



DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT CORPORATION
BOARD OF DIRECTORS
MINUTES OF JULY 26, 2022

Attended:

Greg White, Chair	Brett Krafft
Mark Woelffer, Vice-Chair/Treasurer	Michael Koffler
Sean Kennerty, Secretary	Andrea Gates
Traci Mayer	Craig Davis

Members Absent:

Mike Patel, Bruce Roy, Sven-Erik Richter (proxy Greg White), Robbie Tawil, Rosa Fleming and Jiroko Rosales

Others Attending:

Fred Euler, Dallas TPID
Scott Joslove, Texas Hotel and Lodging Association (phone)
Ken Benson, Ken Benson & Associates

Visit Dallas Staff:

Jill Larsen, Brad Kent, Mark D. Thompson, Barbara Altom, Monica Paul, Jennifer Walker, Sheryl Budelier, Stephanie Faulk, Minnie Munoz and Michael Rudowski

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 9:07 am on Tuesday, July 26, 2022. The meeting was held at the Hyatt Regency Dallas.

2. Conflict of Interest

Scott Joslove reminded the Directors that most of the items [3, 4, 5, 6, 7 and 15] voted on may 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. Approval of Minutes

Sean Kennerty asked the Board of Directors for any questions or revisions to the minutes of April 26, 2022. Being no opposition to the minutes, Brett Krafft motioned, Michael Koffler seconded, and the Board unanimously APPROVED April 26, 2022, minutes as presented.

4. Financial Update

Jill Larsen presented the Statement of Financial Position, Statement of Activities, and Service Plan Expense Summary for the nine months ended June 30, 2022.

Mark Woelffer motioned to approve the financial statements as presented, and Sean Kennerty seconded. The Board unanimously APPROVED the financial statements presented for the nine months ended June 30, 2022.

5. Fiscal Year 2023 Budget Committee Recommendation

Brett Krafft presented on behalf of the Budget Committee the FY2023 budget prepared by Visit Dallas staff based on the April 2022 Tourism Economics forecast. There was a discussion at length by the Board. The recommendation was made to approve the Fiscal Year 2023 budget of \$18,960,240 revenue and \$18,319,650 expense for an increase in net assets of \$640,590. Michael Koffler motioned to approve the FY2023 budget, and Brett Krafft seconded the motion. The Board unanimously APPROVED the FY2023 budget.

6. Board of Directors Administration

Fred Euler requested volunteers for the Nominating Committee Board Elections. Greg White, Mark Woelffer and Brett Krafft volunteered for the committee.

Mr. Euler presented the recommended DTPID Board of Directors meeting dates as follows:

Thursday, November 3, 2022, 9:00 am
Thursday, January 31, 2023, 9:00 am
Thursday, April 25, 2023, 9:00 am
Thursday, July 25, 2023, 9:00 am

Mark Woelffer motioned to approve the meeting dates presented, and Michael Koffler seconded. The Board unanimously APPROVED the Board meeting dates for FY2023.

7. Consent Agenda

Fred Euler recommended the Consent Agenda item Wave 41, consisting of forty-two (42) sales opportunities. The requested total was \$15,613,559 in group incentives. Sean Kennerty motioned; Mark Woelffer seconded, and the Board unanimously APPROVED Wave 41.

Mr. Euler recommended the Consent Agenda item Q3 hotel incentive applications. The DTPID received one-hundred twenty-seven (127) new hotel incentive applications during Q3, 2022, for a total of \$991,548 in individual hotel incentives. Brett Krafft motioned, and Mark Woelffer seconded. The Board unanimously APPROVED the Q3, 2022 applications.

8. Visit Dallas Update

Craig Davis shared updates related to the convention center master plan.

9. Research Update

Michael Rudowski presented the Tourism Economics forecast with additional source data provided by STR and Cvent.

10. Marketing Update

Jennifer Walker provided a brief update on the brand identity project spearheaded by Visit Dallas. The project is well underway, and the next phase of the exercise includes fielding a national panel of online surveys for leisure visitors as well as in-person and out-of-market focus groups with residents, past business/leisure travelers, potential travelers and meeting planners. A Brand Committee debrief and working session is targeted for the last week of October.

DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT BOARD OF DIRECTORS MEETING
MINUTES OF JULY 26, 2022

New campaign assets were also presented including three new :30 videos which will run across CTV & OTV platforms including Hulu, Roku & Sling this July in TX, OK & LA markets.

11. Sales Update

Brad Kent presented the updated large group incentives grid for Q4. Mr. Kent also shared the upcoming events, conferences, familiarization tours and tradeshow in which the Visit Dallas sales team would participate over the next quarter.

12. Hotel Incentives Update

Sheryl Budelier noted that 337 applications had been submitted in the fiscal year 2022 with just over \$2.3MM incentive funds requested. In addition, DTPID has funded \$3.7MM in individual hotel incentives since its inception. A review of the hotel incentive guidelines was presented.

13. Event Marketing Incentives Update

Mark Thompson presented the Event Marketing Incentives update for the fiscal year 2022, noting that over \$1.1MM has been funded year-to-date. In addition, the fiscal year 2023 application portal went live on July 11, 2022, and was fully allocated in less than 72 hours. As a result, over \$1.4MM has been allocated for the fiscal year 2023.

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.

Jill Larsen updated the Board that the RFP for the investment advisor was sent out, with responses due on August 8, 2022.

Monica Paul shared a timeline and next steps for FIFA World Cup 2026 now that Dallas has been selected as a host city.

Brad Kent recommended that the Dallas TPID Board of Directors approve the use of existing budget funds of \$228,843 from Service Plan Sites & FAMS to be used for the SISO (Society of Independent Show Organizers) Summer Conference 2026 to be held in Dallas in August 2026. This event would be considered a FAM. Mark Woelffer motioned, and Brett Krafft seconded. The Board unanimously APPROVED the recommendation.

There being no further business to come before the Board, the meeting adjourned at 11:47 am.



Barbara Altom

July 27, 2022