warren Park visitor kiosk, new initiative
E. Event Marketing Incentive Program update

- F. Dallas Arts & Hotels Speed Date
- G. Dallas Sounds Amplified
Mark Thompson, SVP Tourism & Operations, Visit Dallas (A-D)
Kristina Kirkenaer-Hart, Director of Cultural Tourism & Dallas Music Office, Visit Dallas (E-G)

7. Dallas Sports Commission

- A. Recent big wins
- B. Future successes
- C. FIFA World Cup 2026™ Update
Monica Paul, Executive Director, Dallas Sports Commission

8. Master Plan

- A. Kay Bailey Hutchison Convention Center Dallas update
Craig T. Davis, President and CEO, Visit Dallas

9. Legislative Update

Scott Joslove, President and CEO, Texas Hotel and Lodging Association

10. Partner Insights Dashboard

Michael Rudowski, Vice President of Research and Insights, Visit Dallas

11. Public Hearing

12. 10:30 a.m. - Adjourned

Meeting Attendees

Account/Company Name	Full Name
AC Hotel, Residence Inn, Springhill Suites, Hampton Inn Dallas Downtown	Lee Clayton
Aloft Dallas Downtown	Alex Cruz
Aloft Dallas Downtown	Takiera Harris
Aloft Dallas Downtown	Joseph Wheat
City of Dallas	Lacey Ruiz
Crowne Plaza Dallas Love Field Medical District	Mo AL Jenabi
Dallas Crowne Plaza Hotel	Ann Stetson
Dallas Film Commission	Katie Schuck
Dallas Marriott Suites Medical Market Center	Tammy Vallejos
Dallas Marriott Suites Medical/Market Center	Sonia Rivera
Dallas Sports Commission	Andrew Dockrill
Dallas Sports Commission	Monica Paul
Dallas Tourism Public Improvement District	Fred Euler
DoubleTree by Hilton Dallas Love Field	Sandra Escobedo
DoubleTree by Hilton Dallas Love Field	Claudia Tapia
Element Dallas Downtown East	Steven Jones

Element Downtown Dallas
Embassy Suites Dallas Market Center
HGI Downtown Dallas
Highland Park Village
Hilton Anatole
Hilton Anatole
Hilton Dallas/Park Cities
Hilton Dallas/Park Cities
Hilton Garden Inn
Hilton Garden Inn DMC
HN Capital Partners
Holiday Inn Express Dallas Medical & Market Center
Homewood Suites Dallas Downtown
Homewood Suites Dallas Downtown
Homewood Suites Dallas Downtown
Hotel Association of North Texas
Hotel Crescent Court
Hotel Swexan
JW Marriott Dallas Arts District Hotel
JW Marriott Dallas Arts District Hotel
KBA Consulting
Le Meridien, The Stoneleigh
Lorenzo Hotel Dallas, Tapestry Collection by Hilton
Marriott Dallas Uptown
Marriott Dallas Uptown
Omni Dallas Hotel
Omni Dallas Hotel
Omni Dallas Hotel
Omni Dallas Hotel
Omni Dallas Hotel
Pacifica Host
Renaissance Dallas Hotel
Renaissance Dallas Hotel
Renaissance Dallas Hotel
Renaissance Dallas Hotel
Renaissance Dallas Hotel
Sonesta Simply Suites Dallas Galleria
Texas Hotel and Lodging Association
The Adolphus
The Beeman Hotel
The Beeman Hotel
The Kimpton Pittman Hotel Dallas

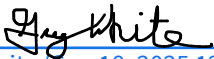
Karen Morales
Diana Guerrero
Shelly Campbell
Ray Washburne
Yabrina Campbell
Bruce Roy
Paul Hvidsten
Julie Schultz
Claudia Hernandez
Sorina Ventola
Noeha Coutry
Daniela Dulgheru
Aurora Burciaga
Domonique Fludd-Moore
Joyce Oliver
Traci Mayer
Mayelli Wilson
Jessica Schiele
Taylor Sheriff
Courtney White
Ken Benson
Erik Davenport
Logan Rozelle
Hannah Finger
Alison VanderWiel
Carolyn Dent
Janet Gavidia
David Martinez
Kyle Pettipher
Joe Vanden Heuvel
Maria Ventura
Rodrigo Bolanos
Cory Burns
Bill Jordan
Lindsay McIlroy
Chris Pilavakis
Michael Rodriguez
Scott Joslove
Luke Hopkins
Michael Beck
Carina Trejo
Kelly Moore

The Ritz-Carlton, Dallas
The Ritz-Carlton, Dallas
The Statler Dallas
The Warwick Melrose - Dallas
Tru by Hilton Dallas Market Center
Visit Dallas
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W Dallas Hotel
Westin Dallas Downtown
Westin Dallas Park Central
Westin Dallas Park Central
Westin Dallas Park Central
Westin Galleria Dallas

Brian Booth
Chris Lee
Aracely Garcia
Shehzad Thobani
Erin Barrios
Barbara Altom
Sheryl Budelier
Craig Davis
Brad Kent
Kristina Kirkenaer-Hart
Minnie Munoz
Kathie Parsons
Michael Rudowski
Raul Santillan
Mark Thompson
Matt Vinson
Jennifer Walker
Jena Washington
Alan Brown
Carolyn Almassy
Betty Jones
Roland Maldonado
Rebecca Moody
Greg White



Barbara Altom, Director of Compliance, Visit Dallas
June 3, 2025



Greg White (Sep 18, 2025 12:03:23 CDT)

Greg White, Chairman of the Board