



Separator Sheet

File Contents: DFW A+c Bd Mtg
11-30-00

Denton Convention and Visitor Bureau

Hstn Show planning ^{Beth, Lisa, Jim, Judy, Carmen, Diana}
 mtg - ^{NTW - Diana Pfaff}



1. do it week before NTW
2. invite Tarrant & Dallas Co. HMASSN, Rest ASSN.
3. Speaker @ TCHMASSN.
4. education

Send Christine
 am C of E

**DALLAS/FORT WORTH AREA TOURISM COUNCIL
 BOARD OF DIRECTORS MEETING**

Thursday, November 30, 9:30 am
 Grapevine Convention Center - Chenin Blanc I & II

AGENDA

I.	Call to Order and Welcome	Kim Dillon
II.	Review of Board Minutes	Kim Dillon
III.	Financial Report	Bob Phillips
IV.	Directors Report	Traci Mayer
V.	Official Visitors Guide Report	Carmen Tidwell
VI.	Texas Metroplex Program Report <i>OK website</i>	Charles Jefferies -
VII.	Committee Reports	
	A. Marketing - <i>Research</i>	Randy Sisson
	B. Media	Diana Pfaff
	C. Legislative	Mark Thompson (SF)
VIII.	Old Business	Kim Dillon
	A. <input checked="" type="checkbox"/> Lakes Trail	
	B. <input checked="" type="checkbox"/> Airport Location (Office)	
	C. Chair Appointments - Long Range Planning & Fundraising	
IX.	New Business	Jim website JACOB Kim Dillon
X.	Adjournment	Kim Dillon

Member sic -
 Daralodge
 Michael

Thank You

Happy Holidays!

*Visit FW.
 Carol Murray
 of FW Mtg of PCH
 Museum person
 on Committee*

*a big six
 long timer - Jim Mark, Bob
 Jim Brothers, Cindy Golden*

Mark, Bob, Carmen



Dallas/Fort Worth Area Tourism Council Legislative Affairs Committee Report

November 30, 2000

Mark D. Thompson, Chair

Chair: Pam Summers
V-Chair: Beth Asher

2000: THE YEAR IN REVIEW

The DFWATC Legislative Affairs Committee has witnessed exciting achievements during its first year of development. Highlights include:

- **Development of Mission Statement, Responsibilities, and Goals for 2000**

In forming this new committee "from the ground up," the committee developed a mission statement, committee responsibilities, and action items for 2000. This was essential in guiding the actions of the committee throughout the year, and will be important as the committee grows in 2001.

- **Active Committee Infrastructure**

The committee now has a total of fourteen members, representing a wide cross-section of council membership. Interest in committee participation continues to grow.

- **Dramatically Expanded Representation at the TTIA 2000 Unity Dinner**

A key goal of this committee for 2000 was active representation at the TTIA 2000 Unity Dinner, and that goal was dramatically achieved. By establishing a cooperative representation program, DFWATC was represented by 150 people at fifteen different tables, complete with table tents and lapel buttons bearing the DFWATC logo. We hope to have set a precedent and to have created a program that can be improved and expanded each year.

In addition to participation in the Unity Dinner itself, more than twenty-five DFWATC members attended the Tourism Press Conference held at the State Capitol in conjunction with the Unity Dinner, effectively portraying our collective strength to all those present.

- **DFWATC Legislative Update**

The creation of a DFWATC Legislative Update was "a dream realized" in 2000, and will be distributed at the Annual Meeting - as well as mailed to the entire DFWATC membership. The piece contains updates and overviews of several key issues facing the tourism industry, including school start dates, the funding of regional marketing programs, plans for future legislative activities, and more. The creation of this piece will serve as a template for future committee publications and correspondence.

- **Committee Succession Plan and Future Leadership**

The committee has been successful in planning for future leaders, and is happy to announce that the Committee Chair for 2001 will be Pam Summers (Granbury CVB). Beth Asher (Map Dallas/Fort Worth) will serve as Vice Chair. Key action items have been identified for 2001, capitalizing upon the successes of the committee in 2000, with plans to improve and expand plans and projects that were implemented.

Media Report

To: D/FWATC Executive Committee and Board of Directors
From: Diana K. Pfaff, Media Committee Chair
CC: Traci Mayer
Date: 11/29/00
Re: Media Report

The following is a progress report concerning activities of the Dallas/Fort Worth Area Tourism Council Media Committee since the last board meeting.

2001 Tours

The committee has confirmed themes and dates for next year's press tours. They are as follows:

Off the Beaten Path, March 14-18, 2001

Metroplex Music, June 20-24, 2001

Shopping, Oct. 3-7, 2001

2001 Press Releases

Due to a decrease in next year's budget, the committee will not copy and mail seasonal press releases. These releases, however, will still be compiled and available via e-mail or by accessing the D/FWATC Web page. Release topics are as follows:

2001 Ethnic Events

Spring Events

New Attractions

Summer Events

Fall Festivals

Holiday Happenings

Other Business

Committee chair, chair-elect and secretary for 2001 were selected. They are as follows:

Chairman – Kate Mewhinney, Fort Worth CVB

Chair-elect – Jamie McDonald, Lewisville CVB

Secretary – Sallie Andrews, Grapevine CVB

In addition, the committee tentatively agreed to hold a media blitz in conjunction with the D/FWATC marketing committee's Little Rock sales blitz in March 2001.

The next media committee meeting is scheduled for 10:00 a.m. on Tuesday, January 9, 2001. Location TBD.

**Dallas/Fort Worth Area Tourism Council
Board of Directors Meeting Minutes
Grapevine Convention Center – October 16, 2000**

Participants:

Kim Dillon	Jim Brothers	Mark Thompson (Southfork)
Jim Clark	Pam Summers	Cyndi Golden
Doug Harman	Diana Pfaff	Christine Gossett
P.W. McCallum	Dana Lodge	Andrea Earle
Mark Thompson (Plano)	Charles Jefferies	Traci Mayer
Kay Webb	Lisa Flick	

1. Call to Order and Review of Board Retreat

Ms. Kim Dillon called the meeting to order. She reviewed the Board Retreat results with the Executive Committee and asked if there were any comments. The information gathered will be used by the committees such as the Marketing Committee to use in their planning for next year. Ms. Dillon also discussed the new committees that need to be formed. These are Long Range Planning and Fundraising. It became evident that during the budget deliberations and from the results of the retreat, these two committees would become very important to the Council.

Mr. P.W. McCallum suggested that with the marketing and advertising DFWATC is interested in, it might be good to tie in with the State agencies more. DFWATC has an opportunity to define the retreat results further by laying out the Council's plans early enough to coincide and maybe be incorporated into the Texas campaigns whereby our area is highlighted.

2. Financials

Mr. Bob Phillips presented the financial report to the Board. Ms. Mayer stated that the new financial format should be easier to read now that there is also a breakdown of the income and expenses by departments – Membership, Marketing, Media, Publications and General.

Mr. Phillips then presented the proposed budget to the Board for approval. The budget committee (Kim Dillon, Bob Phillips, Jim Clark, Camille Keith, Diana Pfaff, Randy Sisson and Traci Mayer) got together to review the proposed budget. The most significant changes were to the Marketing and Media Committees, and to the Rent and Contract Labor areas.

With regard to the rent and contract labor, Ms. Mayer explained that the Council has been utilizing a Grapevine CVB employee as a part-time assistant. Because of their growth, the Bureau will be unable to provide one of their employees for the Council and TWGGA's use. Ms. Mayer said the contract labor number increased to accommodate bringing in more help on an as needed basis.

Action: It was moved and seconded to accept the proposed budget. The motion passed.

3. Directors Report

A. Lakes Trail

Ms. Mayer stated that the Forest Trail in east Texas was selected as the next trail funded by the Texas Historical Commission. Ms. Janie Headrick of the THC mentioned the proposal our region submitted was a good one but they wanted to see more input from the smaller communities. Ms. Mayer reported that the Council has a great head start for next year and that she and Ms. Susan Campbell, City of Bowie, will be scheduling a meeting in November to start the process again for next year.

B. Web Site

Mr. Jim Clark mentioned he would check on the Official Travel Information web site run by IACVB – www.officialtravelinfo.com for DFWATC to possibly be linked with.

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

**Dallas/Fort Worth Area Tourism Council
Executive Committee Meeting Minutes
Grapevine Convention Center – October 16, 2000**

Participants:

Kim Dillon
Marla Wills
Jim Clark

Doug Harman
P.W. McCallum
Mark Thompson (Plano)

Kay Webb
Traci Mayer

1. Call to Order and Review of Board Retreat

Ms. Kim Dillon called the committee meeting to order. She reviewed the Board Retreat results with the Executive Committee and asked for any comments. She recommended two new committees be formed for the coming year – Long Range Planning and Fundraising.

Mr. McCallum stated that the state's biennium ends on September 30th and the next is October 1, 2001. He suggested DFWATC hone the retreat results into priorities and research co-op opportunities for the Council with the State.

