



DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT CORPORATION
BOARD OF DIRECTORS
MINUTES OF APRIL 25, 2023

Attended:

Greg White, Chair	Mark Woelffer, Vice-Chair/Treasurer	Sean Kennerty, Secretary
Brett Krafft	Noeha Coutry	Robbie Tawil
Chris Pilavakis	Craig Davis ^{Ex}	Maria Smith ^{Ex}
Traci Mayer ^{Ex}		

Members Absent:

Mayur "Mike" Patel, Bruce Roy, Michael Koffler, Rosa Fleming ^{Ex}

Others Attending:

Fred Euler, Dallas TPID
Scott Joslove, Texas Hotel and Lodging Association
Ken Benson, Ken Benson & Associates
Danika Mendrygal, Mendrygal Law

Visit Dallas Staff:

Jacqueline Rutledge, Brad Kent, Jennifer Walker, Monica Paul, Michael Rudowski, Minnie Munoz, Peter Gould, Stephanie Faulk, Sheryl Budelier and Barbara Altom

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 9:02 am on Tuesday, April 25, 2023. The meeting was held at Visit Dallas' office.

2. Approval of Minutes

Sean Kennerty asked the Board of Directors for any questions or revisions to the minutes of January 31, 2023. Being no opposition to the minutes, Mr. Kennerty recommended approval of the minutes as presented. Brett Krafft motioned, and Robbie Tawil seconded, and the Board unanimously APPROVED the January 31, 2023, minutes as presented.

3. Program Policies and Guidelines

Fred Euler shared with the board of directors a brief statement related to the Office of Economic Development Incentive Policy which went into effect January 1, 2023. DTPID engaged with Mendrygal Law to provide counsel related to the Incentive Policy. Mr. Euler introduced Danika Mendrygal to speak regarding non-profit governance and new policies for the board's review and approval.

Ms. Mendrygal introduced new policies for the board of directors consisting of:

- Whistleblower Policy
- Document Retention and Destruction Policy
- Nepotism Policy
- Stakeholder Removal Policy

Sean Kennerty motioned, Mark Woelffer seconded, and the Board unanimously APPROVED the adoption of the policies as presented.

^{Ex} Ex Officio Non-Voting

DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT BOARD OF DIRECTORS MEETING
MINUTES OF APRIL 25, 2023

Ms. Mendrygal outlined guidelines and revisions to the Hotel Marketing Incentive Program. After much discussion, Mark Woelffer motioned, and Sean Kennerty seconded, and the Board unanimously APPROVED the program revisions and new guidelines as presented.

4. 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. It was confirmed that all voting members signed the conflict-of-interest affidavit forms.

Mr. Joslove provided a brief update on the 2023 Texas legislative session.

5. Financial Update

Jacqueline Rutledge introduced a new staff member at Visit Dallas, Peter Gould, to the board of directors. Ms. Rutledge presented the Statement of Financial Position, Statement of Activities, and Service Plan Expense Summary for the three months ending March 31, 2023. Mark Koffler motioned to approve the financial statements as presented, and Robbie Tawil seconded. The Board unanimously APPROVED the financial statements presented for the three months ending March 31, 2023.

Mr. White and Ms. Rutledge provided a quarterly update of the PNC Investments as of March 31, 2023.

6. Consent Agenda

Fred Euler recommended the Consent Agenda items for Wave 44, consisting of:

- a. Twenty-five (25) sales opportunities with a requested total of \$8,642,200 in group incentives,
- b. 232 hotel marketing incentive applications were submitted, totaling \$1,285,071 in requested incentives,
- c. One (1) film incentive application totaling \$792, and
- d. One (1) tour operator application totaling \$500.

Mark Woelffer motioned, Chris Pilavakis seconded, and the Board unanimously APPROVED the consent agenda.

7. Research Update

Michael Rudowski shared research from Destination Analysts, STR, Tourism Economics, SMARInsights.

8. Marketing Update

Jennifer Walker provided a brand identity update, brand activation plan, and discussed a seeding phase. Ms. Walker shared that Greenhaus was chosen as the agency of record for Visit Dallas. The new DallasTPID.com site will transition today from Lifeblue-managed to Tempest-managed and will ensure compliance with the new Office of Economic Development guidelines.

9. Sales Update

Brad Kent presented the Visit Dallas sales performance for fiscal year 2023 Q1. Mr. Kent provided the updated Sales Incentive Threshold grid. Chris Pilavakis motioned, and Mark Woelffer seconded, and the board of directors unanimously APPROVED the incentives threshold as presented.

DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT BOARD OF DIRECTORS MEETING
MINUTES OF APRIL 25, 2023

Mr. Kent presented the Visit Dallas Sales Committee recommendation for a Third-party Meeting Planner Hotel Incentive Program, General Service Contractor Marketing Program, and the Mini-wide Booking Program for the years 2025 through 2028. Mark Woelffer motioned, Chris Pilavakis seconded, and the board of directors APPROVED the Visit Dallas sales committee recommendation with a modification to the mini-wide recommendation, the use of two (2) 1,000+ room hotels, requires four (4) mid-size or small hotels (less than 1,000 room hotels).

Mr. Kent shared a concept with the board related to a Cvent & DTPID advertising program. The program requires further exploration before a recommendation is to be made.

10. Visit Dallas Update

Craig Davis shared updates from Visit Dallas.

11. Hotel Marketing Incentive Program Update

Sheryl Budelier presented the Hotel Marketing Incentive Program update.

12. Event Marketing Incentives Update

Kristina Kirkenaer-Hart presented the Event Marketing Incentives update.

13. Dallas Sports Commission Update

Monica Paul provided updates to the board on FIFA World Cup 2026.

14. Public Affairs Update

Traci Mayer provided updates on behalf of Ken Benson and Hotel Association of North Texas.

15. Unfinished / New Business

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

Fred Euler made a call for volunteers for the Budget Committee; Greg White, Brett Krafft and Michael Koffler volunteered. Mr. Euler asked for volunteers for the Nominating Committee; Mark Woelffer, Greg White and Chris Pilavakis volunteered.

There being no further business to come before the Board, the meeting was adjourned at 11:43 AM.



Barbara Altom

April 25, 2023