



Separator Sheet

File Contents: DFWATC Bd mtg
5-24-01

Denton Convention and Visitor Bureau

- Festival Consulting
- Property Acquisition
- Photography

The Dean, Belt, Javi



Dallas/Fort Worth Area Tourism Council

EXECUTIVE COMMITTEE MEETING

Thursday, May 24, 8:30 am

Irving Convention & Visitors Bureau - Board Room

Agenda

- | | | |
|------|---|--------------------------------|
| I. | Call to Order and Welcome | Bob Phillips |
| II. | Review of E.C. Minutes | Bob Phillips |
| III. | Financial Reports | Mark Thompson & Traci Mayer |
| IV. | Old Business - DFWATC Image Consulting | Bob Phillips |
| V. | New Business - Executive Director/Maternity Leave Policy | Bob Phillips |
| VI. | Adjournment until Board Meeting | Bob Phillips |

→ Marla, Kim, Camille, Carmen -

**2001
D/FWATC Board of Directors**

| Board Position and Term of Office | Name and Address | Phone, Fax and Email |
|--|--|---|
| Chair Executive Committee <i>Founding City</i> | Jim Clark Irving CVB 1231 Greenway Blvd., Suite 1060 Irving, TX 75062 | (o) 972-252-9496 (f) 972-257-3153 <jclark@ci.irving.tx.us> |
| Vice - Chair Executive Committee <i>Appointed Member 1 year term (2001)</i> | Bob Phillips Town of Addison 15650 Addison Road Addison, TX 75001 | (o) 972-450-6202 (f) 972-450-0225 <bphillips@ci.addison.tx.us> |
| Secretary/Treasurer Executive Committee <i>Associate City 1 year term (2001)</i> | 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> |
| Executive Committee <i>Founding City</i> | Marla Wills Arlington Convention & Visitors Bureau 1901 Randol Mill Arlington, TX 76011 | (o) 817-265-7721 (f) 817-265-5640 <marla@acvb.org> |
| Executive Committee <i>Founding City</i> | 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 <i>Founding City</i> | Doug Harman Fort Worth Convention & Visitors Bureau 415 Throckmorton Street Fort Worth, TX 76102 | (o) 817-336-8791 (f) 817-336-3282 <doughasharman@fortworth.com> |
| Executive Committee <i>Founding City</i> | 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 <i>Founding City</i> | 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 |
|---|--|---|
| Board Member <i>Entertainment</i> 2 year term (2000, 2001) | Lisa Flick 202 Lisa Way Red Oak, TX 75154-6516 | (Cell) 214-563-8175 <flick1966@aol.com> |
| Board Member <i>Shopping/Retail</i> 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 <i>Transportation</i> 2 year term (2001, 2002) | 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> |
| Board Member <i>Member at Large</i> 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 <kayw@classicattractions.com> |
| Board Member <i>Member at Large</i> 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 <sskaggs@dallascowboys.net> |
| Board Member <i>Member at Large</i> 2 year term (2001, 2002) | 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 <i>Member at Large</i> 2 year term (2001, 2002) | Allan Hughes Traders Village 2602 Mayfield Rd. Grand Prairie, TX 75051 | (o) 972-647-2331 (f) 972-647-8585 |
| Board Member <i>Appointed Member</i> Term of Chair (2001) | Dottie Stowe Embassy Suites - Irving 4650 W. Airport Freeway Irving, TX 75062 | (o) 972-790-0093 (f) 972-790-7144 <dstowe@esdfwsouth.com> |
| Board Member <i>Appointed Member</i> Term of Chair (2001) | Will Loughran Marriott Hotels 5151 Belt Line Road, Ste. 347 Dallas, TX 75240 | (o) 972-448-5518 (f) 972-991-8807 <will.loughran@marriott.com> |

DRAFT
NOTES FROM DFWATC EXECUTIVE COMMITTEE MEETING
Thursday 3/8/01 @ 8:30 AM
Irving Convention & Visitors Bureau – Board Room

Participants:

Jim Clark
Kim Dillon
Bob Phillips

Carmen Tidwell
Camille Keith
Mark Thompson

Traci Mayer

I. Call to Order and Review of Minutes

Mr. Jim Clark called the meeting to order and welcomed the Executive Board.

