



**DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT  
CORPORATION BOARD OF DIRECTORS  
MINUTES OF JANUARY 25, 2022**

Attended:

Greg White, Chair  
Andrea Gates  
Brett Krafft  
Traci Mayer

Noeha Coutry  
Kevin Gilbert  
Michael Koffler  
Craig Davis

Mike Patel  
Sean Kennerty

Members Absent:

Mark Woelffer (Proxy), Rosa Fleming and Jiroko Rosales

Others Attending:

Fred Euler, Dallas TPID  
Scott Joslove, Texas Hotel and Lodging Association  
Ken Benson, Ken Benson & Associates  
Jackie Gonzalez, Weaver  
Tim Hancock, Weaver

Visit Dallas Staff:

Jill Larsen, Brad Kent, Mark D. Thompson, Dariela Esquivel, Minnie Munoz, Jacqueline Rutledge, Jennifer Walker, Sheryl Budelier, Stephanie Faulk and Monica Paul

**1. Call to Order/Welcome**

Greg White conducted a roll call to confirm the presence of attendees for the regularly scheduled board meeting of the Dallas Tourism Public Improvement District Corporation; being that a quorum was present, Mr. White called the meeting to order at 9:00 am on Tuesday, January 25, 2022. The meeting was held at the Omni Hotel.

**2. Conflict of Interest Affidavit Form**

Scott Joslove reminded the Directors that items [4, 5, 6 and 7] voted on may provide a conflict of interest requiring a conflict-of-interest form be signed before the meeting. Mr. Joslove confirmed that all voting members signed the conflict-of-interest affidavit forms.

**3. Board Secretary**

Greg White recommended the appointment of Sean Kennerty to the position of DTPID Board Secretary, effective immediately through September 30, 2022, to fulfill the opening left by Robert Watson. Michael Koffler motioned, Kevin Gilbert seconded, and the Board unanimously APPROVED.

**4. Approval of October 19, 2021, Minutes**

Sean Kennerty asked the Board of Directors for any questions or revisions to the minutes of October 19, 2021. Being no opposition to the minutes, the Board APPROVED October 19, 2021, minutes as presented.

## 5. FY2021 Audit Overview

Greg White welcomed Jackie Gonzalez and Tim Hancock of Weaver; the firm engaged to conduct the FY2021 Audit. The Audit Committee held a preliminary discussion of audit findings and recommend they now be presented to the full Board for acceptance. Ms. Gonzalez provided some background on Weaver and their experience and discussed the audit cycle. She reviewed financial and audit highlights, noting that Weaver performed the audit in accordance with Generally Accepted Auditing Standards (GAAS) and issued an unmodified report. Following some discussion, Mike Patel motioned, Andrea Gates seconded, and the Board unanimously APPROVED accepting the FY2021 Audit.

## 6. Financial Update December 31, 2021

Jill Larsen presented the Statement of Financial Position, Statement of Activities, and Service Plan Expense Summary for the quarter ended December 31, 2021. Total Net Assets were \$29,631,925 and there was a variance in Revenues from budget of \$275,595 for the PID Recovery Fee. Ms. Larsen explained variances in Expenses and reviewed the Net Assets by Service Plan report, stating that spending has increased as the effects of the pandemic are diminishing. She noted that she is working on developing an Investment Policy for the board to monitor investments to ensure compliance and hopes to bring it for adoption at the next meeting.

Michael Koffler made the motion to approve the financial statements, Sean Kennerty seconded. The Board unanimously APPROVED the financial statements as presented for the three months ending December 31, 2021.

Jill Larsen reminded everyone that the Board is permitted to reallocate up to 10% of each service plan category within the annual City Council approved TPID budget. Visit Dallas staff has done extensive research and analysis on the status and allocation of the Dallas Tourism Public Improvement District (DTPID) carryforward and have calculated the net assets (carryforward) available for reallocation based on the audited Service Plan net assets at 9/30/2021. Future obligations for Incentive and Sales total \$41.6 million. These future obligations will likely be mitigated by funding from the State Event Trust Fund (SETF). SETF funding has historically funded 60% of the overall incentive commitment. Based on this history, staff made the following recommendation:

Service Plan Categories	Net Assets as of 9/30/2021 (audited)	FY21 Proposed Reallocation	FY21 Adjusted Net Asset
Incentives & Sales Efforts	\$ 23,549,496	\$ 569,316	\$ 24,118,812
Marketing & Promotions	1,072,968	(368,381)	704,587
Sites & FAMS	2,608,340	(133,957)	2,474,383
Event Incentives	507,707	-	507,707
Operations/Research/Administration	260,023	(66,978)	193,045
<b>Ending Net Asset</b>	<b>\$ 27,998,534</b>	<b>\$ -</b>	<b>\$ 27,998,534</b>

Michael Koffler motioned, Sean Kennerty seconded, and the Board unanimously APPROVED reallocation of net assets of \$569,316 increase in Incentives & Sales Efforts, \$368,381 decrease in Marketing & Promotions, \$133,957 decrease in Sites & FAMS, and \$66,978 decrease in Operations/Research/Administration.