Mr. Doug Harman agreed and suggested we invite key state agencies to a meeting for the purpose of learning what they have to offer us and how we can work together more effectively. He suggested the Unity Dinner might be a good time to support some type of cooperative effort and it was suggested that Traci speak with David Teel.

2. Nominating Report

Ms. Kay Webb gave the Nominating Committee report. The new Board members will be voted on and inducted at the Annual Meeting in December. The Nominating Committee recommended that the Board consider revisiting the Bylaws regarding the Board structure.

Action: Mr. Jim Clark, Ms. Camille Keith and Ms. Mayer will meet and discuss the Bylaws and structure of the Board.

3. Financial and Budget Reports

Mr. Bob Phillips went over the Financials and presented the Budget for 2001. It was suggested to change the Travel & Lodging Expenses – Guests to FAM Promotions because that is more familiar to people.

Action: The Executive Committee moves to approve the proposed budget to be presented to the Board for a vote of approval.

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

ASSETS**Current Assets**

Chase - Operating	6,736.02	
Chase - Money Market	45,007.45	
Chase - Guide	217,935.35	
Accounts Receivable	-	
Prepaid Expenses	33,710.00	
Total Current Assets		303,388.82

Property and Equipment

Furniture & Fixtures	493.33	
Total Property and Equipment		493.33

Other Assets**Total Other Assets**

Total Assets		303,882.15
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LIABILITIES AND CAPITAL**Current Liabilities**

Accounts Payable	-	
Federal Payroll Taxes Payable	1,577.89	
SUTA Payable	32.52	
FUTA Tax Payable	(0.01)	
Total Current Liabilities		1,610.40

Long-Term Liabilities

Deferred Revenue	197,828.50	
Total Long-Term Liabilities		197,828.50

Total Liabilities

199,438.90

Capital

Fund Balance	85,473.24	
Current Year Revenue/Expenses	18,970.01	
Total Capital		104,443.25

Total Liabilities & Capital

303,882.15

See Accompanying Accountant's Report

DALLAS/FORT WORTH AREA TOURISM COUNCIL

PROGRAM OF WORK - 2001

COUNCIL OFFICE

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(817) 329-2438 • Fax (817) 251-4329 • E-mail <DFWATC@airmail.net>

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

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 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

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

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

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

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

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

Appendix B: 2001 Press Tour Schedule

Date	Theme and Description	Tour Co-Chairs
March 14-18	<p>Off the Beaten Path</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"> ▪ Targeted media to include state, regional and national travel journalists. ▪ Pre & Post Tour options in outlying areas/ cities will be offered. 	<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>Metroplex Music</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"> ▪ Targets regional and national media, including both print and broadcast. ▪ Pre & Post Tour options in outlying areas/cities will be offered. 	<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>Shopping and More</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"> ▪ Primarily targets state and regional print media. ▪ Pre & Post Tour options in outlying areas/cities will be offered 	<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

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

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)	Event Name Pertinent Information
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Example:

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

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

Board Position and Term of Office	Name and Address	Phone, Fax and Email
Board Member Entertainment 2 year term (2000-2001)	Lisa Flick Hard Rock Café 2602 McKinney Dallas, TX 75204	(o) 214-969-5572 (f) 214-871-3132
Board Member Transportation 2 year term (2000-2001)	Sharon Nelson D/FW International Airport P.O. Box 619428 DFW Airport, TX 75261	(o) 972-447-7055 (f) 972-574-7095
Board Member Retail/Shopping 2 year term (2000-2001)	Leanne Lowry Vista Ridge Mall 2401 S. Stemmons Freeway Lewisville, TX 75067	(o) 972-315-0015 (f) 972-315-3725
Board Member Member at Large 2 year term (1999-2001)	Charlie McIlvain Idle Time Tours P.O. Box 610423 DFW Airport, TX 75261	(o) 817-790-7909 (f) 817-783-8782 <tours@idletimetours.com>
Board Member Member at Large 2 year term (2000-2001)	Susan Skaggs Texas Stadium/Dallas Cowboys Club 2401 E. Airport Freeway Irving, TX 75062	(o) 972-721-7356 (f) 972-438-4171
Board Member Member at Large 2 year term (1999-2001)	Tag Taggart Traders Village 2602 Mayfield Road Grand Prairie, TX 75051	(o) 972-647-2331 (f) 972-923-1199
Board Member Member at Large 2 year term (2000-2001)	Kay Webb Classic Attractions 601 E. Safari Parkway Grand Prairie, TX 75050	(o) 972-263-2391 (f) 972-263-5954
Board Member Additional Member Term of Chair	Kristin Wallach Fort Worth Zoo 1989 Colonial Parkway Fort Worth, TX 76110	(o) 817-871-7000 (f) 817-871-7012
Board Member Additional Member Term of Chair	Mark Thompson Southfork Ranch 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/NRH2O
- 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
Executive Committee Meeting Minutes
Grapevine Convention Center - October 16, 2000

Participants:

Kim Dillon
Marla Wills
Jim Clark

Doug Harman
P.W. McCallum
Mark Thompson (Plano)

Kay Webb
Traci Mayer

1. Call to Order and Review of Board Retreat

~~Kim Dillon called the committee meeting to order. She reviewed the Board Retreat results with the Executive Committee and asked for any comments. Mr. P.W. McCallum said since everyone was involved and a lot of information gathered, where does the Council go from here. Ms. Dillon addressed those issues and spoke about two committees she would like to see started - Long Range Planning and Fundraising.~~

she recommended two new committees be formed for the coming year.

~~McCallum stated that the state's biennium ends on September 30th and the next is October 1, 2001. DFWATC should really hone the retreat results into priorities and take them to the state and look for co-op opportunities for the Council. Develop a new collective force of DFWATC (\$100,000 worth) and show them the Council is interested in with the State.~~

she recommended that

~~Doug Harman agreed and thought to invite key state agencies to a meeting and what they have to offer us. The Unity Dinner might be a good time to support some type of cooperative effort and it was suggested that Traci speak with David Teel.~~

for the purpose of learning and how we can work together most effectively

He suggested

~~Kim - my notes are fuzzy (my memory is worse) on this portion of the conversation - could you help fill in?~~

~~Ms. Dillon reiterated that bring in the state agencies and see how they can help us. At the Unity Dinner set up DFWATC --- and find out where the money is going to be placed. Mr. McCallum expounded on that by suggesting they let us know what the image is in make the metroplex the #1 destination and keeping us #1 tax-raising base in the state.~~

~~Explain we could support this type of coop~~

~~Lots of international - maybe look at it again for DFWATC and get state involved. because there is a lot of information gathered from many involve stated that there was a great deal of ideas suggested and asked what will happen to the information. Ms. Dillon explained that this will be honed into priorities for the Council.~~

~~Mr. McCallum said this would be a good time to showcase the collective force of DFWATC.~~

2. Nominating Report

~~Kay Webb gave the Nominating Committee report. There are a couple of Bylaws issues and suggested to be discussed by the Bylaws committee. The new Board members will be voted on and inducted at the Annual Meeting in December. The Nom Comm recommended that the Board consider revisiting the Bylaws regarding Board structure.~~

Action: ~~Jim Clark, Camille Keith and Traci Mayer will meet and discuss the Bylaws and membership structure of the Board.~~

3. Financial and Budget Reports

~~Bob Phillips went over the Financials and presented the Budget for 2001. It was suggested to change the Travel & Lodging Expenses - Guests to FAM Promotions because that is more familiar to people.~~

Action: The Executive Committee moves to approve the proposed budget to be presented to the Board for a vote of approval.

Draft

**Dallas/Fort Worth Area Tourism Council
Board of Directors Meeting Minutes
Grapevine Convention Center – October 16, 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 Jefferies
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. She reviewed the Board Retreat results with the Executive Committee and asked if there were any comments. The information gathered will be used by the committees such as the Marketing Committee to use in their planning for next year. Ms. Dillon also discussed the new committees that need to be formed. These are Long Range Planning and Fundraising. It became evident that during the budget deliberations and from the results of the retreat, these two committees would become very important to the Council.

Mr. P.W. McCallum suggested that with the marketing and advertising DFWATC is interested in, it might be good to tie in with the State agencies more. DFWATC has an opportunity to define the retreat results further by laying out the Council's plans early enough to coincide and maybe be incorporated into the Texas campaigns whereby our area is highlighted.

2. Financials

Mr. Bob Phillips presented the financial report to the Board. Ms. Mayer stated that the new financial format should be easier to read now that there is also a breakdown of the income and expenses by departments – Membership, Marketing, Media, Publications and General. *Traci*

Mr. Phillips then presented the proposed budget to the Board for approval. The budget committee (Kim Dillon, Bob Phillips, Jim Clark, Camille Keith, Diana Pfaff, Randy Sisson and Ms. Mayer) got together to review the proposed budget. The most significant changes were to the Marketing and Media Committees, and to the Rent and Contract Labor areas. *Traci*

With regard to the rent and contract labor, Ms. Mayer explained that the Council has been utilizing a Grapevine CVB employee as a part-time assistant. Because of their growth, the Bureau will be unable to provide one of their employees for the Council and TWGGA's use. Ms. Mayer said the contract labor number increased to accommodate ~~with~~ bringing in more help *as needed. basis.*

Action: It was moved and seconded to accept the proposed budget. The motion passed.

