



# Separator Sheet

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1-25-01

Denton Convention and Visitor Bureau

**CERTIFICATE**  
*of Membership*

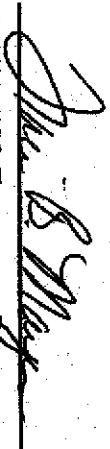


THE DALLAS/FORT WORTH AREA TOURISM  
COUNCIL RECOGNIZES

*Lewisville Convention & Visitors Bureau*

AS A MEMBER IN GOOD STANDING FOR THE YEAR

2001

  
D/FWATC EXECUTIVE DIRECTOR      DATE      1-22-01

# **DALLAS/FORT WORTH AREA TOURISM COUNCIL**

## **PROGRAM OF WORK - 2001**

### **COUNCIL OFFICE**

701 South Main Street • Grapevine, TX 76051  
(817) 329-2438 • Fax (817) 251-4329 • E-mail <DFWATC@airmail.net>  
[www.visitdallas-fortworth.com](http://www.visitdallas-fortworth.com)

### **COUNCIL STAFF**

Traci Mayer, Executive Director

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## **Executive Summary . . .**

The following summary provides a snapshot of the Dallas/Fort Worth Area Tourism Council work area focus and plans for 2001. These include the administrative and publication work areas as well as the legislative, marketing, media, and member services committees.

### ***Summary***

#### **Administrative**

The Executive Director and Board of Directors will continue to carry out the mission and objectives of the Council through its many programs. By achieving the goals set in 2001, the Council will become even more effective in communicating and disseminating information to members and potential visitors and promoting the D/FW area as a tourist destination.

#### **Legislative Committee**

Many things on a legislative level impact the tourism industry and this committee will keep members aware of those issues by communicating them by fax, mail and newsletter articles. This committee will also compile information on and seek to inform the general public and legislature about tourism's economic impact for the D/FW area.

#### **Marketing Committee**

This committee continues to increase awareness of the Dallas/Fort Worth area as a tourist destination by having members meet people face to face and share what this area has to offer. It will continue to be an integral part of our council by encouraging participation of all our members and concentrating efforts in marketing to some of the larger feeder markets within the region.

#### **Media Committee**

The Media committee will conduct three press tours with new themes that will target a more diverse print and broadcast media. Over the past year, this committee's efforts have garnered over \$150,000 in media exposure for the Council.

#### **Member Services**

Meeting the needs of our current members and increasing Council membership will be the primary focus of this committee. This committee will also work with the various committee chairs to provide educational seminars on various issues for our members.

#### **Publications**

The Council and P.R. and Marketing Associates will continue to work on new ways to increase the distribution of the Official Visitors Guide by continuing our partnerships, developing new ones and utilizing promotional tie-ins during sales missions.

## **About D/FWATC . . .**

### ***Overview***

The Dallas/Fort Worth Area Tourism Council (D/FWATC) was formed in 1978 to be a comprehensive force within the tourism industry to jointly market the entire area as a single-destination. As a not-for-profit organization, the DFWATC represents 37 area cities and multi-county area in North Texas with more than 150 members participating from area Convention & Visitors Bureaus, Chambers of Commerce, hotels, attractions, transportation, entertainment, tour operators, airlines, shopping center, airports and restaurants.

### ***Mission Statement***

The mission of the Dallas/Fort Worth Area Tourism Council is: to increase tourism revenue and visitors through cooperative public/private partnerships; to market the exciting Dallas/Fort Worth/North Texas area as a travel destination; to educate the public on the economic importance of tourism and to provide support on tourism industry issues of concern to the Metroplex.

### ***General Objectives***

D/FWATC is committed to the development and implementation of:

- Regional sales & marketing programs
- Community awareness programs
- Programs to address hospitality industry issues affecting the Dallas/Fort Worth area
- Educational programs of value to members of the area tourism industry

## Action Plan 2001 ...

### *Administration*

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#### **Background Information**

It is the purpose of the Executive Director to facilitate and execute the objectives of the Council regarding programs and specific markets as directed by the D/FWATC Executive Committee and Board of Directors.

The Executive Director is also responsible for organizing and managing the activities of the Council, developing membership, facilitating the marketing and communications programs of the council, as well as overseeing the financial management of the organization.

#### **Specific Action Items and Goals for 2001**

- Work and revise the current Bylaws with appointed committee to be presented and voted on at the 2001 Annual Business meeting.
- Work with the Long-Range Planning committee.
- Continue to further develop and maintain the council Web Site [www.visitdallas-fortworth.com](http://www.visitdallas-fortworth.com) promoting the mission of the council and providing visitors with information on the Dallas/Fort Worth Area.
  - Continue to work and further enhance the on-line Membership Page with searchable membership directory
  - Develop a pricing structure for the web site for advertising opportunities
- Continue to work on new avenues of distribution within the regional market for the *Official Visitors Guide* in conjunction with P.R. & Marketing Associates.
- Continue to keep the membership updated through communication vehicles (i.e., Newsletters, Web Site, Faxes, etc.).
- Continue to work on special projects which will enhance the D/FW area as tourist destination as directed by the Board of Directors.

## ***Legislative Affairs Committee***

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**2001 Chair** – Pam Summers, Granbury CVB

**2001 Vice-Chair** – Beth Asher, MAP Dallas/Fort Worth

### **Mission Statement and Committee Responsibilities**

The primary mission of the Legislative Committee is to serve as an information vehicle and communication resource, allowing for the ongoing education of the D/FWATC membership of legislative issues with potential impact to the tourism and hospitality industry.

The committee will be responsible for alerting council membership of pertinent legislative issues, as well as to relay information specific to D/FW's tourism industry to other tourism-industry legislative committees and organizations. In this respect, the communication activities of the committee will be multi-faceted, requiring both the distribution of information directly to council membership, as well as to serve as a resource for information specific to the tourism industry in this region.

### **2001 Goals for the Legislative Affairs Committee will be to:**

- Expand Council participation in the Legislative Affairs committee, focusing upon an increase in active committee membership and the development of regular committee meetings.
- Further advance a strong organizational presence for DFWATC at the 2001 Texas Travel Industry Association's Unity Dinner. Encourage members to attend "under the D/FWATC flag" to increase visibility of the committee at this annual legislative dinner.
- Develop and distribute an educational piece that can be distributed to council membership relative to the impact of tourism specific to the DFW area.
- Continue to establish and expand relationships with existing legislative committees and action groups relative to our industry, including those of the Texas Travel Industry Association, the Texas Association of Convention and Visitors Bureaus, the Hospitality Sales and Marketing Association International, Meeting Professionals International, and other tourism and hospitality-related organizations that may provide resources of education and awareness to our committee, and who will benefit from our ability to provide specific information about our industry and/or region.
- Continue to build the credibility of the committee within the membership of the council and within organizations detailed above. This credibility will be borne out of education, and will require making our own members aware of our committee and goals, as well as educating other association's of our ability to serve as a resource for information specific to this industry and area.



## ***Marketing Committee***

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**2001 Chair** – Lisa Flick, Hard Rock Café

**2001 Vice-Chair** – Kay Webb, Classic Attractions

### **Background Information**

The Marketing Committee provides individual members an opportunity to participate in cooperative marketing efforts to targeted areas through sales blitz's, consumer shows, and Visitor Center awareness programs, while promoting the D/FW area as a tourist destination in the regional marketplace.