II. Review of E.C. Minutes

Mr. Clark asked the committee to review the minutes of the previous Board of Directors meeting. Kim Dillon asked whom “She” is referred to in the second sentence. One correction to the minutes under Item 2 Financials – second sentence “She” makes reference to Traci Mayer.

Action: It was moved and seconded to approve the minutes with minor correction. The motion passed.

III. Financial Reports

Mark Thompson and Traci Mayer reviewed the financials with the Board. Traci reported a good start average this year with last year’s end having \$20,000.00 left in the budget.

Mr. Jim Clark suggested that a financial review be done every few months and perhaps an audit done at some designated time in the future.

IV. Old Business

Diana Pfaff reported on National Tourism Week set for May 2-6, 2001. Discussion was held due to possible change of date and conflicts with City of Dallas date for Tourism Week, and the next week being Verizon Byron Nelson Golf Tournament here in Irving. Board agreed to stick with date set now and the goal being to let legislature know we are a big organization. Mark Thompson recommended that the recommendation of the committee should be accepted.

V. New Business

A. Board member Discussion – Lisa Flick

Traci informed the Board that Lisa Flick is no longer with Hard Rock Café, due to this change, her representation to the DFWATC Board is in question. Discussion was held and it was recommended that after 90 day grace period from today if Ms. Flick is not employed, she may choose to come on the Board as an individual “member at large position” or she may resign.

Mark Thompson recommended that this situation be addressed as an issue in the policies of the organization or as part of the bylaws.

B. Legislation on Early Start to School Issue Update

Jim Clark informed the Board of calls relative to Senate Bill 108 and House Bill 1936 with the possible failure to pass in the House. Mr. Clark reported that a news release was being sent out later today to other CVB's asking them to support this Bill and informing the legislature of the Convention and Visitors Bureau's position on this issue.

C. DFWATC Image

Jim Clark asked Traci Mayer to discuss with the board a formation of graphic panels for different opinions on the DFWATC image for the Marketing Committee. Based on the discussion these different opinions along with information from an image consultant a unified concept can be formed and implemented. Key leaders of the communities can be brought together and asked for their input as to 'What do you think we should be doing?' Bob Phillips said this way it is possible to find out what the customer wants. Kim Dillon said it would need to be an objective focus group.

Mr. Clark said this should be approached with 2 issues: 1) How do we service ourselves and 2) how do we service the customers?

Kim Dillon stated that Lewisville is now focusing more on three tasks 1) looking for economic development, beautification; 2) for quality of life; and 3) tie in for heavier tourism traffic.

Camille Keith noted that what people really are looking for is peace, the need for people to be together as a family.

Mr. Clark stated he would be willing to contribute from ICVB on the undertaking of an Image Consultant and the formation of a focus group to pursue this specific campaign.

VI. Adjournment

DFW Area Tourism Council
Financial Statements
for the
Period Ending February 28, 2001

D/FW Area Tourism Council
Balance Sheet
February 28, 2001

ASSETS

Current Assets

| | | |
|-----------------------------|------------|------------|
| Chase - Operating | 17,578.25 | |
| Chase - Money Market | 45,735.07 | |
| Chase - Guide | 103,698.79 | |
| Accounts Receivable | 3,286.59 | |
| Prepaid Expenses | 43,850.00 | |
| Total Current Assets | | 214,148.70 |

Property and Equipment

| | | |
|-------------------------------------|--------|--------|
| Furniture & Fixtures | 493.33 | |
| Total Property and Equipment | | 493.33 |

Other Assets

| | | |
|---------------------------|---|---|
| Suspense | - | |
| Total Other Assets | | - |

Total Assets

214,642.03

LIABILITIES AND CAPITAL

Current Liabilities

| | | |
|----------------------------------|----------|----------|
| Accounts Payable | - | |
| Federal Payroll Taxes Payable | 1,020.09 | |
| SUTA Payable | 22.56 | |
| FUTA Tax Payable | 56.00 | |
| Total Current Liabilities | | 1,098.65 |