3. Directors Report

A. Lakes Trail

Traci Ms. Mayer stated that the Forest Trail in east Texas was selected as the next trail funded by the Texas Historical Commission. *Traci* Ms. Janie Headrick of the THC mentioned the proposal our region was a good one but they wanted to see more input from the smaller communities. Ms. Mayer reported that the Council has a great head start for next year and she and Ms. Susan Campbell, ~~with the~~ City of Bowie, will be scheduling a meeting in November to start the process again for next year. *Submitted*

B. Web Site

Mr. Jim Clark mentioned he would check on the Official Travel Information web site run by IACVB – www.officialTravelinfo.com for DFWATC to possibly be linked with.

Draft

4. Guide Report

Trace
~~Ms. Mayer~~ gave the Guide Report for ~~Ms. Carmen Tidwell~~. Everything is going well and ~~they are~~ on target for the 2001 book, ~~and ahead of where they were last year at this time.~~

5. Metroplex Report

~~Ms. Charles~~ Jefferies reported on the Metroplex Program. Their web site will be linked to the state coupon page giving visitors to their site more information. They are seeing more responses via the web and their new site has more on-line capacity for long-term growth. Their deadline for next year is February 2001.

6. Committee Reports

A. Marketing

The Fall Shreveport sales mission was successful. The team called on the Waskom Travel Information Center, over 15 Shreveport/Bossier City Travel Agents and Tour Operators and attended the Barksdale AFB Fall Festival and Car Show. The show was very small but the information given to the team from the ticket and tours employees was that their folks take six to eight 3-day trips a year and enjoy the metroplex. At their next meeting, they will be discussing their goals for 2001, ~~and will be given the information from the Board retreat to discuss.~~ *to Marketing Committee*

B. Media

~~Ms. Diana~~ Pfaff gave her report on the Media Committees' efforts on the last press tour of the year – Texas Tastes and Traditions. It was very successful and, combined with last years results, the print coverage generated is estimated at more than \$300,000. The Fall Festivals press release was sent out and the last one of the year is Holiday Happenings. The 2001 tour themes are Off the Beaten Path, Metroplex Music and Shopping, ~~which are a departure from previous tours.~~

C. Legislative

~~Mr. Mark D.~~ Thompson gave the Legislative report. He mentioned the committee will be working on an educational piece that will focus on legislative awareness for the members. Another piece for next year will be an economic impact report that focuses on the DFW area.

P.W.
~~Ms. McCallum~~ mentioned the impact that tax-free shopping days have on an area, ~~or state when adopted~~ such as increased travel volume and more international visitors. He ~~also~~ suggested each member get to know their Legislators, invest in their campaigns so those members of the tourism industry will have a voice. ~~Mr. Jim~~ Clark mentioned that financial contributions are one way to go but historically, tourism partners are poor participants in political process and maybe its time to get people more involved. The committee can include information on the website especially after the legislative redistricting that will occur next year.

7. New Business

Bob
~~Mr. Phillips~~ and the Board commended both *P.W.* ~~Ms. McCallum~~ and ~~Ms. Cyndi~~ Golden for the wonderful job they did hosting this year's TTIA Summit. The attendance numbers exceeded what was projected and it will be a hard one to beat next year.

~~Ms. McCallum~~ mentioned there is an old gas station at the North end of the airport that could possibly be utilized for a DFWATC office and visitor center. It was suggested that ~~Ms. Mayer~~ contact ~~Mr. Joe~~ Lapano at the airport to find out more information about the property and everything entailed.

Action: Ms Mayer will contact Mr. Lapano about the gas station location.

8. Adjournment

Lewisville Chamber of Commerce & Visitors Bureau
551 N. Valley Parkway * P.O. Box 293805 * Lewisville, TX 75029-3805
972-436-9571 * 972-436-5949 FAX

To: Traci

Company: DFWATC

Date: 11-28-00

Fax #: _____

From: Kim

Pages Transmitted, including this Cover Page: 4

Message: I made several changes.

Call with any questions -

Kim ☺

If you do not receive all the pages, or if the transmission is unclear,
please call 972-436-9571

CONFIDENTIALITY NOTICE

This message is intended only for the use of the individual or entity to which it is addressed, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, notify us immediately by telephone, and return the original message to us at the address above via the United States Postal Service. Thank You.



Dallas/Fort Worth Area Tourism Council

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

FAX COVER SHEET

To: Kim Dillon **Fax Number:** 972-436-⁵⁹⁴⁹~~3249~~
Date: 11/27/00 **No. of Pages:** 1
RE: Board Meeting Change
From: Traci Mayer **Phone Number:** (817) 329-2438

MESSAGE:

Kim -
Here is the following information on the new Board meeting location:

Grapevine Convention Center
1209 South Main

Thursday, November 30th
Chenin Blanc Room at 9:30 a.m. (no Executive Committee this time)

If you could contact the following Board members about the location change:

Name	Phone	Fax
<i>4/11/00</i> Jim Clark & Diana Pfaff, Irving CVB	972-252-7476	972-257-3153
<i>4/11/00</i> Bob Phillips, Addison	972-450-6202	972-450-6225
<i>OK Sway</i> Marla Wills, Arlington ✓	817-265-7721	817-265-5640
<i>OOT</i> Dave Whitney, Dallas	214-746-6677	214-746-6688
<i>Jeff</i> <i>4/11/00</i> Doug Harman, Fort Worth <i>email</i>	817-336-8791 <i>336-8791</i>	817-336-3282
<i>OK</i> Randy Sisson, Grand Prairie	972-263-9588	972-642-4350
<i>4/11/00</i> P.W. McCallum, Grapevine	817-410-3185	817-410-3038
<i>OOT - 4/11/00</i> Camille Keith, SWA	214-792-4127	214-792-4100
<i>4/11/00</i> Mark Thompson, Plano <i>email</i>	972-442-0296	972-424-0002
<i>OK</i> Christine Gossett, Denton	940-382-7895	940-382-6287
<i>4/11/00</i> Ronnie Region	817-284-1771	817-595-4184

Thanks!

Schedule speaking engagements for how we will during NTW.

- Ltr to Hist Comm

~~Pat Spence~~

A series of other add'l routes superimposed over the original Lakes Trail.

Do we want ownership? -

If we don't, can we get this trail recognized?

We want to be the entity & want the funding.

Task Force - ltrs to hist agents & agencies

Doug

- Merely look to the state for the brochure (Like Forts Trail)
- We distribute the brochures

ask state to produce the brochures on an on-going basis

State: enough \$ for a long enough time

Get resolutions - no \$

Charles Seabury

Traci - talk to Lisa Sanders in Abilene w/ Forts Trail re: 100% participation in order to achieve funding?

Ex Bd motion → DFWATC will proceed with contacting counties for Resolutions & to develop the task force to ~~discuss~~ assist Traci in this effort. We will also

write a letter to the state to request
the Lake Trail name be changed to
Landmarks & Lakes as 1st choice or
Lakes & Historical Courthouses as 2nd choice

— Take a leadership role in Lakes Trail and initiate
activities previously discussed in coord w/ various state agencies
Status Rpt. @ next mtg.
Position paper

BYLAWS COMMITTEE → Dale, Camille

Send sign up (≈ 10 ppl) to whole membership
to have a wide representation to input into the
Bylaws. Take to annual retreat of Bd.
Policy Manual? in addition to or
instead of Bylaws revisions?

Legisl Comm → 2nd Wed every other mo. - March 11 in South Lake

Mark T. - Southfork
Charles Grobby - Dally
Charlie McIlvain
Pam Summers
Gary - Stockyards
Doug
Dale
PW
Camille
Kim

New Business
→ NTW - Mtg Committee
association for 1990 work



Dallas/Fort Worth Area Tourism Council

BOARD OF DIRECTORS MEETING

Monday, January 31, 9:30 am

Lewisville Chamber & Visitors Bureau - Board Room

Agenda

- | | | |
|-------|---|---------------------------------|
| I. | Call to Order and Welcome | Kim Dillon ✓ |
| II. | Review of Minutes | Kim Dillon ✓ |
| III. | Financial Report | Bob Phillips ✓ |
| IV. | Directors Report | Traci Mayer ✓ |
| V. | Official Visitors Guide Report | Carmen Tidwell ✓ |
| VI. | Texas Metroplex Program Report | Lynda Gearheart ✓ |
| VII. | Committee Reports | |
| | A. Marketing | Randy Sisson Traci ✓ |
| | B. Media | Diana Pfaff Traci ✓ |
| | C. Legislative | Mark Thompson (SF) ✓ |
| | D. Member Services/Education/Other | Traci Mayer ✓ |
| VIII. | Old Business | Kim Dillon |
| | A. Lakes Trail ✓ | |
| | B. Year in Review - Legist. Comm ✓
Thank Bd | |
| IX. | New Business | |
| | A. Pow Wow ✓ 700 volunteers (400 by mid-Feb.) - 72 countries (need languages) - orientation - April | Kim Dillon |
| | B. Bylaws Committee vol ✓ | |
| | C. Future Meeting Location Discussion | |
| X. | Adjournment | Kim Dillon - Rotating |
- Irving
moving it around.