These Council sponsored programs help members to make personal contact with hundreds of potential clients and visitors, gain high visibility for their property, attraction or city, increase their market exposure, generate sales leads through travel agent and tour operator sales calls, and reap the benefits and inquiries long after shows are over.

### **2001 Goals for the Marketing committee will be to:**

- Enhance our marketing efforts by expanding the target markets for the council, increasing and better utilizing barter, utilizing direct mail, and combining the marketing missions with media blitz's for a more effective presence. (see Appendix A)
- Provide a more professional show appearance for the Council by purchasing graphic panels for the Council's trade show booth as well as developing a theme or slogan to be used for sales missions and marketing materials.
- Hold educational seminars that will help educate our members on various issues related to sales and marketing.
- Develop a research sub-committee to analyze the DFW area's competition and investigate potential markets for sales missions and guide distribution.
- Begin work to fulfill goal of hosting a Group Leader/Bank Club/Tour Operator FAM tour of the DFW area in the beginning of 2002.
- Continue the efforts to:
  - Incorporate a more comprehensive program for each sales mission to attract more participants having specific goals for each sales mission
  - Provide varied levels of participation for more member involvement

## ***Media Committee***

**2001 Chair** – Kate Mewhinney, Fort Worth CVB

**Vice-Chair** – Jamie McDonald, Lewisville CVB

### **Background Information**

The Dallas/Fort Worth Area Tourism Council's media committee is comprised primarily of public relations and marketing personnel from membership organizations. The committee's primary function is to garner media coverage on the Dallas/Fort Worth area by hosting travel journalists on 3-4 annual press tours of the Metroplex. Secondary projects vary from year to year, but have included sponsoring local media marketplace, participating in out-of-area media blitzes and producing promotional materials for the membership.

### **2001 Goals for the Media Committee will be to:**

- Hold Monthly Meetings
  - Second Tuesday of month, 10 a.m., location TBD.
  - Agenda/Meeting Notice sent to media committee membership no later than three business days prior to each meeting as well as posted on the Members Only page on the web site.
  - Minutes to be taken at each meeting by committee secretary. Minutes faxed from council office to membership no later than five business days after meeting.
- Host Three Media Tours (see Appendix B)
  - Each tour to be chaired by at least one committee member with experience chairing a tour, and at least one committee member without experience chairing a tour.
  - Incorporate new and unique press tour themes.
  - Tour stops must fit within the overall theme of the tour.
  - Prepare and distribute customized press binders for each participating journalist.
  - Hold pre-tour receptions open to all D/FWATC members. This allows membership not included on tours the opportunity to meet the participating journalists.
- Continue Developing Comprehensive Mail List of Local, Regional and National Media
  - Lists to be compiled from various industry mailing lists and from committee members' databases.
  - Completed lists to become available to D/FWATC membership upon request.
- Compile Calendar of Events and Seasonal Press Releases (see Appendix C)
  - Comprehensive calendar of events to be updated on a regular basis and posted on the D/FWATC web site.
  - Seasonal press releases to include (but not limited to) Ethnic Festivals, New Metroplex Attractions, Spring Events, Summer Events, Fall Festivals, and Holiday Happenings. Hotel and restaurant members will be encouraged to submit discounts, special rates, seasonal package information, etc., occurring during the months of the release topic.
  - Information contributed by membership, compiled by media committee member, distributed by D/FWATC to post on web site.
- Keep Membership Aware of Media Committee Activities and Press Tours
  - Committee chair and/or committee member(s) to attend Board of Directors meetings and other D/FWATC committee meetings (as deemed necessary).
  - Committee chair to submit committee updates, meeting, event and deadline announcements, etc. for inclusion in D/FWATC newsletter.

- Support D/FWATC Marketing Committee with Blitzes and Projects
  - Host an outer market media blitz, and/or media reception in conjunction with a D/FWATC marketing committee sales blitz
  - Provide promotional support on an as-need basis
  
- Raise Funds for Committee – Pre Tour Receptions and Educational Seminar(s)
  - Hold pre-tour receptions open to all D/FWATC members. Incorporate participation charge.
  - Hold one to two media-related educational seminars. Possible topics include "Press Tours 101", "Crisis Management", "Effective Media Relations", etc. Targeted speakers/panelists to include members, local journalists and local public relations practitioners. Open to general public; "non-member" charges to be higher than "member" charges.

## ***Member Services Committee***

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**2001 Co-Chairs** - Dana Lodge, Trail Dust Steak House  
and Michael Glenn, Grapevine Mills

### **Background Information**

This committee will focus their attention on Membership and Member Services. The committee will be responsible for the recruitment of new members, which will help to build and maintain a diverse membership of tourism industry professionals in D/FWATC. They will also be supportive in the retention of current members by encouraging participation and focusing on member's needs.

Members of the Council benefit from a variety of things including, but not limited to:

- Free listing and Distribution in the *Official Visitors Guide*
- Free listing on the DFWATC Web Site and hyperlink to members' web site
- Opportunities to participate all Council activities which include, but are not limited to Committee Work, Media Press tours, Educational Seminars, Membership Mixers, Sales Missions and Consumer Shows
- Receive the Member Newsletter *The Exchange* and other Council notices

### **2001 Goals for the Member Services Committee will be to:**

- Establish the general framework for the committee, increase the committee membership and hold periodic committee meetings as needed.
- Increase the Council membership by 5% with a membership drive.
- Develop a recruitment packet as a tool for members to use when discussing the Council with prospective members.
- Conduct new member orientation programs as needed during the year.
- Investigate more co-operative advertising opportunities for members.
- Conduct more educational seminars on various issues with the assistance of the Council's various committee chairs.
- Have more networking opportunities through membership mixers.

## ***Publications - The Official Visitors Guide***

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**Publisher** – Carmen Tidwell

### **Background Information**

The Official Visitors Guide to the Dallas/Fort Worth Area began as a service of the Dallas/Fort Worth Area Tourism Council in 1987 and continues to be sponsored and produced annually by that organization. Council members receive a complimentary listing.

Currently, the Guide contains:

- Over 90 full color pages of information
- Attractions Section
- Shopping Section
- Visitor Information/Assistance/  
Transportation Section
- City/Hotel Information
- Dining Information
- Two color maps (an official Mapsco map of major highways and the other a fun pictorial rendition of the area)
- Annual calendar of events
- Discount Coupons

### **Current Distribution**

- 500,000 copies, more than any other local tourist piece, are distributed annually
- The GUIDE is distributed throughout the DFW International Airport and at Dallas Love Field
- Over 100,000 are distributed through all the Texas Highways Information Center each year
- The Dallas and Fort Worth Convention and Visitors Bureaus distribute over 75,000 copies each of the GUIDE each year through their information centers. Other distribution centers include: all D/FWATC city member visitor centers (over 30 locally), international travel offices, regional military bases, AAA office nationally, and travel agents nationally.
- Approximately 70,000 GUIDES distributed through the Metroplex advertising program as a fulfillment piece
- The GUIDE is incorporated into all of the D/FWATC marketing and media activities, trade shows and sales blitz's, radio promotions, and is mailed to media nationwide

### **Avenues for Distribution in 2001:**

- Distribution of Guides through current and new partnerships (i.e., IGA Foodstores in Oklahoma)
- Regional radio promotions utilizing the Guide at remotes with on-air giveaways to D/FW area and as tie-ins with Council sponsored Sales missions and trade shows to increase traffic at booth
- Increase outlets of distribution for Guides including (but not limited to):
  - Guide order form available on the D/FWATC web site
  - Participation once again in the 2001 TTIA File Folder Program
  - Guide placed in Outlet Malls

