



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

Attended:

Greg White, Chair	Mark Woelffer, Vice-Chair/Treasurer	Sean Kennerty, Secretary
Brett Krafft	Noeha Coutry	Robbie Tawil
Mayur "Mike" Patel	Michael Koffler	Bruce Roy
Traci Mayer ^{Ex}	Craig Davis ^{Ex}	Rosa Fleming ^{Ex}

Members Absent:

Chris Pilavakis, Maria Smith ^{Ex}

Others Attending:

Fred Euler, Dallas TPID
Justin R. Bragiel, Texas Hotel and Lodging Association
Ken Benson, Ken Benson & Associates
Jay Evans and David Wells, Greenhaus
Yareli Esteban, Strategar

Visit Dallas Staff:

Jacqueline Rutledge, Brad Kent, Jennifer Walker, Monica Paul, Michael Rudowski, Minnie Munoz, Stephanie Faulk, Kristina Kirkenaer-Hart, 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 9:00 a.m. on Tuesday, July 25, 2023. The meeting was held at the Hyatt Regency Dallas Hotel.

2. Conflict of Interest

Justin Bragiel 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.

3. Approval of Minutes

Sean Kennerty asked the Board of Directors for any questions or revisions to the minutes of April 25, 2023. Being no opposition to the minutes, Mr. Kennerty recommended approval of the minutes as presented. Brett Krafft motioned, and Michael Koffler seconded, and the Board unanimously APPROVED the April 25, 2023, minutes as presented.

4. Approval of FY24 Board Meeting Dates

Sean Kennerty presented the meeting dates for the DTPID Board of Directors for the fiscal year 2024 as follows:

- Thursday, November 2, 2023
- Tuesday, January 30, 2024
- Tuesday, April 23, 2024

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- Tuesday, July 30, 2024

Mark Woelffer motioned to approve the Board meeting dates, and Michael Koffler seconded the motion. The Board unanimously APPROVED the FY24 board meeting dates.

5. Hotel Marketing Incentive Program

Mark Woelffer presented potential challenges for the big four hotels if these properties were not included in the Hotel Marketing Incentive Program (HMIP) during the construction years at Kay Bailey Hutchison Convention Center Dallas. Mr. Woelffer recommended that the big four hotels remain eligible to participate in the HMIP annually through fiscal year 2028. Hotels granted inclusion: Omni Dallas Hotel, Hyatt Regency Dallas Hotel, Sheraton Dallas Hotel and Hilton Anatole Hotel. Sean Kennerty motioned to approve the recommendation, and Noeha Coutry seconded; the Board unanimously APPROVED the recommendation.

Sheryl Budelier recommended the limit to be funded to any district hotel for events consumed within a fiscal year shall be limited to \$150,000 beginning in the fiscal year 2024 until any point the DTPID Board of Directors decides to reduce or increase the funding per District hotel. The group size per application shall be a minimum of ten (10) rooms on peak in a District hotel. Mark Woelffer motioned to approve, and Michael Koffler seconded; the Board unanimously APPROVED the recommendation.

Ms. Budelier presented the Hotel Marketing Incentive Program update.

6. Consent Agenda

Fred Euler recommended the Consent Agenda items for Wave 45, consisting of:

- a. Forty-five (45) sales opportunities with a requested total of \$ 18,666,367 in group incentives, and
- b. Five (5) tour operator applications totaling \$3,404.

Michael Koffler motioned, Mark Woelffer seconded, and the Board unanimously APPROVED the consent agenda.

7. Financial Update

Jacqueline Rutledge presented the Statement of Financial Position, Statement of Activities, and Service Plan Expense Summary for the three months ending June 30, 2023. Michael Koffler motioned to approve the financial statements as presented, and Sean Kennerty seconded. The Board unanimously APPROVED the financial statements presented for the nine months ending June 30, 2023.

8. Marketing Update

Jennifer Walker noted the preliminary campaign concepts would be tested among leisure and trade audiences. The teams at Greenhaus and Strategar presented the methodologies, creative testing approach and budget. A coordinated national brand rollout is planned to launch in FY24 Q2. Ms. Walker provided an overview of the FY24 Q1 paid media and FY24 overall budget recommendation based on the challenges of losing 600,000 room nights during construction at KBHCCD. New strategies were presented along with new markets and personas.

9. Sales Update

Brad Kent provided the updated Sales Incentive Threshold grid for Board approval. Michael Koffler motioned, Mark Woelffer seconded, and the board of directors unanimously APPROVED the incentives threshold as presented through 2040.

Mr. Kent provided a sales performance report outlining goal variances, leads by month, and the sales group funnel, with decisions due by 9/30/2023. An overview of sales strategies for FY24 was presented along with the group sales budget by segment and by service plan. Several new sponsorships, including the LGBT Meeting Planners Association, TSNN and Trade Show Gold, are planned to aid the sales efforts. A review of past sponsorships outlined the return on investment from 2017 – 2022, resulting in up to 1479:1 ROI.

10. Dallas Sports Commission Update

Monica Paul recommended allocating funds for fiscal years 2026 – 2030 for the Sports Commission to utilize for incentives to retain the Red River Showdown (Rivalry) at Cotton Bowl Stadium. Mark Woelffer motioned, and Sean Kennerty seconded. The Board unanimously APPROVED the recommendation.

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

11. Visit Dallas Update

Craig Davis shared updates from Visit Dallas.

Mr. Davis presented an opportunity for Dallas to underwrite David Byrne's *Theater of the Mind* following a highly successful initial run in Denver. The touring exhibition is expected to be in three cities, with Dallas as the planned first stop of the tour. The show would operate from September 2024 through April 2025. A recommendation was made to sponsor a portion of the event to drive visitors to Dallas. Michael Koffler motioned to approve, Robbie Tawil seconded, and the motion was APPROVED.

12. Research Update

Michael Rudowski shared research from Oxford Economics, STR, BEA, and Tourism Economics. An independent study by Hunden Strategic Partners outlined the impact of convention center renovation on lodging. A separate study by Tourism Economics presented several scenarios related to the 2026 FIFA World Cup and room revenue forecast through 2028.

13. Investment Update

Fred Euler shared the PNC Capital Advisors DTPID account summary with the Board.

14. Event Marketing Incentives Update

Kristina Kirkenaer-Hart presented the Event Marketing Incentives and cultural tourism update.

15. Public Affairs Update

Updates were provided by Traci Mayer, Hotel Association of North Texas; Ken Benson, Ken Benson & Associates; and Justin Bragieli, Texas Hotel and Lodging Association.

16. Executive Session

The Budget Committee, consisting of Greg White, Michael Koffler and Brett Krafft, called for an Executive Session for the Board of Directors and Ex Officio Officers to discuss the FY24 budget. Upon conclusion of the Executive Session, Michael Koffler, on behalf of the Budget Committee, announced that the Board APPROVED the FY24 budget with one exception to the Incentives and Sales Efforts service plan, which they approved a reduction by 50% to the planned costs for the sales booth at KBHCCD original request of \$137,000 for KBHCCD Master Plan presentations reduced to \$87,000 and Dallas-based sales center at KBHCCD original request of \$137,000 was reduced to \$50,000.

17. Unfinished / New Business

There being no further business to come before the Board, the meeting was adjourned at 12:03 PM.



Barbara Altom

July 25, 2023