



DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT CORPORATION
ANNUAL PUBLIC MEETING - MINUTES
THURSDAY, MAY 21, 2026
OMNI DALLAS HOTEL

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

- A. DTPID Mission
- B. Introduction of the Board of Directors
- C. Service Plan Review and 2025 Annual Report
- D. FY26 Forecast
- E. Five-Year Service Plan budget and forecast (FY27 – FY31)
- F. An opportunity was given to Stakeholders to ask questions related to the Service Plan. No questions were asked.
Fred Euler, Executive Director, Dallas Tourism Public Improvement District

2. Dallas Sports Commission

- A. Recent big wins
- B. Future successes
- C. FIFA World Cup 26™ update
Monica Paul, Executive Director, Dallas Sports Commission

3. Incentives & Sales Efforts Update

- A. Incentives update
- B. Hotel Marketing Incentive Program updates
- C. Group pace
- D. 5-year comparison for Kay Bailey Hutchison Convention Center Dallas during construction
- E. Strategies
Brad Kent, Chief Sales Officer, Visit Dallas

4. Marketing

- A. Leisure Marketing strategies and results
- B. Lodging impacts
- C. Continued strategies
- D. FIFA World Cup 26™ creatives
- E. Meetings & trade self-contained business tactics
- F. Kay Bailey Hutchison Convention Center Dallas awareness and VR experience
- G. National campaign review
Jennifer Walker, Chief Marketing Officer, Visit Dallas

5. Renewing DTPID

- A. Why renew the PID
- B. Events made possible with DTPID support
- C. Proposed service plan
- D. Why 30 years
- E. No assessment increase
- F. Renewal process

- G. An opportunity was given to Stakeholders to ask questions related to the renewal of the DTPID. No questions were presented.

Greg White, DTPID Chairman and General Manager, The Westin Dallas Galleria

6. 9:30 a.m. - Adjourned

Meeting attendees attached.

A handwritten signature in blue ink, reading "Barbara Altom".

Barbara Altom, Director of Compliance, Visit Dallas
May 21, 2026

A handwritten signature in black ink, reading "Sean Kennerty".

Sean Kennerty, Board Secretary

Name	Company
Logan, William	AC Dallas Downtown
Ngalongalo, Adrian	AC Dallas Downtown
Bradley, Douglas	AC RI Marriott Dallas Galleria
Clayton, Lee	Aimbridge
Taylor, Travis	Aloft Dallas Downtown
Heinbaugh, Chris	AT&T Performing Arts Center
Nava, Joseph	City of Dallas
Magnuson, Jill	Dallas Arts District
Smith, Stacia	Dallas Marriott Downtown
Paul, Monica	Dallas Sports Commission
Euler, Fred	Dallas Tourism Public Improvement District
Jones, Steven	Element Dallas Downtown East
Gomez, Alejandra	Fairfield Inn & Suites/TownePlace Suites Dallas Downtown
Vashee, Kishan	Fairfield Inn & Suites/TownePlace Suites Dallas Downtown
DeCanter, Rob	Fairmont Dallas
Fryatt, Steven	Fairmont Dallas
Roy, Bruce	Hilton Anatole
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Gerken, Erica	Hilton Dallas Lincoln Centre by the Galleria
Brown, Sherry	Hilton Dallas/Park Cities
Slater, Peyton	Hilton Dallas/Park Cities
Allard, Christopher	Hilton Garden Inn Dallas Central Expy/ NorthPark
Nicholson, Gary	Hilton Garden Inn Downtown Dallas
Coutry, Noeha	HN Capital Partners
Jones, Jill	Home2 Suites by Hilton Dallas East
Fludd, Domonique	Homewood Suites by Hilton Dallas Downtown
Burciaga, Aurora	Homewood Suites-Dallas Downtown
Mayer, Traci	Hotel Association of North Texas
Krafft, Brett	Hotel Crescent Court
Wilson, Mayelli	Hotel Crescent Court
Ortega, Rosa	Hotel Indigo Dallas Downtown
Welborn, Kathleen	Hotel Indigo Dallas Downtown
Gillespie, Lauren	Hotel ZaZa Dallas
Atwood, Samara	Hotel ZaZa Dallas
Welch, Natalie	Hotel ZaZa Dallas
Kujawa, Miranda	Liberty Hospitality
Ledlum, Blanchette	Lorenzo Hotel