Long-Term Liabilities

| | | |
|------------------------------------|---|---|
| Deferred Revenue | - | |
| Total Long-Term Liabilities | | - |

Total Liabilities

1,098.65

Capital

| | | |
|-------------------------------|------------|------------|
| Fund Balance | 90,732.22 | |
| Current Year Revenue/Expenses | 122,811.16 | |
| Total Capital | | 213,543.38 |

Total Liabilities & Capital

214,642.03

DFW Area Tourism Council
Statement of Activities - Membership
For three months ending February 28, 2001

| | Current Month | YTD | Budget | Difference |
|----------------------------------|------------------------|-------------------------|-------------------------|---------------------------|
| 4100.1 New Membership Income | 0.00 | 3,200.00 | 3,500.00 | (300.00) |
| 4110.1 Renewal Membership Income | <u>1,725.00</u> | <u>36,800.00</u> | <u>53,000.00</u> | <u>(16,200.00)</u> |
| Total Income | 1,725.00 | 40,000.00 | 56,500.00 | (16,500.00) |
| 6180.1 Awards & Gifts | 0.00 | 0.00 | 150.00 | (150.00) |
| 6340.1 Copying | 0.00 | 0.00 | 400.00 | (400.00) |
| 6650.1 Postage | 0.00 | 0.00 | 350.00 | (350.00) |
| 6850.1 Supplies | <u>0.00</u> | <u>0.00</u> | <u>150.00</u> | <u>(150.00)</u> |
| Total Expenses | 0.00 | 0.00 | 1,050.00 | (1,050.00) |
| Fund Balance Increase/Decrease | <u><u>1,725.00</u></u> | <u><u>40,000.00</u></u> | <u><u>55,450.00</u></u> | <u><u>(15,450.00)</u></u> |

DFW Area Tourism Council
Statement of Activities - Media
For three months ending February 28, 2001

| | Current Month | YTD | Budget | Difference |
|----------------------------------|---------------|----------|--------------------|--------------------|
| 4310.3 Special Event Income | - | - | 1,000.00 | (1,000.00) |
| TOTAL Income | <u>-</u> | <u>-</u> | <u>1,000.00</u> | <u>(1,000.00)</u> |
| 6320.3 Contingency Fund | | | 1,000.00 | (1,000.00) |
| 6340.3 Copying | | | 500.00 | (500.00) |
| 6460.3 Meal & Entertainment | | | | - |
| 6480.3 Freight/UPS | | | | - |
| 6650.3 Postage | | | 500.00 | (500.00) |
| 6680.3 Printing | | | 500.00 | (500.00) |
| 6770.3 Sales Tax | | | | - |
| 6850.3 Supplies | | | 600.00 | (600.00) |
| 6940.3 Travel & Lodging - Guests | | | 8,400.00 | (8,400.00) |
| | <u>-</u> | <u>-</u> | <u>11,500.00</u> | <u>(11,500.00)</u> |
| Fund Balance Increase/Decrease | <u>-</u> | <u>-</u> | <u>(10,500.00)</u> | <u>10,500.00</u> |

DFW Area Tourism Council
Statement of Activities - Publications
For three months ending February 28, 2001