Calendar of Events

JANUARY 2000

- 11 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200
- 18 Legislative Committee**
10:00 am at Southfork Ranch
3700 Hogge Road
- 19 Marketing Committee**
9:00 am at the DFW Airport Admin. Bldg.
East Airfield Drive, 2nd Floor
- 31 Board of Directors Meeting**
Lewisville Chamber of Commerce
551 N. Valley Parkway
8:30 am - Executive Committee
9:30 am - Board of Directors

FEBRUARY 2000

- 8 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200
- 16-17 Unity Dinner (TTIA)**
Austin, Texas

MARCH 2000

- 9-10 Kincaid Show**
Sales Mission - Kansas City, KS
- 14 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200
- 15 Marketing Committee**
9:00 am at the DFW Airport Admin. Bldg.
East Airfield Drive, 2nd Floor
- 22-26 Media Press Tours (2)**
"Family Fun . . . Something for Everyone"
"Around the Metroplex in 80 Hours"
- 25 Media Press Release Information Due on "New Attractions"**
Media Committee - Press Release
Contact: Michael Woody, Grapevine CVB
- 27 Board of Directors Meeting**
To be determined
8:30 am - Executive Committee
9:30 am - Board of Directors

APRIL 2000

- 10 Media Press Release Information Due on "Summer Events (Jun, Jul, Aug)"**
Media Committee - Press Release
Contact: Christine Gossett, Denton CVB
- 11 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200

APRIL 2000 CONT.

- 17-21 TTIA Travel Counselors**
Sales Mission - Amarillo, TX

MAY 2000

- 9 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200
- 7-13 National Tourism Week**
- 12-18 Pow Wow**
- 22 Board of Directors Meeting**
To be decided
8:30 am - Executive Committee
9:30 am - Board of Directors
- 26 Media Press Release Information Due on "4th of July Events"**
Media Committee - Press Release
Contact: Cheri Staples, Grand Prairie CVB

JUNE 2000

- 13 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200
- 21 Marketing Committee**
9:00 am at the DFW Airport Admin. Bldg.
East Airfield Drive, 2nd Floor
- 22-25 Media Press Tour**
"Arts & Culture"

JULY 2000

- 11 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200
- 24 Board of Directors Meeting**
To be determined
8:30 am - Executive Committee
9:30 am - Board of Directors

AUGUST 2000

- 8 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200

SEPTEMBER 2000

- 12 Media Committee**
10:00 am at the Irving CVB
3333 MacArthur Blvd., Suite 200
- 20-24 Media Press Tour**
"Texas Tastes & Traditions"
- 24-27 TTIA Travel Summit**

DFW Area Tourism Council
Financial Statements
for the
Period Ending December 31, 1999

To: Board of Directors
DFW Area Tourism Council

I have compiled the accompanying balance sheet as of December 31, 1999, and the related statements of income, retained earnings and cash flows for the month and twelve months then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants.

A compilation is limited to presenting in the form of financial statements information that is the representation of management. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or any other form of assurance on them.

Management has elected to omit substantially all of the disclosures required by generally accepted accounting principles. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the company's financial status and changes in financial position. Accordingly, these financial statements are not designed for those who are not informed about such matters.

Delaina Steed
Certified Public Accountant

January 26, 2000

D/FW Area Tourism Council
Balance Sheet
December 31, 1999

ASSETS**Current Assets**

Chase - Operating	23,051.71	
Chase - Money Market	72,659.37	
Chase - Guide	94,544.90	
Accounts Receivable	24,049.84	
Prepaid Expenses	186,378.58	
Total Current Assets		400,684.40

Property and Equipment

Furniture & Fixtures	493.33	
Total Property and Equipment		493.33

Other Assets**Total Other Assets**

Total Assets		401,177.73
---------------------	--	------------

LIABILITIES AND CAPITAL**Current Liabilities**

Accounts Payable	12,990.00	
Federal Payroll Taxes Payable	1,645.45	
SUTA Payable	-	
FUTA Tax Payable	56.00	
Total Current Liabilities		14,691.45

Long-Term Liabilities

Deferred Revenue	289,651.39	
Total Long-Term Liabilities		289,651.39

Total Liabilities

304,342.84

Capital

Fund Balance	196,668.51	
Current Year Revenue/Expenses	(99,833.62)	
Total Capital		96,834.89

Total Liabilities & Capital

401,177.73

See Accompanying Accountant's Report

D/FW Area Tourism Council
Statement of Activities
For the Twelve Months Ending December 31, 1999

	Current Month	Year to Date	Budget	% of Budget Remaining
Revenues				
Membership Dues 1999	-	51,979.50	63,000.00	17.49%
Guide Advertising Sales 2000	-	-	380,000.00	100.00%
Unallocated Fund Balance from 98 Budget	-	-	100,000.00	100.00%
Sales Mission	-	8,746.00	15,000.00	41.69%
Annual Meeting	-	2,862.00	4,000.00	28.45%
Travel Shows	-	880.00	2,000.00	56.00%
Seminars	-	-	1,500.00	100.00%
Tourism Week	-	-	4,000.00	100.00%
Guide Sales	-	75.00	3,000.00	97.50%
Clipping Service	862.70	1,932.20	-	0.00%
Interest	278.44	3,135.06	2,500.00	-25.40%
Total Revenues	1,141.14	69,609.76	575,000.00	12.11%
Expenditures				
Collateral				
Guide 2000				
Print/Production	-	-	210,000.00	100.00%
Publishing	-	-	57,000.00	100.00%
Distribution	612.17	50,332.03	40,000.00	-25.83%
Self Guided Tour Match	-	724.55	7,500.00	90.34%
Web Site	-	-	3,000.00	100.00%
Sales				
Mission	-	3,817.22	14,000.00	72.73%
Travel Show	-	5,370.38	4,000.00	-34.26%
FAM Tours	-	6,325.83	12,000.00	47.28%
Membership Services				
Annual Meeting	563.82	4,152.62	4,000.00	-3.82%
Tourism Week	-	-	8,000.00	100.00%
Seminar Programs	-	-	2,000.00	100.00%
Logo Development	-	-	3,000.00	100.00%
Membership Collateral	-	2,586.45	5,500.00	52.97%
Newsletter	-	-	6,000.00	100.00%
Administration				
Salary	3,583.38	49,708.59	48,000.00	-3.56%
Payroll Tax	274.12	4,400.67	5,352.00	17.78%
Contract Labor	297.00	11,062.85	11,000.00	-0.57%
Benefits	200.00	2,820.36	2,800.00	-0.73%
Phone/Fax	49.91	2,022.88	4,000.00	49.43%
Postage	333.95	4,011.86	6,000.00	33.14%
Rent/Utility	500.00	5,500.00	6,000.00	8.33%
Office Supply	214.61	5,192.75	3,000.00	-73.09%
Insurance	-	1,974.00	2,000.00	1.30%
Dues/Subscriptions/Registration	400.00	1,327.00	1,000.00	-32.70%
Travel/Meetings	8.58	2,763.66	2,500.00	-10.55%
Bacon Productions	784.00	5,349.68	-	0.00%
Total Expenditures	7,821.54	169,443.38	467,652.00	63.77%
Net Increase/(Decrease) in Net Assets	(6,680.40)	(99,833.62)	107,348.00	193.00%

See Accompanying Accountant's Report

DFW Area Tourism Council
Financial Statements
for the
Period Ending November 30, 1999

To: Board of Directors
DFW Area Tourism Council

I have compiled the accompanying balance sheet as of November 30, 1999, and the related statements of income, retained earnings and cash flows for the month and eleven months then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants.

A compilation is limited to presenting in the form of financial statements information that is the representation of management. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or any other form of assurance on them.

Management has elected to omit substantially all of the disclosures required by generally accepted accounting principles. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the company's financial status and changes in financial position. Accordingly, these financial statements are not designed for those who are not informed about such matters.