### **Deadline information for the 2002 Guide:**

Space reservation is **October 1, 2001**

Art deadline is **October 15, 2001**

**For more information, contact P.R. & Marketing Associates at 972-234-4461**

## **Appendices ...**

**Appendix A: 2001 Scheduled Sales Missions**

<b>Date</b>	<b>Location</b>	<b>Type of Show or Sales Mission</b>
<b>February 9-11</b>	<b>Houston</b>	<b>Vacation, Leisure and Outdoor Show</b> <ul style="list-style-type: none"> <li>▪ Make sales calls on targeted Tour Operators and Travel Agents in the Greater Houston area</li> <li>▪ Participate in the Vacation, Leisure and Outdoor Show and hand out Guides and brochures</li> </ul>
<b>March 1-4</b>	<b>Hot Springs and Little Rock Arkansas</b>	<b>Arkansas Sales Mission</b> <ul style="list-style-type: none"> <li>▪ Visit the Texarkana Visitor Center</li> <li>▪ Make sales and media calls on Tour Operators, Travel Agents and Media Contacts in Little Rock and Hot Springs</li> <li>▪ Host reception with trade show for those Tour Operators, Travel Agents and Media contact.</li> <li>▪ Participate in the Hot Springs Boat, Tackle, RV Show and hand out Guides and materials at the show</li> </ul>
<b>April 4-6</b>	<b>Oklahoma City and Tulsa, Oklahoma</b>	<b>Oklahoma Sales Blitz</b> <ul style="list-style-type: none"> <li>▪ Make sales calls on Tour operators and Travel agents in both Tulsa and Oklahoma City</li> <li>▪ Host reception in conjunction with Trade Show in Oklahoma City for agents and operators in both cities.</li> </ul>
<b>April 21-22</b>	<b>Shreveport, Louisiana</b>	<b>Barksdale Air Force Base Air Show</b> <ul style="list-style-type: none"> <li>▪ Visit the Waskom Visitor Center</li> <li>▪ Use direct mail to bring travel agents to the show</li> <li>▪ Hand out Guides and material at show</li> </ul>
<b>May 9-10</b>	<b>Washington, DC</b>	<b>Pentagon Travel Show</b> <ul style="list-style-type: none"> <li>▪ Distribute guides and material at Travel Show</li> </ul>
<b>Summer</b>	<b>Oklahoma City, Oklahoma</b>	<b>Bricktown 4<sup>th</sup> of July Festival and Balloonfest Festival</b> <ul style="list-style-type: none"> <li>▪ Have presence at the sponsoring Radio Station booth to hand out guides and promote seasonal items such as Tax-free shopping and fall and Holiday packages</li> </ul>

## **Appendix B: 2001 Press Tour Schedule**

<b>Date</b>	<b>Theme and Description</b>	<b>Tour Co-Chairs</b>
March 14-18	<p><b>Off the Beaten Path</b></p> <p>This tour will concentrate on the Metroplex's "hidden treasures." Non-mainstream attractions and restaurants, boutique hotels, and unique shopping areas will be in the spotlight for this first-ever D/FWATC press tour.</p> <ul style="list-style-type: none"> <li>▪ Targeted media to include state, regional and national travel journalists.</li> <li>▪ Pre &amp; Post Tour options in outlying areas/ cities will be offered.</li> </ul>	<p style="text-align: center;">Diana Pfaff, <i>Irving CVB</i></p> <p style="text-align: center;">Dottie Stowe, <i>Embassy Suites -DFW South</i></p>
June 20-24	<p><b>Metroplex Music</b></p> <p>Forget Austin. The real music capital of Texas is here in the Dallas/Fort Worth Metroplex. This tour will focus on the area's fast growing music scene and include everything from symphonies to outdoor concerts to country music venues.</p> <ul style="list-style-type: none"> <li>▪ Targets regional and national media, including both print and broadcast.</li> <li>▪ Pre &amp; Post Tour options in outlying areas/cities will be offered.</li> </ul>	<p style="text-align: center;">Judy Ramos, <i>Arlington CVB</i></p> <p style="text-align: center;">Jamie McDonald, <i>Lewisville CVB</i></p>
October 3-7	<p><b>Shopping and More</b></p> <p>Does Dallas/Fort Worth really have more shopping per capita than New York City? You bet, and there's not a better time to show-off our most popular tourist activity than the pre-holiday month of October.</p> <ul style="list-style-type: none"> <li>▪ Primarily targets state and regional print media.</li> <li>▪ Pre &amp; Post Tour options in outlying areas/cities will be offered</li> </ul>	<p style="text-align: center;">Sallie Andrews, <i>Grapevine CVB</i></p> <p style="text-align: center;">Phyllis Hammond, <i>Dallas CVB</i></p>



### **Appendix C: 2001 Press Release Schedule**

<b>Release Topic</b>	<b>Information Deadline</b>	<b>Submit via e-mail to:</b>
<b>Ethnic Events</b> (for entire year)	Friday, Dec. 29	<b>Christine Gossett</b> , Denton CVB <a href="mailto:cvb@discoverdenton.com">cvb@discoverdenton.com</a>
<b>Spring Events</b> (March, April, May 2001)	Friday, Jan. 19	<b>Sallie Andrews</b> , Grapevine CVB <a href="mailto:sandrews@ci.grapevine.tx.us">sandrews@ci.grapevine.tx.us</a>
<b>New Attractions</b>	Friday, Feb. 23	<b>Judy Ramos</b> , Arlington CVB <a href="mailto:Judy@acvb.org">Judy@acvb.org</a>
<b>Summer Events</b> (June, July, August 2001)	Friday, Apr. 13	<b>Jamie McDonald</b> , Lewisville CVB <a href="mailto:Jamie@lewisvillechamber.com">Jamie@lewisvillechamber.com</a>
<b>Fall Festivals</b> (Sept., Oct., Nov. 2001)	Friday, Jul. 13	<b>Diana Pfaff</b> , Irving CVB <a href="mailto:Dpfaff@ci.irving.tx.us">Dpfaff@ci.irving.tx.us</a>
<b>Holiday Happenings</b>	Friday, Sept. 28	<b>Phyllis Hammond</b> , Dallas CVB <a href="mailto:Phammond@dallascvb.com">Phammond@dallascvb.com</a>

**News Release Format Guidelines:**

Please submit all information to the contact mentioned above in a Word document within a Table Format as shown in example below:

Month	Date(s)	<b>Event Name</b> Pertinent Information
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**Example:**

April	1	<b>April Fool's Day Parade</b> City Park, City of the Metroplex, (800) 555-5555
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### Appendix D: 2000 Board of Directors