| | Current Month | YTD | Budget | Difference |
|--|------------------------|-------------------------|-------------------------|-------------------------|
| 4200.4 Publishing Income - Advertising | 10,998.00 | 324,355.00 | 370,000.00 | (45,645.00) |
| 4210.4 Publishing Income - Guide Sale | - | - | 3,000.00 | (3,000.00) |
| 4250.4 Misc Income | | | - | - |
| 4270.4 Reimbursed Expenses | <u>1,086.59</u> | <u>1,086.59</u> | | |
| TOTAL Income | <u>12,084.59</u> | <u>325,441.59</u> | <u>373,000.00</u> | <u>(47,558.41)</u> |
| 6340.4 Copying | | | - | - |
| 6480.5 Freight/UPS | 3,676.51 | 4,913.51 | 15,000.00 | (10,086.49) |
| 6550.4 Graphic Design | - | 10,500.00 | 15,500.00 | (5,000.00) |
| 6600.4 Mailing House Fees | 1,063.25 | 1,063.25 | 13,000.00 | (11,936.75) |
| 6650.4 Postage | - | 120.00 | 28,000.00 | (27,880.00) |
| 6680.4 Printing | - | 207,913.28 | 191,200.00 | 16,713.28 |
| 6700.4 Publishing Fee | - | 6,871.58 | 55,500.00 | (48,628.42) |
| 6770.4 Sales Tax | - | - | - | - |
| 6900.4 Telephone | - | - | - | - |
| TOTAL Expenditures | <u>4,739.76</u> | <u>231,381.62</u> | <u>318,200.00</u> | <u>(86,818.38)</u> |
| Fund Balance Increase/Decrease | <u><u>7,344.83</u></u> | <u><u>94,059.97</u></u> | <u><u>54,800.00</u></u> | <u><u>39,259.97</u></u> |

DFW Area Tourism Council
Statement of Activity - General
For three months ending February 28, 2001

| | Current Month | YTD | Budget | Difference |
|--------------------------------|-------------------|--------------------|--------------------|--------------------|
| 4220.9 | | | 500.00 | (500.00) |
| 4230.9 | | 10.00 | 2,500.00 | (2,490.00) |
| 4250.9 | | | 1,000.00 | (1,000.00) |
| 4270.9 | 1,170.00 | 1,235.00 | 500.00 | - |
| 4310.9 | | | 2,700.00 | (2,700.00) |
| 4320.9 | | | 2,500.00 | (2,500.00) |
| 4330.9 | | | | - |
| | | | 250.00 | - |
| 4350.9 | | | | - |
| 9000.9 | 159.66 | 347.24 | 6,000.00 | (5,652.76) |
| | <u>1,329.66</u> | <u>1,592.24</u> | <u>15,950.00</u> | <u>(14,357.76)</u> |
| 6000.9 | 3,762.50 | 7,525.00 | 45,150.00 | (37,625.00) |
| 6100.9 | 325.02 | 654.24 | 7,125.00 | (6,470.76) |
| 6110.9 | 725.00 | 950.00 | 3,600.00 | (2,650.00) |
| 6120.9 | | | 500.00 | - |
| 6170.9 | | | 400.00 | (400.00) |
| 6180.9 | | | 300.00 | (300.00) |
| 6250.9 | | | 100.00 | (100.00) |
| 6260.9 | | | | - |
| 6280.9 | | | 500.00 | (500.00) |
| 6320.9 | | | 1,500.00 | - |
| 6340.9 | | | 500.00 | (500.00) |
| 6360.9 | | 450.00 | 600.00 | (150.00) |
| 6380.9 | | | 500.00 | (500.00) |
| 6410.9 | | | | - |
| 6420.9 | | | 2,000.00 | (2,000.00) |
| 6460.9 | | | 2,375.00 | (2,375.00) |
| 6490.9 | | | 200.00 | (200.00) |
| 6520.9 | 462.00 | 662.00 | 5,600.00 | (4,938.00) |
| 6550.9 | | 900.00 | | 900.00 |
| 6570.9 | 1,024.73 | 1,024.73 | 2,000.00 | (975.27) |
| 6580.9 | | 262.00 | | - |
| 6620.9 | | | 500.00 | (500.00) |
| 6640.9 | 12.50 | 12.50 | 10,000.00 | (9,987.50) |
| 6650.9 | | | 250.00 | (250.00) |
| 6680.9 | | | 2,500.00 | (2,500.00) |
| 6710.9 | | | 350.00 | (350.00) |
| 6730.9 | 300.00 | 670.00 | 4,050.00 | (3,380.00) |
| 6750.9 | | | 350.00 | (350.00) |
| 6770.9 | | | 1,200.00 | (1,200.00) |
| 6800.9 | | | 150.00 | (150.00) |
| 6820.9 | | | | - |
| 6850.9 | | 24.60 | 2,000.00 | (1,975.40) |
| 6880.9 | | | 2,700.00 | - |
| 6900.9 | 275.67 | 275.67 | 3,800.00 | (3,524.33) |
| 6930.9 | | | 700.00 | (700.00) |
| 6940.9 | | | | - |
| 6980.9 | 30.31 | 257.81 | 7,000.00 | (6,742.19) |
| | <u>6,917.73</u> | <u>13,668.55</u> | <u>108,500.00</u> | <u>(94,831.45)</u> |
| Fund Balance Increase/Decrease | <u>(5,588.07)</u> | <u>(12,076.31)</u> | <u>(92,550.00)</u> | <u>80,473.69</u> |