Delaina Steed
Certified Public Accountant

January 15, 2000

D/FW Area Tourism Council
Balance Sheet
November 30, 1999

ASSETS**Current Assets**

Chase - Operating	6,614.48	
Chase - Money Market	72,380.93	
Chase - Guide	202,692.00	
Accounts Receivable	24,049.84	
Prepaid Expenses	4,783.28	
Total Current Assets		310,520.53

Property and Equipment

Total Property and Equipment

Other Assets

Total Other Assets

Total Assets

310,520.53

LIABILITIES AND CAPITAL**Current Liabilities**

Accounts Payable	12,990.00	
Federal Payroll Taxes Payable	1,645.15	
SUTA Payable	-	
FUTA Tax Payable	56.00	
Total Current Liabilities		14,691.15

Long-Term Liabilities

Deferred Revenue	34,303.33	
Total Long-Term Liabilities		34,303.33

Total Liabilities

48,994.48

Capital

Fund Balance	196,668.51	
Current Year Revenue/Expenses	64,857.24	
Total Capital		261,525.75

Total Liabilities & Capital

310,520.23

See Accompanying Accountant's Report

D/FW Area Tourism Council
Statement of Activities
For the Eleven Months Ending November 30, 1999

	Current Month	Year to Date	Budget	% of Budget Remaining
Revenues				
Membership Dues 1999	200.00	51,979.50	63,000.00	17.49%
Guide Advertising Sales 2000	-	200,947.00	380,000.00	47.12%
Unallocated Fund Balance from 98 Budget	-	-	100,000.00	100.00%
Sales Mission	25.00	8,746.00	15,000.00	41.69%
Annual Meeting	-	2,862.00	4,000.00	28.45%
Travel Shows	-	880.00	2,000.00	56.00%
Seminars	-	-	1,500.00	100.00%
Tourism Week	-	-	4,000.00	100.00%
Guide Sales	-	75.00	3,000.00	97.50%
Clipping Service	-	1,069.50	-	0.00%
Interest	261.27	2,856.62	2,500.00	-14.26%
Total Revenues	486.27	269,415.62	575,000.00	46.85%
Expenditures				
Collateral				
Guide 2000				
Print/Production	-	3,360.00	210,000.00	98.40%
Publishing	6,703.84	39,576.54	57,000.00	30.57%
Distribution	499.61	49,719.86	40,000.00	-24.30%
Self Guided Tour Match	-	724.55	7,500.00	90.34%
Web Site	-	-	3,000.00	100.00%
Sales				
Mission	-	3,817.22	14,000.00	72.73%
Travel Show	-	5,370.38	4,000.00	-34.26%
FAM Tours	105.96	6,325.83	12,000.00	47.28%
Membership Services				
Annual Meeting	-	3,588.80	4,000.00	10.28%
Tourism Week	-	-	8,000.00	100.00%
Seminar Programs	-	-	2,000.00	100.00%
Logo Development	-	-	3,000.00	100.00%
Membership Collateral	-	2,586.45	5,500.00	52.97%
Newsletter	-	-	6,000.00	100.00%
Administration				
Salary	3,583.38	46,125.21	48,000.00	3.91%
Payroll Tax	274.12	4,126.55	5,352.00	22.90%
Contract Labor	225.00	10,765.85	11,000.00	2.13%
Benefits	200.00	2,620.36	2,800.00	6.42%
Phone/Fax	448.95	1,972.97	4,000.00	50.68%
Postage	-	3,677.91	6,000.00	38.70%
Rent/Utility	500.00	5,000.00	6,000.00	16.67%
Office Supply	766.53	4,978.14	3,000.00	-65.94%
Insurance	-	1,974.00	2,000.00	1.30%
Dues/Subscriptions/Registration	-	927.00	1,000.00	7.30%
Travel/Meetings	237.59	2,755.08	2,500.00	-10.20%
Bacon Productions	351.60	4,565.68	-	0.00%
Total Expenditures	13,896.58	204,558.38	467,652.00	56.26%
Net Increase/(Decrease) in Net Assets	(13,410.31)	64,857.24	107,348.00	39.58%

D/FW Area Tourism Council
Statement of Cash Flow
For the Eleven Months Ending November 30, 1999

	Current Month	Year to Date
Cash Flows from operating activities		
Net Increase/(Decrease) in Net Assets	(13,410.31)	64,857.24
Adjustments to reconcile net income to net cash provided by operating activities		
Employee Advances	-	-
Accounts Receivable	-	92,359.16
Prepaid Expenses	(4,468.28)	(4,783.28)
Payroll Tax Deposit	-	-
Accounts Payable	-	(182,842.20)
Federal Payroll Taxes Payable	-	1,033.45
FUTA Tax Payable	-	-
SUTA Tax Payable	-	-
Other Receivable	-	870.00
Total Adjustments	<u>(4,468.28)</u>	<u>(93,362.87)</u>
Net Cash provided by Operations	<u>(17,878.59)</u>	<u>(28,505.63)</u>
 Cash Flows from investing activities		
Used For	-	-
Net cash used in investing		
 Cash Flows from financing activities		
Proceeds From		
Deferred Revenue	33,503.33	34,303.33
Used For		
Current Year Revenue/Expenses	-	-
Net cash used in financing	<u>33,503.33</u>	<u>34,303.33</u>
Net increase <decrease> in cash	<u>15,624.74</u>	<u>5,797.70</u>
 Summary		
Cash Balance at End of Period	281,687.41	281,687.41
Cash Balance at Beginning of Period	<u>(266,062.67)</u>	<u>(275,889.71)</u>
Net Increase <Decrease> in Cash	<u>15,624.74</u>	<u>5,797.70</u>

See Accompanying Accountant's Report

**Dallas/Fort Worth Area Tourism Council
Executive Committee Minutes
Arlington Convention & Visitors Bureau - November 1, 1999**

Participants:

Dale Lockett
Kim Dillon
Doug Harman

Jim Clark
Randy Sisson
Camille Keith

Mark Thompson (Plano)
Carmen Tidwell
Traci Mayer

1. Call to Order and Review of Minutes

Mr. Dale Lockett called the meeting to order. Mr. Lockett asked if the minutes could be approved. The motion was made and seconded

Action: The Minutes were seconded and approved.

2. Financials

A. 1999 Financials

Mr. Lockett then asked Ms. Traci Mayer to go over the financial reports and 2000 budget. Ms. Mayer said the postage amount which should have been booked as a Distribution expense from the last set of financial statements had been reclassified to the appropriate category. She then drew the Board's attention to the Budget History Review sheet. On this form were figures from the 1998 Budget, 1998 Actuals, 1999 Budget, 1999 Actuals to date (9/30/99) and anticipated year-end income and expenses. She highlighted some changes to the format for the Board which will address the concerns of Pickins, Snodgrass & Koch. These changes were mainly due to the fact that the money was not being recognized properly such as 2000 Guide money being shown as 1999 income. This is one reason why the anticipated 1999 revenues will look low. All the revenues for the 1999 Guide included outstanding receivables were actually recognized and booked in 1998. The 1999 Budget figures should not have reflected any income for the 2000 Guide because it should be recognized as deferred income nor any income for the 1999 Guide which had already been accounted for in 1998. She explained the Board will see new accounts in the remaining financial statements such as Prepaid Expenses, Deferred Revenue for the Guide and for Membership which will track the money received but booking it to the appropriate account. It was noted that the Distribution costs were higher than budgeted.

Action: Ms. Mayer and Ms. Tidwell will investigate the fulfillment house costs per piece and compare with previous years.

Ms. Mayer was also requested to find the contract in writing with Castle. Mr. Mark Thompson suggested gathering three bids for fulfillment which could help keep prices in line.

B. 2000 Budget

Ms. Mayer then asked the Board to look over the 2000 Draft Budget and set of budget assumptions. In the future, the budget and financials will be departmentalized so the Board can see income streams and expenditures based on each committee or area. For example, under the Publications section, Ms. Mayer explained that the \$380,000 in Publication Income for the Guide which appeared in the 1999 Budget was really the goal for 2000 and will be reflected as such. Ms. Mayer then went through and explained each of the line items. The clipping service is something that is quite time consuming and labor intensive. There are only six participants and at a breakeven cost it is not worthwhile for the office to do. The new numbers reflect increased cost to manage the service if it continues. Mr. Thompson thought before getting rid of the service, it should be sent out to the members as a member service because he thought most people don't even know about it.

Action: Mr Lockett asked Ms. Mayer to poll the membership to find out if the service is worthwhile to members.

Mr. Lockett thought the new financials would clear up some of the problems incurred in the past and would be easy to follow.

Action: The motion was made and carried to approve budget with revisions. The Executive Committee will recommend to approve 2000 budget to the Board.

**Dallas/Fort Worth Area Tourism Council
Board of Directors Meeting Minutes
Arlington Convention and Visitors Bureau - November 1, 1999**

Participants:

Dale Lockett
Kim Dillon
Camille Keith
Mark Thompson (Plano)
Carmen Tidwell
Susan Skaggs
Jim Brothers

Doug Harman
Jim Clark
Kay Webb
Dana Lodge
Pam Summers
Kristin Wallach
Diana Pfaff

Sharon Nelson
Mark Thompson (Southfork)
Tag Taggart
Dean Conwell
Randy Sisson
Traci Mayer

1. Call to Order

Mr. Dale Lockett called the meeting to order and asked for a moment of silence to remember Bruce Neal.

2. Review of Minutes

Mr. Lockett asked if there were any corrections to the Minutes. It was noted that there were a couple of name misspellings.

Action: It was moved to accept the Minutes with misspellings corrected as presented. The motion passed.