Board Position and Term of Office	Name and Address	Phone, Fax and Email
<b>Chair</b>  Associate City 1 year term (2000-2001)	Kim Dillon <b>Lewisville CVB</b> 551 N. Valley Pkwy Lewisville, TX 75067	(o) 972-436-9571 (f) 972-436-5949 <kim@lewisvillechamber.com>
<b>Vice Chair</b>  Founding City	Jim Clark <b>Irving CVB</b> 3333 MacArthur Blvd., Suite 200 Irving, TX 75062	(o) 972-252-9496 (f) 972-257-3153 <jclark@ci.irving.tx.us>
<b>Secretary/Treasurer</b>  1 year term (2000-2001)	Bob Phillips <b>Town of Addison</b> 15650 Addison Road Addison, TX 75001	(o) 972-450-6202 (f) 972-450-0225 <bphillips@ci.addison.tx.us>
<b>Executive Committee</b>  Founding City	Marla Wills Interim President <b>Arlington CVB</b> 1901 Randol Mill Arlington, TX 76011	(o) 817-265-7721 (f) 817-265-5640 <marla@acvb.org>
<b>Executive Committee</b>  Founding City	Dave Whitney <b>Dallas CVB</b> 1201 Elm Street, Suite 2000 Dallas, TX 75270	(o) 214-746-6677 (f) 214-746-6688 <dwhitney@dallascvb.com>
<b>Executive Committee</b>  Founding City	Doug Harman <b>Fort Worth CVB</b> 415 Throckmorton Street Fort Worth, TX 76102	(o) 817-336-8791 (f) 817-336-3282 <dougasharman@fortworth.com>
<b>Executive Committee</b>  Founding City	Randy Sisson <b>Grand Prairie CVB</b> 2170 N. Beltline Road Grand Prairie, TX 75050	(o) 972-263-9588 (f) 972-642-4350 <randy@gptexas.com>
<b>Executive Committee</b>  Founding City	Paul W. McCallum <b>Grapevine CVB</b> One Liberty Park Plaza Grapevine, TX 76051	(o) 817-410-3185 (f) 817-410-3038 <GVTexasPWM@aol.com>

<b>Board Position and Term of Office</b>	<b>Name and Address</b>	<b>Phone, Fax and Email</b>
<b>Executive Committee</b> Member at Large 2 year term (1999-2001)	Camille Keith <b>Southwest Airlines</b> Love Field, P.O Box 37611 Dallas, TX 75235	(o) 214-792-4127 (f) 214-792-4100 <camille.keith@wnco.com>
<b>Executive Committee</b> Additional Member Additional Member Term of Chair	Mark Thompson <b>Plano CVB</b> P.O. Box 860358 Plano, TX 75086	(o) 972-422-0296 (f) 972-424-0002 <markth@gwmail.plano.gov>
<b>Board Member</b> Associate City 1 year term (2000-2001)	Pam Summers <b>Granbury CVB</b> 100 N. Crockett Granbury, TX 76048	(o) 817-573-5548 (f) 817-573-5789 <psummers@granburytx.com>
<b>Board Member</b> Associate City 1 year term (2000-2001)	Christine Gossett <b>Denton CVB</b> P.O. Box Drawer P Denton, TX 76202	(o) 940-382-7895 (f) 940-382-6287 <cvb@iglobal.net>
<b>Board Member</b> Hotel/Motel 2 year term (1999-2001)	Ronnie Region <b>Hotel Association of Tarrant County</b> 6910 Richlynn Terrace Fort Worth, TX 76118	(o) 817-284-1771 (f) 817-595-4184
<b>Board Member</b> Hotel/Motel 2 year term (2000-2001)	Cyndi Golden <b>Embassy Suites Outdoor World</b> 2401 Bass Pro Drive Grapevine, TX 76051	(o) 972-724-2600 (f) 972-724-2670 <cyndi.golden@jqh.com>
<b>Board Member</b> Attraction 2 year term (1999-2001)	Jim Brothers <b>Six Flags Over Texas</b> P.O. Box 0191 Arlington, TX 76004	(o) 817-640-8900 (f) 817-607-6144
<b>Board Member</b> Attraction 2 year term (1999-2001)	Gary Brinkley <b>Stockyards Station</b> 130 E. Exchange Ave. Fort Worth, TX 76106	(o) 817-625-9715 (f) 817-625-9744
<b>Board Member</b> Restaurant 2 year term (2000-2001)	Dana Grant Lodge <b>Trail Dust Steak House</b> 1600 E. Lamar Blvd. Arlington, TX 76011	(o) 972-647-2331 (f) 972-513-1112 <dlodge@traildust.com>

<b>Board Position and Term of Office</b>	<b>Name and Address</b>	<b>Phone, Fax and Email</b>
<b>Board Member</b> Entertainment 2 year term (2000-2001)	Lisa Flick <b>Hard Rock Café</b> 2602 McKinney Dallas, TX 75204	(o) 214-969-5572 (f) 214-871-3132
<b>Board Member</b> Transportation 2 year term (2000-2001)	Sharon Nelson <b>D/FW International Airport</b> P.O. Box 619428 DFW Airport, TX 75261	(o) 972-447-7055 (f) 972-574-7095
<b>Board Member</b> Retail/Shopping 2 year term (2000-2001)	Leanne Lowry <b>Vista Ridge Mall</b> 2401 S. Stemmons Freeway Lewisville, TX 75067	(o) 972-315-0015 (f) 972-315-3725
<b>Board Member</b> Member at Large 2 year term (1999-2001)	Charlie McIlvain <b>Idle Time Tours</b> P.O. Box 610423 DFW Airport, TX 75261	(o) 817-790-7909 (f) 817-783-8782 <tours@idletimetours.com>
<b>Board Member</b> Member at Large 2 year term (2000-2001)	Susan Skaggs <b>Texas Stadium/Dallas Cowboys Club</b> 2401 E. Airport Freeway Irving, TX 75062	(o) 972-721-7356 (f) 972-438-4171
<b>Board Member</b> Member at Large 2 year term (1999-2001)	Tag Taggart <b>Traders Village</b> 2602 Mayfield Road Grand Prairie, TX 75051	(o) 972-647-2331 (f) 972-923-1199
<b>Board Member</b> Member at Large 2 year term (2000-2001)	Kay Webb <b>Classic Attractions</b> 601 E. Safari Parkway Grand Prairie, TX 75050	(o) 972-263-2391 (f) 972-263-5954
<b>Board Member</b> Additional Member Term of Chair	Kristin Wallach <b>Fort Worth Zoo</b> 1989 Colonial Parkway Fort Worth, TX 76110	(o) 817-871-7000 (f) 817-871-7012
<b>Board Member</b> Additional Member Term of Chair	Mark Thompson <b>Southfork Ranch</b> 3700 Hogge Road Parker, TX 75002	(o) 972-442-7800 (f) 972-442-5259 <mthompson@southforkranch.com>

## **Appendix E: 2000 Committee Rosters**

### **Legislative Affairs Committee**

- Mark Thompson, Southfork Ranch - Chair
- Andrea Earle, Arlington CVB
- Kay Webb, Classic Attractions
- Lori de la Cruz, City of Euless
- Pam Summers, Granbury CVB
- Michael Glenn, Grapevine Mills
- Charlie McIlvain, Idle Time Tours
- Deanna Dancy, Irving Mall
- Jamie McDonald, Lewisville CVB
- Beth Asher, MAP Dallas/Fort Worth
- Mark Thompson, Plano CVB
- Carmen Tidwell, PR & Marketing Assoc.
- Camille Keith, Southwest Airlines