DFW Area Tourism Council

Financial Statements
for the
Period Ending March 31, 2001

D/FW Area Tourism Council
Balance Sheet
March 31, 2001

ASSETS

Current Assets

| | | |
|-----------------------------|------------|-------------------|
| Chase - Operating | 15,091.64 | |
| Chase - Money Market | 45,900.19 | |
| Chase - Guide | 100,405.22 | |
| Accounts Receivable | 4,090.00 | |
| Prepaid Expenses | 43,850.00 | |
| Total Current Assets | | <u>209,337.05</u> |

Property and Equipment

| | | |
|-------------------------------------|--------|---------------|
| Furniture & Fixtures | 493.33 | |
| Total Property and Equipment | | <u>493.33</u> |

Other Assets

| | | |
|---------------------------|----------|-----------------|
| Suspense | - | |
| | (380.00) | |
| Total Other Assets | | <u>(380.00)</u> |

| | | |
|---------------------|--|--------------------------|
| Total Assets | | <u><u>209,450.38</u></u> |
|---------------------|--|--------------------------|

LIABILITIES AND CAPITAL

Current Liabilities

| | | |
|----------------------------------|----------|-----------------|
| Accounts Payable | - | |
| Federal Payroll Taxes Payable | 1,020.09 | |
| SUTA Payable | 26.99 | |
| FUTA Tax Payable | 56.00 | |
| Total Current Liabilities | | <u>1,103.08</u> |

Long-Term Liabilities

| | | |
|------------------------------------|---|----------|
| Deferred Revenue | - | |
| Total Long-Term Liabilities | | <u>-</u> |

| | | |
|--------------------------|--|-----------------|
| Total Liabilities | | <u>1,103.08</u> |
|--------------------------|--|-----------------|

Capital

| | | |
|-------------------------------|------------|-------------------|
| Fund Balance | 90,732.22 | |
| Current Year Revenue/Expenses | 117,615.08 | |
| Total Capital | | <u>208,347.30</u> |

| | | |
|--|--|--------------------------|
| Total Liabilities & Capital | | <u><u>209,450.38</u></u> |
|--|--|--------------------------|

See Accompanying Accountant's Report

DFW Area Tourism Council
Income Statement
For the Three Months Ending March 31, 2001