3. Financials

Ms. Traci Mayer discussed the financial reports. She drew the Board's attention to the Budget History Review sheet which included figures from the 1998 Budget, 1998 Actuals, 1999 Budget, 1999 Actuals to date (9/30/99) and anticipated year-end income and expenses. She highlighted some changes to the format for the Board. These changes were mainly due to the fact that the money was not being recognized properly such as 2000 Guide money being shown as 1999 income. This is one reason why the anticipated 1999 revenues will look low. All the revenues for the 1999 Guide including outstanding receivables were actually recognized and booked in 1998. The 1999 budget figures or financial reports should not have reflected any income for the 2000 Guide. This money should have been recognized as deferred income. She explained that the Board will see new accounts in the remaining financial statements such as Prepaid Expenses, Deferred Revenue for the Guide and Membership which will track the money received but booking it to the appropriate account.

Ms. Mayer asked the Board their thoughts on the clipping service. Ms. Pam Summers said Granbury was a participant but didn't see this as a very effective service. Ms. Kim Dillon agreed and would not like to continue the service. It was originally started as a member service but is quite labor intensive at times. Mr. Harman made a motion to delete the service and it was seconded. Mr. Mark Thompson thought this might be a bit hasty because several members did not know about it. He thought if the members were notified about this service, then based on their response that an informed decision could be made whether to continue it. Ms. Summers said she used Dow Jones Interactive and found it less costly and received better coverage.

Action: Ms. Mayer will evaluate the current clipping service prior to February. If there are no interested participants, then the service will be cancelled.

Ms. Mayer asked the Board to look over the 2000 Draft Budget and the list of budget assumptions which outlines what was included for each category. She explained that the budget and future financials will be departmentalized so the Board can see income streams and expenditures based on each committee or work area. For example, under the Publications section, Ms. Mayer explained that the \$380,000 in Publication Income for the Guide that appeared in the 1999 Budget was really the goal for 2000 and will be reflected as such. The area above the budget outlines anticipated prepaid expenses and deferred revenue for 2001 and will be the categories to follow the progress of the 2001 Guide income and expenditure during 2000. Ms. Mayer then went through each of the line items and explained them to the Board. There was some discussion about the Distribution costs for the guide. Ms. Mayer will discuss these changes

Draft

with Ms. Tidwell and modify those costs on the budget. Mr. Lockett informed the Board that the Executive Committee recommended approval of the 2000 budget with minor modifications.

Action: It was moved and seconded to accept the 2000 Budget. The motion passed.

4. Lakes Trail Meeting

Mr. Harman reminded the Board about the November 11 meeting with Doris Howdeshell and the Lakes Trail program. He said that the D/FW area has languished in marketing efforts and the state is spending half a million dollars on marketing the trail idea. The first trail published was the Forts Trail and the second one to be done is the Independence Trail. The premise of the meeting was to discuss alternative ways to represent this region. The Board agreed that no one will realistically drive from lake to lake and there is also the question of lodging. He also mentioned there was an absence of area representation which this meeting will help chart. Ms. Pam Summers handed out copies of the original Lakes Trail piece as well as copies of historical courthouses in the same cities. She asked that the Board think of alternative routes because the information in the Trail brochure is 30 years old. This is a joint effort of the Historical Commission and Transportation Department and thus needs to have a historical twist. He said only the Governor can sign an edict to proclaim an "official" trail. It is important that this meeting identify what the original purpose and goals of the trail concept.

Mr. Lockett asked the Board what message he should send as Chair. It was agreed that the message is that the current piece is outdated for tourism to sell outside of state and if this is a tourism product then it should be reflected as one.

5. Director's Report

Ms. Mayer read through *The Exchange* date update which would be going out via fax to members. She reminded everyone about the November 11 meeting with Doris Howdeshell regarding the Lakes Trail concept. Mr. Doug Harman discussed the history behind the program and encouraged everyone to attend the meeting since this trail focused on our area. Ms. Mayer handed out a copy of the Lakes Trail brochure she received from the State.

She also mentioned the Fall Mixer at Embassy Suites Outdoor World had 40 attendees and 7 new members at orientation. The next Mixer is the Holiday Mixer being held at Southwest Airlines on December 9th. She handed out additional copies of the first Newsletter which was faxed out to all members. The update will go out this week and includes the first advertiser.

Ms. Mayer explained that the Web Site committee had met and discussed various items and domain names. The domain names secured were "visitdallas-fortworth.com", "visitdallas-fortworth.org" and "dfwtourism.com". The Board liked the "visitdallas-fortworth.com" address for the future D/FWATC web address.

She said the committees are going full steam ahead and the first Legislative committee is meeting today at noon at the Trail Dust. The first Member Services committee is meeting on Tuesday morning at the D/FWATC office and she will be working to have the Education committee set up with meeting dates. She is also working with Mr. Lockett and the Irving CVB on annual meeting sites. Ms. Carmen Tidwell suggested presenting slides with each presentation. Ms. Keith suggested instead of having two events a week apart, why not combine them. Southwest Airlines has meeting space that could be used for a late afternoon event and then everyone could stay for the Mixer that evening. The Board concurred with this idea.

There was discussion about the multilingual Fun Map project. Since Pow Wow would be in town in May, this project would be very timely. Ms. Mayer said the money was still allocated for this project and the Executive Committee decided to move ahead with the Fun map project.

6. Official Visitor's Guide Report

Ms. Carmen Tidwell said the Guide is on track as noted at the same time as last year. They are going through the second and final rounds of editorials and has several new photos. The book goes to press January 2 and should be out by mid January. The cover for the 2000 Guide will reflect more photos showing people experiencing activities.

Draft

7. Texas Metroplex Program Report

Ms. Lynda Gearhart was unable to attend the meeting so Mr. Lockett gave an overview of the project to date. Their main concern was that Fort Worth was not participating in the program and the Metroplex program uses the Guide as their primary response piece.

Mr. Lockett asked Ms. Tidwell if there would be a problem sending out guides if they were not used in this campaign. Ms. Tidwell said it would be no trouble at all because they could just access the requests the state receives as previously done.

Action: Mr. Lockett, Ms. Tidwell, Ms. Dillon and Ms. Mayer will work on Guide distribution questions and come up with a contingency plan for the distribution of Guides.

The TTIA Travel Folder program was brought up and could be another way for the guides to be distributed.

Action: It was moved and seconded to allocate \$400.00 to pay for the insert in the TTIA Travel Folder Program. The motion passed.

8. Committee Reports

A. Marketing

Mr. Dean Conwell gave the Marketing Committee report to the Board. He said Mr. Randy Sisson will be the new Marketing Chair for 2000. Mr. Conwell then discussed the future sales mission with the Board. He explained each mission will have its own chair who will incorporate many different items such as radio tie-ins, trade and consumer shows. The committee also has plans to produce a marketing FAM tour for tour operators, tour leaders and bank club members. This will also allow the Council to have an itinerary in place for NTA when they come to Houston in 2001. Mr. Lockett thanked Mr. Conwell and Mr. Rodriguez for their dedication and work on this committee.

B. Media

Ms. Diana Pfaff reviewed the efforts of the Media committee. She stated the last tour had some unforeseen difficulties with cancellations and rescheduling. During the original timeframe, one writer, Bob Woods was on assignment for *Continental Airlines In-Flight* magazine. He also received another assignment with *Working Woman* magazine during his trip to this area and will have another piece appearing after the new year. In addition, Candyce Stapen, a freelance journalist with Great Family Vacations, came to the area and concentrated on family-oriented attractions and activities.

The rescheduled Fall Press tour featured a writer with *Coast to Coast Magazine* and a writer and photographer from the *Valley Morning Star* in Harlingen. Mr. Lockett thanked Ms. Pfaff and her committee for their efforts and for dealing with the media.

C. Legislative

Ms. Kim Dillon said the Legislative Committee was having their first meeting at the Trail Dust Steakhouse right after the Board Meeting. At this meeting they will discuss what their mission and goals should be for the coming year. Some ideas were school calendar issue, TTIA work in conjunction with them and convey to them some of the Council's thoughts, develop an alert tree to notify members about hot issues and possibly a speaker's bureau.

D. Member Services

Ms. Mayer said the Member Services committee will be meeting for the first time on Tuesday morning at her office.