### **Marketing Committee**

- Randy Sisson, Grand Prairie CVB – Chair
- Charlie Haywood, Aerocorp
- Andrea Earle, Arlington CVB
- Cindy Colao, Biblical Arts Center
- Scott Krueger, Country Inn & Suites-Arlington
- Dave Krupinski, Dallas CVB
- Tracy Norwood, DFW Airport Marriott South
- Megan Sablack, D/FW International Airport
- Gustine De Vos, Embassy Suites DFW South
- Dottie Stowe, Embassy Suites DFW South
- Cyndi Golden, Embassy Suites Outdoor World
- Sue Bessonette, Embassy Suites Outdoor World
- Jeff Salmon, Fort Worth CVB
- Pam Summers, Granbury CVB
- Javier Rodriguez, Grapevine CVB
- Michael Glenn, Grapevine Mills
- Lisa Flick, Hard Rock Café
- Kent Jedlicka, Holiday Inn Arlington
- Dean Conwell, Irving CVB
- Peg Wolschon, Kerrville Bus/Coach USA
- Kim Dillon, Lewisville CVB
- Beth Asher, MAP Dallas/Fort Worth
- Will Loughron, Marriott - DFW Airport
- Judy Skowron, McKinney CVB
- April Allen, Mesquite CVB
- Elizabeth Lopez-Jones, Miller Brewing
- Kay Webb, Palace of Wax/Ripley's
- Mark Thompson, Plano CVB
- Ted Oliver, The Promise
- Carmen & Jim Tidwell, PR & Marketing
- Alexis Mays, Rainforest Café
- Sharon Korsch, Scarborough Faire
- Lynn Armstrong, Sheraton Brookhollow
- Jim Brothers, Six Flags
- Mark Thompson, Southfork Ranch
- Tracy Doty, Southwest Airlines
- Susan Skaggs, Texas Stadium
- Dana Lodge, Traildust Steakhouse
- Debra Wakeland, Waxahachie CVB

### **Media Committee**

- Diana Pfaff, Irving CVB (Chair)
- Judy Ramos, Arlington CVB
- Vaughn Franks, BonnyNook Bed & Breakfast Inn
- Phyllis Hammond, Dallas CVB
- Christine Gossett, Denton CVB
- Dottie Stowe, Embassy Suites DFW South
- Cyndi Golden, Embassy Suites Outdoor World
- Greg Staley, Fort Worth CVB
- Kate Mewhinney, Fort Worth CVB
- Laura Jenkins, Fossil Rim
- Angela Enright, Four Seasons Resort & Club
- Donna Schott, Glen Rose CVB
- Cheri Staples, Grand Prairie CVB
- Pam Summers, Granbury CVB
- Michael Woody, Grapevine CVB
- Sallie Andrews, Grapevine CVB
- Michael Glenn, Grapevine Mills
- Lisa Flick, Hard Rock Café
- Deanna Dancy, Irving Mall
- Jamie McDonald, Lewisville CVB
- Judy Skowron, McKinney CVB
- John Painter, Mesquite Rodeo & Arena
- Beverly King, Mineral Wells Chamber
- Joy Dette, North Richland Hills/NRH20
- Ted Oliver, The Promise
- Carmen Tidwell, PR & Marketing
- Tracy Doty, Southwest Airlines
- Susan Skaggs, Texas Stadium
- Debra Wakeland, Waxahachie CVB
- Adrienne Taylor, Weatherford Chamber of Commerce



# Dallas/Fort Worth Area Tourism Council

## BOARD OF DIRECTORS MEETING

Thursday, January 25, 8:30 am

Irving Convention & Visitors Bureau - Board Room

### Agenda

- |         |  |   |
|---------|--|---|
| ✓ I.    | Call to Order and Welcome<br>Introduction of New Board Members                                       | Jim Clark   |
| ✓ II.   | Review of Minutes  | Jim Clark   |
| ✓ III.  | Financial Reports<br>A. Introduction of new CPA – Carol Appleton<br>B. Review of year-end Financials | Mark Thompson &<br>Traci Mayer                                |
| ✓ IV.   | Directors Report   | Traci Mayer <i>visitdallas-fortworth.com<br/>/lakes-trail</i> |
| ✓ V.    | Official Visitors Guide Report   | Carmen Tidwell  |
| ✓ VI.   | Texas Metroplex Program Report   | Charles Jeffreys  |
| VII.    | Committee Reports  |   |
| ✓ A.    | Legislative <i>4th wed of every other month @ Southlake</i>  | Pam Summers   |
| ✓ B.    | Marketing  | Lisa Flick  |
| ✓ B.    | Media  | Kate Mewhinney  |
| ✓ D.    | Member Services  | Dana Lodge  |
| ✓ E.    | National Tourism Week  | Diana Pfaff   |
| VIII. ✓ | Old Business - <i>DFW Airport Bldg</i>   | Jim Clark   |
| IX. ✓   | New Business   | Jim Clark   |
| X. ✓    | Adjournment  | Jim Clark   |

## **National Tourism Week Committee Report**

**To:** D/FWATC Executive Committee and Board of Directors

**From:** Diana K. Pfaff, NTW Committee Chair 

**CC:** Traci Mayer

**Date:** 01/25/01

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The newly formed 2001 National Tourism Week Committee has conducted two meetings. Listed below are this year's campaign goals and the formats selected to accomplish them.

### **GOALS**

**Primary:**

Unite as a community to emphasize the economic impact of tourism before an area-wide audience through activities and media exposure.

**Secondary:**

To position D/FWATC as a leader in the area's tourism efforts, raising awareness of the organization while gaining membership.

### **PLAN OF ACTION**

Host a "kick-off" event the Wednesday prior to National Tourism Week (May 6-12, 2001). Holding an event during this time will ensure that the council's program will not compete nor compromise any events and activities held by member organizations. In addition, securing speakers, guests as well as media attention should be easier to accomplish.

The committee will encourage and assist member organizations to plan an activity and/or event during National Tourism Week. This could range from sponsoring a tourism industry job fair to providing free/discounted attraction admission to handing out candy w/a "Tourism Works" tag. All activities to be announced/promoted during council event and in overall media campaign. (In addition, a professional photographer will be on-hand at the event; these photos will be made available to assist members in garnering media coverage within their community).

The committee has formed various sub-committees to focus more specifically on individual aspects of the campaign. They are as follows: Event Program, Media/PR, Correspondence, Graphic Design, Logistics/Decorations, Donations/Auction and Community Campaign. The largest of these - media - will hold separate monthly meetings. This sub-committee will be responsible for all releases, pitches and media barter.

## **NTW Event - Who, What, When, Where, How**

**Wednesday, May 2**

### **Six Flags Over Texas**

**11 a.m. – Noon** Program in the Southern Palace, a climate-controlled facility (seats 850). Target mayors from the six founding cities to serve on a tourism panel. Recruit a high-profile moderator, as well as addition speakers/"guests of honor." In addition, mayors from all member cities will be asked to attend and will be recognized in some fashion during the program (possibly by a city "roll call").

Possible announcements/recognitions during this time (or during the luncheon) include: AAA 4 Diamond Awards, members celebrating big anniversaries in 2001 and the D/FWATC Member Emeritus Recipient.

**Noon – 2 p.m.** Lunch and silent action in one of the park's covered pavilion area (seats 500). All guests will have the opportunity to experience Six Flag's new ride, Titan. (weather permitting).

**Theme:** "Tourism...A Texas Treasure"

Event invitees to include but not limited to entire membership, local civic boards, councils and Chamber of Commerces, membership of local tourism organizations (MPI, HSMIA, TxACOM, Hotel/Motel Associations), area travel counselors and TDED, TTIA officials. Numerous mailing lists have already been obtained and input into a database.

