

VISITDALLAS
MARKETING COMMITTEE MEETING
MINUTES OF JULY 15, 2020

Members Present:

Robbie Douglas, Chair	Alex Gilbert	Ramona Logan
John Ackerman	Scott Goldstein	Shalissa Perry
Julian Bowman	C.C. Gonzalez-Kurt	John Trevino
Amber Bufkin	Dusti Groskreutz	
Samantha Crosby	Michelle Holmes	

Members Absent:

Sean Kennerty	Jessica Montgomery	Mike Richman
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Guests Present:

Lauren Marchant, Tracy Locke
Sally Wade, DART

Staff Present:

Diana Alvarez	Stephanie Faulk	Cheryl Richards
Paola Arias	Meg Gould	Gary Sanchez
Janis Burklund	Kaitlyn Grekoff	Raul Santillan
Rachel Butts	Kelsey Higham	Ashley Turner
Dariela Esquivel	Frank Libro	

I. Call to Order/Welcome

Robbie Douglas called the regular meeting of the Marketing Committee to order at 11:31am, Wednesday, July 15, 2020. The meeting was held virtually via Zoom.

II. Approval of April 15, 2020 Minutes

The Minutes of April 15, 2020 were unanimously APPROVED as presented.

III. VisitDallas Presentations

COVID-19 Response Overview

Frank Libro provided an update on marketing efforts since the stay-home order was issued in March. VisitDallas pivoted its purpose and became a community resource to help partners, restaurants and small businesses while keeping Dallas top of mind.

Global Biorisk Advisory Council

GBAC Star Accreditation Hotels/Venues

Raul Santillan stressed the importance of making visitors and locals feel safe while they visit our hotels and venues and announced that Dallas is the first

destination to earn the GBAC Star Accreditation. GBAC is a division of International Sanitary Supply Association (ISSA) and receiving the accreditation means that a facility is implementing the industry's highest standards for cleaning, disinfection and infectious disease prevention. Both airports, KBHCCD, DART and many other hotels and venues in Dallas are going through the program which can take 3-8 weeks to complete. Once the Star is earned, it must be renewed every year and facilities are checked quarterly to ensure standards are still being met. Mr. Santillan asked committee members to encourage local businesses to complete the program as it will help our marketing message and provide peace of mind to visitors.

Bridge Campaign: D-Tour Staycations & Road Trips

Frank Libro gave an overview of the D-Tour bridge campaign that was produced with TracyLocke to keep Dallas top of mind and encourage staycations and road trips during this new normal. The campaign will run from June through November 2020 and targets local and regional audiences through TV, billboards, print, digital and radio tactics. Mr. Libro shared examples of different campaign elements which drive people to VisitDallas' website where a geo-targeting tool personalized messaging based on user location. Users located in DFW are directed to the Staycation D-Tour campaign hub and those outside of DFW are directed to the Road Trip D-Tour campaign hub. Mr. Libro added that D-Tour campaign emails will replace regular consumer newsletters but eblasts, organic social media posts and press outreach are being held off while the second wave of COVID cases is monitored. There are also plans to engage three local influencers to experience a staycation in Dallas and three regional influencers to take a road trip to Dallas and cover it on their social channels when the time is right.

Mr. Libro also shared the 2020-21 Campaign Calendar and stated an RFP for a new agency was sent out in June and ten responses have been received. Robbie Douglas and Samantha Crosby are a part of the evaluation committee which will select an agency in September to begin working on the new leisure campaign in October 2020.

Robbie Douglas thanked Mr. Libro for his leadership and the entire team for their hard work during this unprecedented time.

Diversity & Inclusion/BLM

Frank Libro shared a statement issued by Craig Davis, President and CEO of VisitDallas, in solidarity with the Black Lives Matter movement and discussed current and future actions being taken to help end racism and discrimination and ensure diversity in both content and workforce.

Cheryl Richards stated VisitDallas is looking inward to make changes and implement a strategic plan moving forward. Several conversations have occurred with staff to hear their thoughts and share ideas on how to be more impactful in our communities. Information gathered will be built into Diversity and Inclusion strategy and presented to the D/I Committee for approval.

Ms. Richards added that VisitDallas staff goes through mandatory D/I training every year and this year there will be training on unconscious bias for the leadership team in August and another for the entire organization in September. Following a brief discussion, Scott Goldstein shared an article from Dallas Morning News where more than a hundred Dallas business leaders pledged their commitment to end all forms of racism.

Public Affairs Update

Gary Sanchez provided the following local, state and national updates:

- Craig Davis has reached out to all Councilmembers to request tours and lists of restaurants, venues and areas of interest in their districts to ensure they are represented on VisitDallas' website.
- Several VisitDallas staff members have joined the 24-Hour Dallas group which is working with Mayor's Recovery Ad-Hoc Committee to explore ways to grow the 24-hour economy. Mr. Sanchez will share link to July 27, 2020 webinar.
- July 14, 2020 was the Primary Runoff Election in Texas and work on legislative agenda will start late Summer/early Fall.
- Phase 4 COVID-19 relief bill will be picked up when Congress returns and will hopefully include DMOs.

VisitDallas Magazine Update

The third issue of the VisitDallas magazine will be distributed September 2020 with Texas Monthly in target regional markets. Rachel Butts stated great care was taken to select relevant content such as the GBAC Star accreditation, COVID-19, BLM movement and road trips.

IV. New/Unfinished Business

Frank Libro gave an update on the state of VisitDallas which had to make significant reductions in program and personnel costs as a result of the pandemic. Staff has been reduced by approximately 40% following two waves of layoffs and furloughs. Sales staff continues to work hard to fill in cancellations with new business following the recent spike in COVID cases.

Dusti Groskreutz stated Reunion Tower plans to proceed with NYE fireworks show and party on the plaza if possible. Frank Libro noted huge success of Big D Holiday event last year and stated planning is in progress without entering into large contracts and taking necessary precautions. More updates to come.

Following some discussion, Amber Bufkin proposed a sidebar to discuss and share ideas on social distancing events at different parks/lawns throughout the city.

The next Marketing Committee meeting is scheduled for October 14, 2020 at 11:30 a.m.

There being no further business to come before the Committee, the meeting adjourned at 12:44 p.m.

Dariela Esquivel

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July 15, 2020