DALLAS/FORT WORTH AREA TOURISM COUNCIL

EXECUTIVE COMMITTEE MEETING

Monday, January 31, 8:30 am
Lewisville Chamber & Visitors Bureau - Board Room

BOARD OF DIRECTORS MEETING

Monday, January 31, 9:30 am
Lewisville Chamber & Visitors Bureau - Board Room

Agenda

- | | | |
|-------|---------------------------------------|----------------------------|
| I. | Call to Order and Welcome | Kim Dillon |
| II. | Review of Minutes | Kim Dillon |
| III. | Financial Report | Bob Phillips & Traci Mayer |
| IV. | Directors Report | Traci Mayer |
| V. | Official Visitors Guide Report | Carmen Tidwell |
| VI. | Texas Metroplex Program Report | Lynda Gearheart |
| VII. | Committee Reports | |
| | A. Marketing | Randy Sisson |
| | B. Media | Diana Pfaff |
| | C. Legislative | Mark Thompson (SF) |
| | D. Member Services/Education/Other | Traci Mayer |
| VIII. | Old Business | Kim Dillon |
| | A. Lakes Trail | |
| | B. Year in Review | |
| IX. | New Business | Kim Dillon |
| | A. Pow Wow | |
| | B. Bylaws Committee | |
| | C. Future Meeting Location Discussion | |
| X. | Adjournment | Kim Dillon |



Dallas/Fort Worth Area Tourism Council

FAX COVER SHEET

To: D/FWATC Board of Directors **Fax Number:**
Date: 1/21/2000 **No. of Pages:** 2
RE: Board Meeting Reminder and
Agenda
From: Traci Mayer **Phone Number:** (817) 329-2438

MESSAGE:

***** REMINDER *****

D/FWATC Executive Committee and Board of Directors Meeting

Monday, January 31, 2000

Lewisville Chamber & Visitors Bureau - Board Room

551 N. Valley Parkway, Lewisville, TX 77067

972-436-9571

The Chamber Building has bright blue awnings and is located MAPSCO 650F
(corner of College Pkwy & Valley Parkway)

- **Executive Committee Meeting will begin at 8:30 am**
- **Board of Directors Meeting will begin at 9:30 am**

If you are unable to attend, please let me know as soon as possible at
(817) 329-2438. Thank you.

Dallas/Fort Worth Area Tourism Council Legislative Committee Report

January 31, 2000
Mark D. Thompson, Chair



The DFWATC Legislative Committee has witnessed several exciting achievements during the first few months of its development. Highlights include:

- **Development of Mission Statement, Responsibilities, and Goals for 2000**
In forming this new committee "from the ground up", the committee developed a mission statement, committee responsibilities, and actions items for 2000, which were presented to the council membership at the annual meeting in December 1999. A copy of this information is attached to this report.

- **Active Committee Infrastructure**
Although still a relatively small committee, the number of active participants is growing and is currently represented by a strong base that is committed to growing committee membership. The establishment of scheduled committee meetings, which will be held the second Wednesday of every other month, will facilitate this.

- **Dramatically Expanded Representation at the TTIA Unity Dinner**
A key goal of this committee for 2000 is active representation at the TTIA Unity Dinner and that goal has already been partially - and dramatically - achieved. By establishing cooperative representation program, DFWATC will be represented by a minimum of 20% of the entire dinner. Thus, the DFWATC delegation will represent c

All of those participating in the program will be included in a special DFW section, and all DFWATC tables will be highlighted with table tents for increased representation. Attached to this report is the program information originating from the council at the press conference earlier that day.

- **Upcoming Developments**
The creation of a DFWATC Legislative Update specific action item for the committee, and is planned for a future update will include items of interest to our industry, and other legislative hot topics.

Later in the year, the committee will create an educational piece for council membership, which will highlight the impact of this piece is targeted for Fall 2000.

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Conceptual Goals

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- Establish the general meetings, goals, and
 - Create a strong organizational Association's Unity Dinner launch the development of
 - Develop an educational piece impact of tourism specific to the
 - Establish relationships with existing industry, including those of the Texas Convention and Visitors Bureaus, the Meeting Professionals International, and may provide resources of education and our ability to provide specific information at
- Build the credibility of the committee within organizations detailed above. This credibility will make our own members aware of our committee's association's of our ability to serve as a resource for the area.

The Exchange

A publication of the Dallas/Fort Worth Area Tourism Council

January 2000

Volume 2, Issue 1

Arlington • Dallas •
Fort Worth • Grand
Prairie • Grapevine
• Irving • Addison •
Bedford • Bonham
• Burleson • Carroll-
ton • Cedar Hill •
Denison • Denton •
Duncanville • Ennis
• Euless • Farmers
Branch • Garland •
Glen Rose • Gran-
bury • Lancaster •
Lewisville • McKin-
ney • Mesquite •
Mineral Wells •
North Richland Hills
• Plano • Richard-
son • Sherman •
Waxahachie •
Weatherford •
Arlington • Dallas •
Fort Worth • Grand
Prairie • Grapevine
• Irving • Addison •
Bedford • Bonham •
Burleson • Carroll-
ton • Cedar Hill •
Denison • Denton •
Duncanville • Ennis
• Euless • Farmers
Branch • Garland •
Glen Rose • Gran-
bury • Lancaster •
Lewisville • McKin-
ney • Mesquite •
Mineral Wells •
North Richland Hills
• Plano • Richard-

Message from the Chair

- Kim Dillon

Happy New Year! And welcome to the new millennium. Like all of you, I am thrilled that the Y2K Bug did not bite but seemed to fly on by in peace.

As we stand inside the threshold of 2000, my desire for DFWATC is to continue the trend we began in 1999 when we allowed the challenges of new and sometimes difficult circumstances to reshape the way in which we do things. And what refreshing changes DFWATC has enjoyed as a result! Now is the time to get involved in DFWATC if you are not already. Things are happening for DFWATC and they will happen for those of us who are in the middle of the action as it unfolds.

As we begin this New Year, there are six things I see as goals for our organization.

1. Council Communication: The DFWATC membership will be informed about activities and opportunities available to them through the DFWATC newsletter. The newsletter will also be used as an educational piece to keep our cities informed regarding the importance of tourism, re-

gional partnering and our collective and individual investments in the success of our industry.

2. Legislative Committee: Headed up by Mark Thompson of Southfork Ranch, this new committee is another important aspect of relationship and communication between our industry, our city governments and the State.

3. Web Site Development: The DFWATC web site will promote the mission of the Council while providing valuable information about our area to site visitors.

4. Official Visitors Guide: New avenues of distribution will be explored and implemented for getting the Guide in front of more potential visitors.

5. Bylaws: The Board of Directors will revisit the Bylaws of DFWATC and make revisions as needed to bring the organization completely current with our operations and provide clear guidance for future consistency.

6. Lakes Trail: Back in November, several members of the Board met with representatives from TxDOT, TDED, Texas Com-



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Committee News

Legislative Affairs Committee

- Mark Thompson (Southfork Ranch), Chair

Things are already shaping up for the newly-formed Legislative Affairs Committee. The first meeting for 2000 will be held at 10:00 AM on Tuesday, January 18th at Southfork Event and Conference Center near Plano.

Very soon you will be receiving a fax from this committee that will indicate ways to show your support of DFWATC at the **Unity Dinner** in February. Whether you have already purchased individual tickets or a table, or are planning to participate with the Council, we will be able to collectively show the impact that the DFW area has upon tourism in Texas.

Marketing Committee

- Randy Sisson, Chair

The marketing committee of DFWATC completed it's first successful mission last week, The Winter Texan Show in McAllen, along with a very successful sales blitz. Thirteen DFWATC partners began our venture at Traders Village and boarded Traders' luxury motor coach for the not-so-far trip to McAllen. Along the way we stopped and replenished the Waco Visitor Center's supply of DFWATC guides and visited with the staff. In McAllen, we set up our new display with refreshments at five planned stops at major RV parks. At each stop, each DFWATC participant was given the opportunity to talk about the DFW area and draw for a door prize. We had learned in the past that these Winter Texan's main concern was traffic in the DFW area. We spent a lot of time talking about strategic routes, timing and the completion of highway construction. We spoke directly to approximately 600 Winter Texans at these stops.

At the Winter Texan Show, the Dallas area had a large presence with five prominent display booths. Traci Mayer and Kim Dillon's creative minds made our area look like we were all in this together. For the first time at this show with our new booth, the Dallas area had a professional look as well as that look that we've been striving for, "Lots to see and do in DFW." The show was a big success. We distributed more than 1,000 DFWATC Guides as well as packets including brochures of those cities and attractions that bought into the program.

It was a very busy week in McAllen. In addition to all of this, Allan Hughes made dinner appointments with 5 tour operators and we took them by motor home to South Padre Island for dinner. This drive gave each of us the opportunity to meet one-on-one with the operators.

All of this has the potential of generating business for our members with proper follow-up. These leads are available from the Council office for those interested in this market.

Our next Marketing Committee meeting was

scheduled for March 15, 2000. It was decided last year that the Marketing Committee would meet quarterly unless a special meeting is needed. There are some fast approaching events that DFWATC will want to participate so we've scheduled an earlier meeting for **January 19, 9:00 a.m.** in the meeting room at the Administration Building at DFW Airport. Carmen Tidwell has some great Oklahoma City marketing opportunities to share with this committee so we can make immediate decisions if we want to participate. If **Oklahoma City** is an important market for you, please plan to attend.

Media Committee

- Diana Pfaff, Chair

After enjoying a successful 1999, the DFWATC media committee is jumping right into the new millennium with two upcoming press tours. Invitations for the "Family Fun" and "Beyond the Metroplex" tours, both scheduled for March 23-26, have been sent to travel media across the nation. Although diverse in nature, both tours promise to give visiting media a unique look inside *and* out of the D/FW Metroplex.

Other press trips planned for 2000 include "Arts, Culture and Heritage" in June and "Texas Tastes and Traditions" in the fall.

In addition, press releases on area Ethnic and Spring Events have been distributed to local and regional media. Over the course of the year, a total of seven seasonally related press releases will be compiled and distributed by the media committee.