Event admission will range from \$18-25. The committee is aware that there is no allowance in the council budget for any Tourism Week activity and understands all event/campaign expenses must be recouped.

The committee will solicit students enrolled in area tourism programs to serve as volunteer manpower at the event. To show just how large of an employer tourism is to the area – and to create a striking visual – all industry employees will be asked to wear red during the event.

### **COMMITTEE MEETINGS**

National Tourism Week Committee meetings will be working lunches immediately following Marketing Committee meetings (third Wednesday, 9:30 a.m., Irving CVB). The next meeting is slated for **Wednesday, Feb. 21**, beginning at approx. 11 a.m.

Media sub-committees meeting will immediately following regular Media Committee meetings (second Tuesday, 10 a.m., Arlington CVB). The first sub-committee meeting is scheduled for **Tuesday, Feb. 13**, beginning at approx. 11:15 a.m.





## Dallas/Fort Worth Area Tourism Council

### EXECUTIVE COMMITTEE MEETING

Thursday, January 25, 8:30 am

Irving Convention & Visitors Bureau - Board Room

#### Agenda

- |        |                                 |                                |
|--------|---------------------------------|--------------------------------|
| ✓ I.   | Call to Order and Welcome       | Jim Clark                      |
| ✓ II.  | Review of Minutes               | Jim Clark                      |
| ✓ III. | Financial Reports               | Mark Thompson &<br>Traci Mayer |
| ✓ IV.  | Old Business                    | Jim Clark                      |
| ✓ V.   | New Business                    | Jim Clark                      |
| VI.    | Adjournment until Board Meeting | Jim Clark                      |

*Dottie Stow - Embassy Suites - DFW South  
Will Lockrun - Marriott - Regional office - Addison*

Draft

**Dallas/Fort Worth Area Tourism Council  
Board of Directors Meeting Minutes  
Grapevine Convention Center – November 30, 2000**

Participants:

*Kim Dillon  
Jim Clark  
Doug Harman  
P.W. McCallum  
Mark Thompson (Plano)  
Kay Webb*

*Jim Brothers  
Pam Summers  
Diana Pfaff  
Dana Lodge  
Charles Jeffreys  
Lisa Flick*

*Mark Thompson (Southfork)  
Cyndi Golden  
Christine Gossett  
Andrea Earle  
Traci Mayer*

**1. Call to Order and Review of Board Retreat**

Ms. Kim Dillon called the meeting to order and asked everyone to look over the minutes of the previous meeting.

**Action: It was moved and seconded to approve the minutes. The motion passed**

**2. Financials**

Ms. Mayer explained there were not any financials to review as there were some things to be reviewed with her and the new accountant. She informed the Board that Delaina Steed, the council's CPA had sold her business to Holmes & Petrick, CPA's. The council's new CPA is Carol Appleton. Ms. Mayer thought this was a good move for the Council and felt very confident with the new firm.

It was suggested that Ms. Mayer invite the new CPA to the Board's first meeting in 2001 so that she can be introduced. Ms. Mayer agreed and said she had already invited Ms. Appleton to the Annual Meeting so that she could get an overview of the council and meet some of our members.

**Action: Ms. Mayer will invite the new CPA to the first Board Meeting for 2001.**

**3. Directors Report**

*A. Bylaws*

Ms. Mayer, Mr. Jim Clark and Ms. Camille Keith met to work on the Bylaws. It was decided that more time would be needed to look at the structure of the Board and changes necessary and that it would not be ready to bring to the membership by this year's annual meeting. Mr. Clark said that this would be a goal for his term next year.

*B. Program of Work*

Ms. Mayer said she had a copy of the program of work for next year and all committees had given her their information and had been incorporated into the action plan. Southwest Airlines graciously offered to make copies for all of the members that will be passed out at the annual meeting.

They have also printed membership certificates for the Council. These will be sent to all renewing and new members along with a Program of Work (if they were not at the Annual Meeting) and a copy of the new 2001 Guide after the first of the year.

*C. Lakes Trail*

There was a meeting yesterday that discussed the trail and was attended by representatives from 9 counties. Ms. Janie Headrick of the Texas Historical Commission spoke about the program's history and what the revamped application now includes. She did say that there will be no name change for the Lakes Trail at this time as we had hoped. She also mentioned TxDOT is putting out new trail signage for all counties and trails. This did caused some concern at the meeting because of the potential name change of our trail but Ms. Headrick said this was being addressed with her boss, Terry Colley and the DOT.

The next meeting will be held in Garland on February 27<sup>th</sup>. This meeting is mandatory for all Trail applicants for 2001 funding. More information will be sent out to those interested in working on the Lakes Trail project.

*D. Airport Building*

Ms. Mayer mentioned that she called and left a message for Mr. Joe Lapano but had not spoken directly with him about the airport location. However, she did speak with his assistant Michelle, and explained the council's interest in the building. She said they are considering a number of ideas for that building but nothing has been decided at this time. Ms. Mayer will continue to follow up with his office.

**4. Guide Report**

Ms. Carmen Tidwell stated that the book is going well and should be out the first of January.

**5. Metroplex Report**

Mr. Charles Jefferys reported on the Metroplex Program. It was a successful year and the 2001 program expects to have more corporate involvement. They have seen more people from Arkansas and Louisiana responding to the program and are hearing from more people via email. They also have an on-line reservation booking form for cities. Sponsors for the year have not been finalized.

**6. Committee Reports**

*A. Marketing*

The 2001 sales mission schedule was presented. The council will be conducting sales missions in Houston, Oklahoma, Arkansas, Louisiana and will be participating in the Pentagon Show in Washington DC. The idea was to focus on themes for these events such as stay n' play, holiday events, and the summer season. Ms. Lisa Flick (Hard Rock Café) will be the new committee chair and Kay Webb (Palace of Wax) will be the vice chair.

*B. Media*

The 2001 press tour themes – Off the Beaten Path, Metroplex Music, and Shopping were presented. These new themes will be able to take advantage of a variety of writers not just those doing travel articles. Due to decrease in the budget, the committee decided on only furnishing press releases on the web and then the media would be sent a postcard with the web address and release dates. It was expressed by the Board that the release should still be mailed out. If there was not enough money in the budget for some of these releases to be copied and mailed, the Board said that some of their individual organizations would be able to help with the expenses of copying and mailing.

Ms. Pfaff then stated that the new committee chair will be Kate Mewhinney (Fort Worth CVB), vice chair Jaime McDonald (Lewisville CVB) and the secretary Sallie Andrews (Grapevine CVB).

*C. Legislative*

Mr. Mark Thompson stated that this committee achieved the goals they set for this year. There is an active committee that will continue with the goals of expanding participation by members, expanding DFWATC's sphere of influence, having an organizational presence at the Unity Dinner, and educating the membership on legislative issues. He stated that the new committee chair will be Pam Summers (Granbury CVB) and vice-chair Beth Asher (MAP Dallas/Fort Worth).