| | Current Month | Year to Date | Budget |
|---------------------------------|-------------------|-------------------|-------------------|
| Revenues | | | |
| New Membership Income | 200.00 | 3,400.00 | 3,500.00 |
| Renewal Membership Income | 600.00 | 37,400.00 | 53,000.00 |
| Publishing Income - Advertising | - | 324,355.00 | 370,000.00 |
| Publishing Income - Guide Sales | 9,107.50 | 9,107.50 | 3,000.00 |
| Reimbursed Expenses | (106.92) | 2,214.67 | 500.00 |
| Newsletter Income - Ads | - | - | 500.00 |
| Registration Income | - | 10.00 | 2,500.00 |
| Misc Income - General | - | - | 1,000.00 |
| Sales Mission Participation | 3,050.00 | 6,650.00 | 11,000.00 |
| Special Event Income | 950.00 | 950.00 | 6,800.00 |
| Website Income | - | - | 2,500.00 |
| Clipping Services | - | - | - |
| Other Income | - | - | 250.00 |
| Special Project Income | - | - | - |
| Interest Income | 165.12 | 512.36 | 6,000.00 |
| Total Revenues | 13,965.70 | 384,599.53 | 460,550.00 |
| Expenditures | | | |
| Wages | 3,762.50 | 11,287.50 | 45,150.00 |
| Payroll Taxes | 292.27 | 946.51 | 7,125.00 |
| Accounting Fees | 325.00 | 1,275.00 | 3,600.00 |
| Advertising | 316.64 | 1,099.14 | 4,000.00 |
| Audio/Visual | - | - | 600.00 |
| Award/Gifts | 55.62 | 55.62 | 450.00 |
| Bank Fees | - | - | 100.00 |
| Clipping Service | - | - | - |
| Computer | - | - | 500.00 |
| Contingency Fund | - | - | 2,500.00 |
| Copying | 124.00 | 124.00 | 1,700.00 |
| Dues - Membership/Corporate | - | 450.00 | 600.00 |
| Equipment Rental | - | - | 500.00 |
| Exhibit Services | 762.55 | 2,752.55 | 2,500.00 |
| Meeting Space Rental | - | - | 2,000.00 |
| Meals & Entertainment | 2,418.92 | 2,418.92 | 7,375.00 |
| Freight/UPS | 1,032.88 | 5,946.39 | 15,200.00 |
| Fringe Benefits | 200.00 | 862.00 | 5,600.00 |
| Graphic Design | - | 11,400.00 | 15,500.00 |
| Employee Pension Expense | 262.00 | 524.00 | - |
| Insurance Board | 998.46 | 2,023.19 | 2,000.00 |
| Mailing House Fees | 970.36 | 2,033.61 | 13,000.00 |
| Miscellaneous Exp | - | - | 500.00 |
| Outside Labor - Contract | 409.00 | 421.50 | 10,000.00 |
| Postage | 470.87 | 590.87 | 29,200.00 |
| Printing | - | 207,913.28 | 194,350.00 |
| Publishing Fee | 2,361.07 | 9,232.65 | 55,500.00 |
| Registration Fees | - | - | 350.00 |
| Rent | 300.00 | 970.00 | 4,050.00 |
| Repairs/Maintenance | - | - | 350.00 |
| Sales Tax | - | - | 1,200.00 |
| Signage | - | - | 100.00 |
| Subscriptions | - | - | 150.00 |
| Speaker Fees | - | - | - |
| Supplies | 511.32 | 535.92 | 3,000.00 |
| Special Projects | - | - | 3,700.00 |
| Telephone | 292.92 | 568.59 | 3,800.00 |
| Travel & Lodging - Staff | 1,627.69 | 1,627.69 | 2,700.00 |
| Travel & Lodging - Guest | - | - | 11,400.00 |
| Website & Maintenance | 1,667.71 | 1,925.52 | 7,000.00 |
| Total Expenditures | 19,161.78 | 266,984.45 | 457,350.00 |
| Fund Increase/Decrease | (5,196.08) | 117,615.08 | 3,200.00 |

See Accompanying Accountant's Report

DFW Area Tourism Council
Statement of Activities - Marketing
For three months ending March 31, 2001

| | Current Month | YTD | Budget | Difference |
|------------------------------------|-----------------|-----------------|-------------------|--------------------|
| 4300.2 Sales Mission Participation | 3,050.00 | 6,650.00 | 11,000.00 | (4,350.00) |
| 4310.2 Special Event Income | - | - | 3,100.00 | (3,100.00) |
| TOTAL Income | <u>3,050.00</u> | <u>6,650.00</u> | <u>14,100.00</u> | <u>(7,450.00)</u> |
| 6120.2 Advertising | - | 782.50 | 3,500.00 | (2,717.50) |
| 6170.2 Audio Visual | | | 200.00 | (200.00) |
| 6180.2 Award/Gifts | 55.62 | 55.62 | - | 55.62 |
| 6340.2 Copying | | | 300.00 | (300.00) |
| 6380.2 Equipment Rental | | | | - |
| 6410.2 Exhibit Services | 762.55 | 2,752.55 | 2,500.00 | 252.55 |
| 6460.2 Meals & Entertainment | 993.91 | 993.91 | 5,000.00 | (4,006.09) |
| 6640.2 Outside Contract Labor | | | | - |
| 6650.2 Postage | | | 100.00 | (100.00) |
| 6680.2 Printing | | | 150.00 | (150.00) |
| 6790.2 Signage | | | 100.00 | (100.00) |
| 6850.2 Supplies | 219.69 | 219.69 | 250.00 | (30.31) |
| 6880.2 Special Projects | | | 1,000.00 | |
| 6940.2 FAM Promotions | | | 3,000.00 | |
| 6930.2 Travel & Lodging | 831.44 | 831.44 | 2,000.00 | (1,168.56) |
| TOTAL Expenses | <u>2,863.21</u> | <u>5,635.71</u> | <u>18,100.00</u> | <u>(12,464.29)</u> |
| Fund Balance Increase/Decrease | <u>186.79</u> | <u>1,014.29</u> | <u>(4,000.00)</u> | <u>5,014.29</u> |

