



DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT CORPORATION  
BOARD OF DIRECTORS  
MINUTES OF JANUARY 31, 2023

**Attended:**

Greg White, Chair	Mark Woelffer, Vice-Chair/Treasurer	Sean Kennerty, Secretary
Brett Krafft	Michael Koffler	Robbie Tawil
Bruce Roy	Mayur "Mike" Patel	Noeha Coutry
Chris Pilavakis	Craig Davis <sup>Ex</sup>	Jiroko Rosales <sup>Ex</sup>
Traci Mayer <sup>Ex</sup>		

**Members Absent:**

Rosa Fleming <sup>Ex</sup>

**Others Attending:**

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

**Visit Dallas Staff:**

Jacqueline Rutledge, Brad Kent, Barbara Altom, Jennifer Walker, Monica Paul, Sheryl Budelier, Stephanie Faulk, Minnie Munoz and Michael Rudowski, Jessamin Santander-Gandara, Tony Armer, Andrea Coker

**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. Since a quorum was present, Mr. White called the meeting to order at 9:01 am on Tuesday, January 31, 2023. The meeting was held virtually via Zoom.

**2. Conflict of Interest**

Scott Joslove reminded the Directors that items voted on might provide a conflict of interest, requiring a conflict-of-interest form to be signed before the meeting. Mr. Joslove confirmed that all voting members signed the conflict-of-interest affidavit forms.

**3. The Slate of Officers**

Due to recent hotel changes, two board of director positions required fulfillment. Therefore, the Nominating Committee consisting of Mark Woelffer, Greg White, and Fred Euler, met by phone on January 5, 2023, to recommend new Directors to begin their service effective January 31, 2023, through the end of the current term of September 30, 2024. The Nominating Committee confirmed the interest of the proposed Directors:

- Chris Pilavakis, General Manager, Renaissance Dallas Hotel, nominated to serve on the DTPID Board of Directors, representing hotels with 300 – 999 rooms.
- Noeha Coutry, VP & Head of Hotel Asset Management, HN Capital Partners, nominated to serve on the DTPID Board of Directors, representing hotels with 100 – 299 rooms.

Mr. Woelffer recommended approving the new Directors as presented. Sean Kennerty motioned to

<sup>Ex</sup> Ex Officio Non-Voting

approve, seconded by Mayur Patel, and the Board unanimously APPROVED.

#### **4. Approval of Minutes**

Mark Woelffer asked the Board of Directors for any questions or revisions to the minutes of November 3, 2022. Being no opposition to the minutes, Mr. Woelffer recommended approval of the minutes as presented. Michael Koffler motioned, Brett Krafft seconded, and the Board unanimously APPROVED the November 3, 2022, minutes as presented.

#### **5. Fiscal Year 2022 Audit**

Weaver and Tidwell, L.L.P. performed the independent audit for the fiscal year ended September 30, 2022. The Audit Committee comprised of Greg White, Mark Woelffer, Sean Kennerty, Brett Krafft, and Fred Euler reviewed the audit with Weaver and Visit Dallas on January 17, 2023, via Zoom. Mr. White, Audit Committee Chair recommended the approval of the independent audited prepared and presented by Weaver and Tidwell, L.L.P. Sean Kennerty motioned, Chris Pilavakis seconded, and the Board unanimously APPROVED the fiscal year 2022 audit.

#### **6. Financial Update**

Jacqueline Rutledge presented the Statement of Financial Position, Statement of Activities, and Service Plan Expense Summary for the three months ending December 31, 2022. Mark Koffler motioned to approve the financial statements as presented, and Brett Krafft seconded. The Board unanimously APPROVED the financial statements presented for the three months ending December 31, 2022.

Ms. Rutledge provided a quarterly update of the PNC Investments as of 01/27/2023, Texas sales tax exemption, employment registration, form 1099/1096 reporting and insurance coverage for the DTPIDC.

#### **7. Consent Agenda**

Fred Euler recommended the Consent Agenda items for Wave 43, consisting of:

- a. Twenty (20) sales opportunities with a requested total of \$3,543.085 in group incentives,
- b. 117 hotel marketing incentive applications were submitted, totaling \$595,064 in requested incentives,
- c. Two (2) film incentive applications totaling \$2,246, and
- d. One (1) tour operator application totaling \$357

Michael Koffler motioned, Chris Pilavakis seconded, and the Board unanimously APPROVED the consent agenda.

#### **8. Visit Dallas Update**

Craig Davis shared updates from Visit Dallas.

#### **9. Marketing Update**

Jennifer Walker presented the fiscal year 2023 paid media preliminary recommendations for trade and leisure and provided an update on the Dallas brand identity progress to date, including a presentation of the Brand Vision Book. The next steps for marketing include the agency of record RFP for Visit Dallas, campaign development, coordinated brand rollout plan and target launch event.

**10. Sales Update**

Brad Kent presented the Visit Dallas sales performance for fiscal year 2023 Q1.

**11. Research Update**

Michael Rudowski presented research from Destination Analysts, STR and Tourism Economics.

**12. Hotel Marketing Incentives Update**

Sheryl Budelier presented the Hotel Marketing Incentives update.

**13. Event Marketing Incentives Update**

Kristina Kirkenaer-Hart presented the Event Marketing Incentives update.

**14. Public Affairs Update**

Traci Mayer, Ken Benson and Scott Joslove provided updates from their respective organizations.

**15. Unfinished / New Business**

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

Kristina Kirkenaer-Hart presented a recommendation to the Board to support Dallas Arts Month's marketing campaign as presented. The marketing campaign would be funded by net assets within the Marketing Service Plan in the amount of \$15,000. Chris Pilavakis motioned, and Mayur Patel seconded, the Board unanimously APPROVED the recommendation.

There being no further business to come before the Board, the meeting adjourned at 11:34 AM.



Barbara Altom

February 1, 2023