The media committee meets on the second Tuesday of each month at the Irving Convention and Visitors Bureau/Irving Arts Center. For a complete schedule of media tours, press release deadlines and other media committee projects, please give me a call at 972/252-7476, or Traci Mayer at 817/329-2438.

And finally, special thanks to Christine Gossett, Cheri Staples, Dette McElroy, Vaughn Franks, Judy Skowron and Judy Ramos for taking the reins on the year's first three projects. Great job!

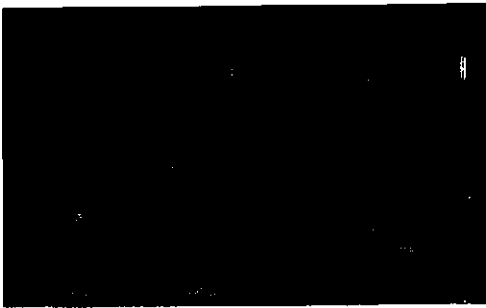
Member Services Committee

In this issue is a Member Survey. The Member Services committee hopes you will take the time to complete the survey and fax it back to the DFWATC office by Friday, February 4th. We are looking forward to getting your responses and ideas for the Council. Thank you!

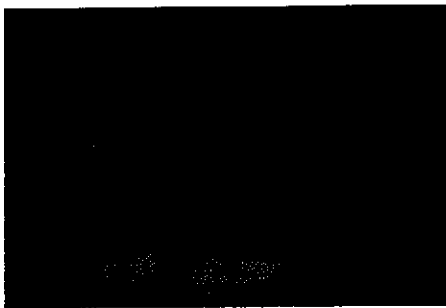
Education Committee

Our first meeting of the year will take place, February 15th at 10:30 am at the DFWATC office in Grapevine. Please come ready with your ideas for educational seminars and other things you would like to see

Photo Gallery

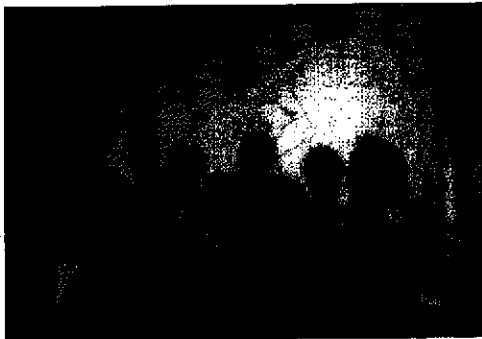


A scene from the D/FWATC Annual Meeting held at Southwest Airlines Headquarters.



Passing the Gavel . . .

Dale Lockett, 1999 Chair passes the gavel to incoming Chair, Kim Dillon.



Thank You . . .

Certificates presented by Dale and Kim as a 'thank you' to our Committee Chairs, Dean and Javier 1999 Marketing Co-Chairs, and Diana our 1999 Media Committee Chair.

Thank you again to our Annual Meeting co-hosts Southwest Airlines and Texas Stadium for making our event a success.

Message continued from page 1

mission on the Arts, and the Texas Historical Commission regarding the state's trails program. The 30 year old program is in the process of being resurrected by TxDOT and the Texas Historical Commission. DFWATC is and will continue to take an active role in working with these agencies regarding the Lakes Trail, which is the trail that affects our region.

The Dallas Fort Worth Area Tourism Council is a solid organization with a clear mission to collectively promote the Dallas Fort Worth Metroplex region. We have been prominent in Texas tourism for over two decades and survived many ups and downs both in our organization and in our industry. That is because from the outset, we established our purpose from which have grown an order of how we would accomplish that purpose.

It is a strong foundation on which we will continue to build. And even as the winds of change are blowing rapidly over not just our industry, but across the world, we will rely on that foundation for the strength to continue to be a viable, contributing, and important player in Tourism. We will change where change is necessary but on the same foundation, with the same mission, and in the integrity of the Dallas Fort Worth Area Tourism Council.

Get involved! I look forward to working with each of you and serving D/FWATC in the coming year.

- Kim Dillon

Classifieds

Administrative Assistant

Frontiers of Flight Museum (Dallas Love Field) seeks Administrative Assistant. Must have experience working with all Microsoft products including Access. Salary range \$24,000-\$29,000. Contact George Lodge at (214) 350-3600 and fax resume to (214) 351-0101.

Advertising Information:

The cost for a job listing is \$5.00 per line with a \$25.00 (5 line) minimum. For more information about advertising your job opening, please contact the **DFWATC office: 701 S. Main Street, Grapevine, TX, 76051** or call **(817) 329-2438** or e-mail **<DFWATC@airmail.net>**.



D/FW Area Tourism Council
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The Exchange • Winter Issue

News about Members

son • Sherman •
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 Prairie • Grapevine
 • Irving • Addison •
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 Burleson • Carroll-
 ton • Cedar Hill •
 Denison • Denton •
 Duncanville • Ennis
 • Euless • Farmers
 Branch • Garland •
 Glen Rose • Gran-
 bury • Lancaster •
 Lewisville • McKin-
 ney • Mesquite •
 Mineral Wells •
 North Richland Hills
 • Plano • Richard-

Welcome Aboard to New Members . . .

Mary Steele, *AJR Associates*

Greg Solomon, *Burleson Chamber of Commerce*

RaDonna Hessel, *Cedar Hill Chamber of Commerce*

Tim Wagstaff, *D/FW Airport Marriott South*

Linda Winters, *Elan Dinner Cruises*

Lydia Hall and Tracy Wierzbicki, *Fort Worth Outlet Square*

Russ Hearn, *Granbury Opry*

K.O. Olds, *Hampton Inn and Suites (Fort Worth)*

John O'Connor, *Holiday Inn Fort Worth North*

Jim Williams, *Holiday Inn Fort Worth South*

Michelle Morgan, *Summerfield Suites (Addison)*

Kery Varela, *Wyndham Irving*

Beverly King has been named the new Tourism Manager at the *Mineral Wells Chamber of Commerce*.

On the Move . . .

Michael Glenn has left *Southfork Ranch* and is the new Tourism Sales Manager at *Grapevine Mills*.

Member News . . .

Camille McBee, Marketing Director of *La Buena Vida Vineyards* was on board the USS SAN JACINTO when it was docked in Houston for its homecoming in October 1999. *La Buena Vida's* Smith Estate Texas Champagne christened the AEGIS Guided Missile Cruiser on January 27, 1987 in Pascagula, Mississippi and again marked the occasion when the warship's homecoming was celebrated with *La Buena Vida* Wines.

Pam Summers, executive director of the *Granbury Convention and Visitors Bureau*, said Granbury has received responses to the broadcast and tourism inquiries from around the world when Granbury was featured as part of CNN's Millennium Celebration as "Small Town America" during its worldwide New Year's Eve broadcast. The Turn-of-the-Century Celebration, called "Back to the Future," was centered around the 1891 Seth Thomas clock where 2,000 to 3,000 people gathered on the courthouse square to hear the clock ring in its second century.

**2000
D/FWATC Board of Directors**

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

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

Board Position and Term of Office	Name and Address	Phone, Fax and Email
Board Member Entertainment 2 year term (2000-2001)	Lisa Flick Hard Rock Café 2602 McKinney Dallas, TX 75204	(o) 214-969-5572 (f) 214-871-3132
Board Member Transportation 2 year term (2000-2001)	Sharon Nelson D/FW International Airport P.O. Box 619428 DFW Airport, TX 75261	(o) 972-447-7055 (f) 972-574-7095
Board Member Retail/Shopping 2 year term (2000-2001)	Leanne Lowry Vista Ridge Mall 2401 S. Stemmons Freeway Lewisville, TX 75067	(o) 972-315-0015 (f) 972-315-3725
Board Member Member at Large 2 year term (1999-2001)	Charlie McIlvain Idle Time Tours P.O. Box 610423 DFW Airport, TX 75261	(o) 817-790-7909 (f) 817-783-8782 <tours@idletimetours.com>
Board Member Member at Large 2 year term (2000-2001)	Susan Skaggs Texas Stadium/Dallas Cowboys Club 2401 E. Airport Freeway Irving, TX 75062	(o) 972-721-7356 (f) 972-438-4171
Board Member Member at Large 2 year term (1999-2001)	Tag Taggart Traders Village 2602 Mayfield Road Grand Prairie, TX 75051	(o) 972-647-2331 (f) 972-923-1199
Board Member Member at Large 2 year term (2000-2001)	Kay Webb Palace of Wax/Ripley's Believe It or Not! 601 E. Safari Parkway Grand Prairie, TX 75050	(o) 972-263-2391 (f) 972-263-5954
Board Member Additional Member 2 year term (2000-2001)	Kristin Wallach Fort Worth Zoo 1989 Colonial Parkway Fort Worth, TX 76110	(o) 817-871-7000 (f) 817-871-7012
Board Member Additional Member 2 year term (1999-2001)	Mark Thompson Southfork Ranch 3700 Hogge Road Parker, TX 75002	(o) 972-442-7800 (f) 972-442-5259 <mthompson@southforkranch.com>