**7. New Business**

*A. Chair Appointments*

Ms. Dillon said, following the Board Retreat, the Board identified the need for 2 new committees:

**DFW Area Tourism Council**  
**Financial Statements**  
**for the**  
**Period Ending December 31, 2000**

D/FW Area Tourism Council  
Balance Sheet  
December 31, 2000

**ASSETS**

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**Current Assets**

Chase - Operating	29,998.95	
Chase - Money Market	45,387.83	
Chase - Guide	138,165.15	
Accounts Receivable	-	
Prepaid Expenses	174,510.00	
<b>Total Current Assets</b>		388,061.93

**Property and Equipment**

Furniture & Fixtures	493.33	
<b>Total Property and Equipment</b>		493.33

**Other Assets**

**Total Other Assets**

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<b>Total Assets</b>		388,555.26
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**LIABILITIES AND CAPITAL**

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**Current Liabilities**

Accounts Payable	1,996.15	
Federal Payroll Taxes Payable	1,577.89	
SUTA Payable	32.52	
FUTA Tax Payable	(0.01)	
<b>Total Current Liabilities</b>		3,606.55

**Long-Term Liabilities**

Deferred Revenue	283,129.50	
<b>Total Long-Term Liabilities</b>		283,129.50

**Total Liabilities**

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286,736.05

**Capital**

Fund Balance	85,473.24	
Current Year Revenue/Expenses	16,345.97	
<b>Total Capital</b>		101,819.21

**Total Liabilities & Capital**

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388,555.26

D/FW Area Tourism Council  
Statement of Cash Flow  
For the twelve months ending December 31, 2000

	Current Month	Year to Date
<b>Cash Flows from operating activities</b>		
Net Increase/(Decrease) in Net Assets	(404.86)	16,345.97
Adjustments to reconcile net income to net cash provided by operating activities		
Employee Advances	-	-
Accounts Receivable	-	-
Prepaid Expenses	(137,260.00)	(4,864.12)
Payroll Tax Deposit	(1,059.44)	(12,996.16)
Accounts Payable	1,996.15	1,996.15
Federal Payroll Taxes Payable	1,059.44	12,928.60
FUTA Tax Payable	-	(56.01)
SUTA Tax Payable	-	32.52
Deferred Revenue	58,754.50	9,909.00
Total Adjustments	<u>(76,509.35)</u>	<u>6,949.98</u>
Net Cash provided by Operations	<u>(76,914.21)</u>	<u>23,295.95</u>
<b>Cash Flows from investing activities</b>		
Used For	-	-
Furniture & Fixtures	<u>-</u>	<u>-</u>
Net cash used in investing	-	-
<b>Cash Flows from financing activities</b>		
Proceeds From		
Deferred Revenue	-	-
Used For		
Current Year Revenue/Expenses	<u>-</u>	<u>-</u>
Net cash used in financing	-	-
Net increase <decrease> in cash	<u>(76,914.21)</u>	<u>23,295.95</u>
<b>Summary</b>		
Cash Balance at End of Period	213,551.93	213,551.93
Cash Balance at Beginning of Period	<u>(290,466.14)</u>	<u>(190,255.98)</u>
Net Increase <Decrease> in Cash	<u>(76,914.21)</u>	<u>23,295.95</u>

See Accompanying Accountant's Report

DFW Area Tourism Council  
Statement of Activities - Marketing  
For twelve months ending December 31, 2000

	Current Month	YTD	Budget
4300.2 Sales Mission Participation	375.00	10,062.25	12,000.00
4310.2 Special Event Income	-	105.00	5,000.00
<b>TOTAL Income</b>	<u>375.00</u>	<u>10,167.25</u>	<u>17,000.00</u>
6120.2 Advertising	-	6,510.66	8,000.00
6170.2 Audio Visual	-		200.00
6180.2 Award/Gifts	-	-	200.00
6340.2 Copying	-	-	150.00
6380.2 Equipment Rental		42.26	
6410.2 Exhibit Services	-	3,988.88	4,500.00
6460.2 Meals & Entertainment	-	2,833.29	5,400.00
6640.2 Outside Contract Labor	-	500.00	-
6650.2 Postage	-	-	250.00
6680.2 Printing	-	-	200.00
6790.2 Signage		176.99	500.00
6850.2 Supplies	154.98	368.60	250.00
6930.2 Travel & Lodging		604.91	-
<b>TOTAL Expenses</b>	<u>154.98</u>	<u>15,025.59</u>	<u>19,650.00</u>
<b>Fund Balance Increase/Decrease</b>	<u>220.02</u>	<u>(4,858.34)</u>	<u>(2,650.00)</u>

DFW Area Tourism Council  
Statement of Activities - Media  
For twelve months ending December 31, 2000

	Current Month	YTD	Budget
4310.3	30.00	295.00	600.00
<b>Special Event Income</b>	<u>30.00</u>	<u>295.00</u>	<u>600.00</u>
<b>TOTAL Income</b>	<u>30.00</u>	<u>295.00</u>	<u>600.00</u>
6320.3	-	-	2,500.00
6340.3	-	592.37	250.00
6460.3	-	440.82	-
6480.3	-	28.00	-
6650.3	85.80	504.82	1,250.00
6680.3	-	165.00	500.00
6770.3	-	46.08	-
6850.3	-	639.69	250.00
6940.3	-	11,006.91	9,000.00
<b>Travel &amp; Lodging - Guests</b>	<u>85.80</u>	<u>13,423.69</u>	<u>13,750.00</u>
<b>Fund Balance Increase/Decrease</b>	<u><u>(55.80)</u></u>	<u><u>(13,128.69)</u></u>	<u><u>(13,150.00)</u></u>



DFW Area Tourism Council  
Statement of Activities - Membership  
For twelve months ending December 31, 2000

	Current Month	YTD	Budget
4100.1 New Membership Income	0.00	3,900.00	3,500.00
4110.1 Renewal Membership Income	400.00	49,994.75	53,000.00
<b>Total Income</b>	<u>400.00</u>	<u>53,894.75</u>	<u>56,500.00</u>
6180.1 Awards & Gifts	0.00	0.00	150.00
6340.1 Copying	57.34	135.10	400.00
6650.1 Postage		274.46	350.00
6850.1 Supplies	0.00	70.28	-
<b>Total Expenses</b>	<u>57.34</u>	<u>479.84</u>	<u>900.00</u>
<b>Fund Balance Increase/Decrease</b>	<u><u>342.66</u></u>	<u><u>53,414.91</u></u>	<u><u>55,600.00</u></u>