DFW Area Tourism Council
Statement of Activities - Publications
For three months ending March 31, 2001

| | | Current Month | YTD | Budget | Difference |
|--------|---------------------------------|------------------------|-------------------------|-------------------------|-------------------------|
| 4200.4 | Publishing Income - Advertising | - | 324,355.00 | 370,000.00 | (45,645.00) |
| 4210.4 | Publishing Income - Guide Sale | 9,107.50 | 9,107.50 | 3,000.00 | 6,107.50 |
| 4250.4 | Misc Income | - | - | - | - |
| 4270.4 | Reimbursed Expenses | - | 1,086.59 | - | - |
| | TOTAL Income | <u>9,107.50</u> | <u>334,549.09</u> | <u>373,000.00</u> | <u>(38,450.91)</u> |
| 6340.4 | Copying | - | - | - | - |
| 6480.5 | Freight/UPS | 1,002.93 | 5,916.44 | 15,000.00 | (9,083.56) |
| 6550.4 | Graphic Design | - | 10,500.00 | 15,500.00 | (5,000.00) |
| 6600.4 | Mailing House Fees | 970.36 | 2,033.61 | 13,000.00 | (10,966.39) |
| 6650.4 | Postage | 80.00 | 200.00 | 28,000.00 | (27,800.00) |
| 6680.4 | Printing | - | 207,913.28 | 191,200.00 | 16,713.28 |
| 6700.4 | Publishing Fee | 2,361.07 | 9,232.65 | 55,500.00 | (46,267.35) |
| 6770.4 | Sales Tax | - | - | - | - |
| 6900.4 | Telephone | - | - | - | - |
| | TOTAL Expenditures | <u>4,414.36</u> | <u>235,795.98</u> | <u>318,200.00</u> | <u>(82,404.02)</u> |
| | Fund Balance Increase/Decrease | <u><u>4,693.14</u></u> | <u><u>98,753.11</u></u> | <u><u>54,800.00</u></u> | <u><u>43,953.11</u></u> |



Dallas/Fort Worth Area Tourism Council

BOARD OF DIRECTORS MEETING

Thursday, May 24, 9:30 am

Irving Convention & Visitors Bureau - Board Room

Agenda

- | | | |
|--------|--------------------------------|-------------------------------|
| ✓I. | Call to Order and Welcome | Bob Phillips |
| ✓II. | Review of Board Minutes | Bob Phillips |
| ✓III. | Financial Reports | Traci Mayer |
| ✓IV. | Directors Report | Traci Mayer |
| ✓V. | Official Visitors Guide Report | Carmen Tidwell |
| ✓VI. | Texas Metroplex Program Report | Charles Jeffreys |
| VII. | Committee Reports | |
| ✓A. | Legislative | Pam Summers |
| ✓B. | Marketing | Lisa Flick |
| ✓C. | Media | Kate Mewhinney/Jamie McDonald |
| ✓D. | Member Services | Dana Lodge/Michael Glenn |
| ✓E. | National Tourism Week | Diana Pfaff |
| ✓VIII. | Old Business | Bob Phillips |
| ✓IX. | New Business | Bob Phillips |
| X. | Adjournment | Bob Phillips |