Hernandez, Angela	Lorenzo Hotel
Gamil, Cecilia	Lorenzo Hotel
Finger, Hannah	Marriott Dallas Uptown
Tawil, Robbie	Marriott Dallas Uptown
Tripicchio, Kelly	Marriott Dallas Uptown
VanderWiel, Alison	Marriott Dallas Uptown
Ocean, Olivia	Marriott Dallas Uptown
Dent, Carolyn	Omni Dallas Hotel
Langley, Kyler	Omni Dallas Hotel
Lateefuddin, Mohammed	Omni Dallas Hotel
Theus, Kelly	Omni Dallas Hotel
Vanden Heuvel, Joe	Omni Dallas Hotel
Gaylor, Maria	Omni Dallas Hotel
Reitmeier, Jana	Omni Dallas Hotel
Stafford McKenzie, Ashley	Omni Dallas Hotel
Jones, Christian	Omni Dallas Hotel
Torres, BreAnna	Omni Dallas Hotel
Solis, Therese	Omni Dallas Hotel
Bailey, Kristin	Omni Dallas Hotel
Pilavakis, Chris	Renaissance Dallas Hotel
Stevens, Ashley	Renaissance Dallas Hotel
Keeton, Jessica	Renaissance St. Elm Dallas Downtown Hotel
Dugger, Samantha	Rosewood Mansion on Turtle Creek
Pontius, Beverly	Sheraton Suites
Manning, Sharlonda	Sheraton Suites
Livingston, Jeff	Sheraton Suites
Phelps, Bianca	Spark by Hilton Dallas Medical District Love Field
Wemimo, Olawale	SpringHill Suites Dallas West End
Williams, Olivia	The Adolphus
Ross, Jillian	The Adolphus Hotel
Hopkins, Luke	The Adolphus Hotel
Doherty, Glenn	The Adolphus Hotel
Hammond, Vana	The GoldHam Group
White, Greg	The Westin Galleria Dallas
Long, Spencer	The Westin Galleria Dallas
Feesago, Ashley	Thompson Dallas
Chaisson, Kelly	Tru by Hilton Dallas Downtown Market Center
Walker, Jamie	Tru by Hilton Dallas Downtown Market Center

Talbott, Victoria	Virgin Hotels Dallas
Lee, Mark	Visit Dallas
Altom, Barbara	Visit Dallas
Davis, Craig	Visit Dallas
Walker, Jennifer	Visit Dallas
Kent, Brad	Visit Dallas
Parsons, Kathie	Visit Dallas
Rudowski, Michael	Visit Dallas
Kirkenaer-Hart, Kristina	Visit Dallas
Munoz, Minnie	Visit Dallas
Irvin, Jena	Visit Dallas
Boquet, Lee	Visit Dallas
Johnson, KD	Visit Dallas
Vinson, Matt	Visit Dallas
Sosa, Vicky	Visit Dallas
Carr, Maylee	Visit Dallas
Fussell, Gayla	Visit Dallas
Collins, Autumn	Visit Dallas
Hofer, Jana	Visit Dallas
Lawrence, Andrew	Visit Dallas
Thompson, Mark	Visit Dallas
Castellanos, Daniel	Visit Dallas
Hays, Kelly	Visit Dallas
Walker, Jennifer	Visit Dallas
Owens, Kevin	Visit Dallas
Bautista, Patricia	Visit Dallas
Jones-Brown, Alan	W Dallas - Victory
Moody, Rebecca	Westin Dallas Park Central
Kennerty, Sean	Woodbine Development Corporation