## 7. Consent Agenda

Fred Euler recommended approval of the Consent Agenda. Sean Kennerty motioned; Kevin Gilbert seconded, and the Board unanimously APPROVED the following as recommended:

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1. Incentives and Sales Efforts Service Plan
  - a. Wave 39 consisted of twenty-two (22) sales and two (2) sports group opportunities for a requested total of \$5,446,367 in group incentives.
  - b. DTPID received ninety (90) new hotel incentive applications during Q1, 2022, for a requested total of \$591,316 in individual hotel incentives.
2. Event Marketing Service Plan
  - a. DTPID received one (1) new event incentive applications for fiscal year 2022 totaling \$25,000 in requested event marketing incentives.

## **8. Visit Dallas Update**

Craig Davis announced that Visit Dallas moved out of its office at Republic Center last week and will be moving into new office space at the Sharyland Building on Ross Avenue. He shared that a briefing to the City's Transportation Committee on the KBHCCD Master Plan went well and a full City Council briefing is scheduled for February 2, followed by a vote on February 9. If approved, the project would expand the convention center to give Dallas about 800,000 square feet of meeting space, putting us on par with Atlanta and Chicago. Mr. Davis discussed the Brimer Bill and Scott Joslove explained the DTPID's role, noting that DTPID funds cannot be used for the campaign due to electioneering laws, but the DTPID can put out fact sheets.

## **9. Convention Center**

Ken Benson urged hotel partners to submit letters of support in favor of the convention center expansion project, the 3C model and the Fair Park funding method.

## **10. Sales Update**

Brad Kent gave a sales update and noted that Dallas remains in the top two for CVENT RFPs received and awarded in the previous 365 days. He provided a list of customer events for Q1-Q3 and shared a few customer event hosting opportunities. The Board discussed whether it makes sense to bid on PCMA and ASAE in 2028 and agreed that it would be best to wait at least three years in between. Mr. Kent also shared pre-sales/marketing concepts to start after January 1, 2023, assuming that the Master Plan is approved next month and the Brimer Bill passes in November 2022.

Monica Paul updated that FIFA's site visit in October 2021 went great and she expects an announcement on the World Cup Bid some time in April or May. Ms. Paul will share a list of Fair Park buildings that need to be improved as a part of the bid with Scott Joslove, to be included in the fact sheets on the Brimer Bill proposition. The proposition if passed, would also give Dallas a better shot at getting the International Broadcast Center. More to come at the next board meeting.

## **11. Research Update**

Brad Kent gave a research update, highlighting that future travel plans remain high and meetings avoidance remains below early 2021 levels with 60% of meeting planners expecting a return to normal in 2022. He also noted that hotel revenues were near 2019 levels in Q4 2021 and shared an updated recovery path forecast.

## **12. Marketing Update**

Jennifer Walker reported on Visit Dallas' FY 21 Paid Media Campaign. Primary campaign objectives were to drive awareness and consideration of Dallas and drive website visitation and actions/engagement. The target leisure audience was between 35-54 years old; with and without children, and the target trade audience was meeting and event planners. Ms. Walker stated the

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primary leisure target markets included Austin, OKC, Lubbock, Houston and Tulsa and trade media ran mostly national. Leisure and trade tactics included OTT/CTV, OOH, display, print, digital and paid search. The budget was \$1.017MM, including an additional \$120K in negotiated added value. The campaign ran May - October 2021 and garnered 111,538,295 impressions.

Jennifer Walker then shared an Executive Summary report for recent consumer focus groups conducted December 1-3, 2021, in Lubbock, Houston and Oklahoma City and discussed next steps - identifying and refining the campaign, potential new print executions, shooting new Dallas skyline assets, and finalizing the 2022 Media Plan.

She also announced that Visit Dallas will be embarking upon a Brand Identity Exercise as part of its 3-Year Strategic Plan with the goal to create a unified, enduring brand identity that can be adopted citywide.

### **13. Hotel Incentives Update**

Jill Larsen gave the Hotel Incentive Fund update for Sheryl Budelier. Ms. Larsen shared that for fiscal year 2022, 24 hotels are participating, and the board approved 147 hotel group incentives totaling \$1,402,057. Of that, \$182,553 has been funded. In the program's lifetime, 1,877 applications have been submitted, 58 hotels have participated, \$12,355,932 in funds have been approved and \$3,176,606 has been funded.

### **14. Event Marketing Incentives Update**

Jill Larsen gave the Event Marketing Incentives update. Ms. Larsen introduced Kristina Hart, who has replaced Maribeth Lysen as the new Director of Tourism. She noted that for fiscal year 2022, the board approved 77 applications and \$1,653,455 in funds. Applications for FY2022 are closed.

### **15. Public Affairs Update**

1. Ken Benson stated that change is coming in the next couple of years with redistricting and the upcoming elections for mayor, the Brimer Bill and governor. Mr. Benson invited hoteliers to a tour of Fair Park on February 11, noting that it would help with talking points. Traci Mayer will circulate an invitation.
2. Traci Mayer stated the history of the Brimer Bill was shared at a DTPID Town Hall meeting, followed by Q&A. She noted no push back from attendees. The Board approved a resolution supporting Brimer being used for Fair Park and KBHCCD improvements. Ms. Mayer noted that HANTX's Annual Meeting will take place on March 23 at the Sheraton.
3. Scott Joslove led a discussion regarding an inquiry from the city's legal department through the Economic Development Department about adding new properties to the DTPID.

### **16. Unfinished / New Business**

Greg White called for unfinished or new business for the Board.

There being no further business to come before the Board, the meeting adjourned at 11:24 a.m.

*Dariela Esquivel*

**Dariela Esquivel**

**January 25, 2022**