**2001  
D/FWATC Board of Directors**

<b>Board Position and Term of Office</b>	<b>Name and Address</b>	<b>Phone, Fax and Email</b>
<b>Chair Executive Committee</b>  <i>Founding City</i>	Jim Clark <b>Irving CVB</b> 1231 Greenway Blvd., Suite 1060 Irving, TX 75062	(o) 972-252-9496 (f) 972-257-3153 <jclark@ci.irving.tx.us>
<b>Vice - Chair Executive Committee</b>  <i>Appointed Member 1 year term (2001)</i>	Bob Phillips <b>Town of Addison</b> 15650 Addison Road Addison, TX 75001	(o) 972-450-6202 (f) 972-450-0225 <bphillips@ci.addison.tx.us>
<b>Secretary/Treasurer Executive Committee</b>  <i>Associate City 1 year term (2001)</i>	Mark Thompson <b>Plano Convention &amp; Visitors Bureau</b> P.O. Box 860358 Plano, TX 75086	(o) 972-422-0296 (f) 972-424-0002 <markth@gwmail.plano.gov>
<b>Executive Committee</b>  <i>Founding City</i>	Marla Wills <b>Arlington Convention &amp; Visitors Bureau</b> 1901 Randol Mill Arlington, TX 76011	(o) 817-265-7721 (f) 817-265-5640 <marla@acvb.org>
<b>Executive Committee</b>  <i>Founding City</i>	Dave Whitney <b>Dallas Convention &amp; Visitors Bureau</b> 1201 Elm Street, Suite 2000 Dallas, TX 75270	(o) 214-746-6677 (f) 214-746-6688 <dwhitney@dallascvb.com>
<b>Executive Committee</b>  <i>Founding City</i>	Doug Harman <b>Fort Worth Convention &amp; Visitors Bureau</b> 415 Throckmorton Street Fort Worth, TX 76102	(o) 817-336-8791 (f) 817-336-3282 <dougasharman@fortworth.com>
<b>Executive Committee</b>  <i>Founding City</i>	Randy Sisson <b>Grand Prairie CVB</b> 2170 N. Beltline Road Grand Prairie, TX 75050	(o) 972-263-9588 (f) 972-642-4350 <randy@gptexas.com>
<b>Executive Committee</b>  <i>Founding City</i>	Paul W. McCallum <b>Grapevine Convention &amp; Visitors Bureau</b> One Liberty Park Plaza Grapevine, TX 76051	(o) 817-410-3185 (f) 817-410-3038 <GVTexasPWM@aol.com>

<b>Board Position and Term of Office</b>	<b>Name and Address</b>	<b>Phone, Fax and Email</b>
<b>Board Member</b> <i>Entertainment</i> 2 year term (2000, 2001)	Lisa Flick <b>Hard Rock Café</b> 2602 McKinney Dallas, TX 75204	(o) 214-969-5572 (f) 214-871-3132 <dallas_sales@hardrock.com>
<b>Board Member</b> <i>Shopping/Retail</i> 2 year term (2000, 2001)	Leanne Lowry <b>Vista Ridge Mall</b> 2401 S. Stemmons Freeway Lewisville, TX 75067	(o) 972-315-0015 (f) 972-315-3725
<b>Board Member</b> <i>Transportation</i> 2 year term (2001, 2002)	Camille Keith <b>Southwest Airlines</b> Love Field, P.O Box 37611 Dallas, TX 75235	(o) 214-792-4127 (f) 214-792-4100 <camille.keith@wnco.com>
<b>Board Member</b> <i>Member at Large</i> 2 year term (2000, 2001)	Kay Webb <b>Palace of Wax/Ripley's Believe It or Not!</b> 601 E. Safari Parkway Grand Prairie, TX 75050	(o) 972-263-2391 (f) 972-263-5954 <kayw@classicattractions.com>
<b>Board Member</b> <i>Member at Large</i> 2 year term (2000, 2001)	Susan Skaggs <b>Texas Stadium/Dallas Cowboys Club</b> 2401 E. Airport Freeway Irving, TX 75062	(o) 972-721-7356 (f) 972-438-4171 <sskaggs@dallascowboys.net>
<b>Board Member</b> <i>Member at Large</i> 2 year term (2001, 2002)	Charlie Mellvain <b>Idle Time Tours</b> P.O. Box 610423 DFW Airport, TX 75261	(o) 817-790-7909 (f) 817-783-8782 <tours@idletimetours.com>
<b>Board Member</b> <i>Member at Large</i> 2 year term (2001, 2002)	Allan Hughes <b>Traders Village</b> 2602 Mayfield Rd. Grand Prairie, TX 75051	(o) 972-647-2331 (f) 972-647-8585
<b>Board Member</b> <i>Appointed Member</i> Term of Chair (2001)	Dottie Stowe <b>Embassy Suites - Irving</b> 4650 W. Airport Freeway Irving, TX 75062	(o) 972-790-0093 (f) 972-790-7144 <dstowe@esdfwsouth.com>
<b>Board Member</b> <i>Appointed Member</i> Term of Chair (2001)	Will Loughran <b>Marriott Hotel DFW Airport</b> 8440 Freeport Pkwy. Irving, TX 75063	(o) 972-929-8800 (f) 972-929-6599

# DFWATC Calendar 2001

Month	Date to be Completed	Description	Work Area	Person	Organization
<i>January</i>					
	2	Fax out Media Meeting Reminder and Minutes to Committee	Media	Kate Mewhinney	Fort Worth CVB
	9	Media Committee Meeting - Irving CVB at 10:00 am	Media	Media Committee	
	18	TTIA Board Retreat			
	19	Press Release - Spring Events due	Media	Sallie Andrews	Grapevine CVB
	25	Board Meeting - Irving CVB 8:30 am - EC, 9:30 am - Board	Admin	Traci Mayer	DFWATC
<i>February</i>					
	6	Fax out Media Meeting Reminder and Minutes to Committee	Media	Kate Mewhinney	Fort Worth CVB
	9	Sales Mission (9-11) Houston	Marketing	Kim Dillon - Mission Chair	Lewisville CVB
	13	Media Committee Meeting - Irving CVB at 10:00 am	Media	Media Committee	
	23	Press Release - New Attractions Information	Media	Judy Ramos	Arlington CVB
	26	TTIA Unity Dinner			

<i>Month</i>	<i>Date to be Completed</i>	<i>Description</i>	<i>Work Area</i>	<i>Person</i>	<i>Organization</i>
	22	TTIA Travel Fair (22-26) El Paso			Other
<i>May</i>	1	Fax out Media Meeting Reminder and Minutes to Committee	Media	Kate Mewhinney	Fort Worth CVB
	5	Pow Wow (5-9) Orlando			Other
	6	National Tourism Week (6-12)			Other
	8	Media Committee Meeting - Irving CVB at 10:00 am	Media	Media Committee	
	9	Sales Mission (9-10) - Washington DC - Pentagon Travel Show	Marketing	Traci Mayer	DFWATC
	24	Board Meeting - Irving CVB 8:30 am - EC, 9:30 am - Board	Admin	Traci Mayer	DFWATC
<i>June</i>	5	Fax out Media Meeting Reminder and Minutes to Committee	Media	Kate Mewhinney	Fort Worth CVB
	12	Media Committee Meeting - Irving CVB at 10:00 am	Media	Media Committee	
	14	Press Tour (14-18) - Metroplex Music	Media	Judy Ramos - Tour Chair	Arlington CVB
	28	TSAE SW Regional Conference (28-30) Dallas			Other



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## DFWATC MEMORANDUM

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DFWATC ♦ 701 S. Main Street ♦ Grapevine, TX 76051 ♦ (817) 329-2438 ♦ Fax (817) 251-4329

**TO:** BOARD OF DIRECTORS  
**FROM:** TRACI MAYER  
**SUBJECT:** JANUARY 25 – BOARD MEETING  
**DATE:** 1/18/01  
**CC:** JIM CLARK

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Included in your Board Packet are the minutes from the last Board meeting, the 2001 Board Roster, 2001 Calendar and directions to the Irving CVB.

The Agenda, year-end Financials and any additional information will be handed out at the meeting. If you have any questions, please call me.

### 2001 DFWATC – Tentative Board of Directors Meeting Schedule

**Dates:** January 25, 2001  
March 8, 2001  
May 24, 2001  
July – TBD  
September 27, 2001  
November 15, 2001

**Times:** 8:30 am – Executive Committee  
9:30 am – Board Meeting

**Location:** Irving Convention & Visitors Bureau  
1231 Greenway Drive, Suite 1060 (10th Floor) - Board Room  
Phone: (972) 252-7476