



**2019 DESTINATION ADVISORY BOARD MEETING**  
Tuesday, February 5, 2019 – Thursday, February 7, 2019  
Guestrooms: Worthington Renaissance Hotel  
Meeting Space: Frost Tower, PalmWood Events & Conference Center  
*as of 1.31.2019*

**Tuesday, February 05, 2019**

Attire: Business casual

<i>All Day</i>	<i>DAB arrivals</i>	
9:00 a.m.	Pre-con	Onyx I
12:45p.m.	Meet in hotel lobby to depart to Mellow Johnnys Bike Shop	
1:00 p.m.	Optional Clearfork Biking Experience <i>How can Fort Worth leverage the growth in outdoor recreation and sports?</i>	Mellow Johnny's
3:45 p.m.	Return to hotel	
5:00 p.m.	Meet in hotel lobby to depart for dinner	Worthington Renaissance Hotel
5:30 p.m.	Welcome Reception and Dinner <i>What opportunities are there to promote the city through dynamic chefs?</i>	Lonesome Dove
8:30 p.m.	Return to Hotel	Worthington Renaissance Hotel

**Wednesday, February 06, 2019**

Attire: Business

6:45 a.m.	Meet in hotel lobby to depart	Worthington Renaissance Hotel
7:00 a.m.	2019 Annual Meeting & Breakfast	Omni Hotel, Texas Ballroom
9:30 a.m.	Depart for DAB sessions <i>DFW Airport video Interviews, Diamond Room</i>	Frost Tower, Onyx I
10:00 a.m.	Opening Keynote Q&A	Chris Stang Sean Evans
10:45 a.m.	Opening <b>General Session I</b> Welcome and Introductions DAB/Meeting Orientation	Frost Tower, Onyx I Bob Jameson
11:15 a.m.	AM Break	

11:30 a.m.	<b>General Session II</b> Destination Master Plan <i>What priorities would you set from the Plan?</i> <i>What gaps do we need to fill?</i> <i>Suggestions for better organizing the plan?</i>	Frost Tower, Onyx I Bob Jameson
12:30 p.m.	Lunch on-site <i>Outdoor; weather permitting</i>	Frost Tower, Limestone Terrace
1:30 p.m.	<b>General Session III</b> Destination Enhancements panel Q&A <ul style="list-style-type: none"> <li>▪ Jay Downie, Main Street Arts Festival</li> <li>▪ Russell Kirkpatrick, Fort Worth Food + Wine Festival</li> <li>▪ Megan Henderson, Arts Goggle</li> <li>▪ Alec Jhangiani, Fortress Festival</li> </ul>	Frost Tower, Onyx I
2:30 p.m.	<b>General Session IV</b> New marketing campaigns in meetings and leisure <i>Discuss the campaign's strengths and weaknesses</i>	Frost Tower, Onyx I Mitch Whitten John Cychol
3:10 p.m.	P.M. Break	
3:20 p.m.	<b>General Session V</b> General Worth Square and Fort Worth Water Gardens <i>How could enhancements around the convention center enhance the overall meetings package?</i>	Frost Tower, Onyx I Andy Taft
4:00 p.m.	Discussion	
4:30 p.m.	Adjourn. Bus transfer to Worthington Renaissance Hotel for R&R	

Attire: Evening casual

6:00 p.m.	Meet in hotel lobby to depart	Worthington Renaissance Hotel
6:15 p.m.	Taste Experience <i>How should Fort Worth engage with entrepreneurs to promote the city?</i>	Locavore
8:30 p.m.	Return to Hotel	Worthington Renaissance Hotel

### **Thursday, February 07, 2019**

Attire: Business casual; Hard hat tour long sleeve, long pants, closed toed shoes required.

a.m.	Breakfast at your leisure	Vidalias
9:00 a.m.	Meet in hotel lobby to depart <i>check out; luggage storage available at hotel</i>	Worthington Renaissance Hotel

9:30 a.m.	Dickies Arena Hard Hat Tour <i>Discuss Arena package and opportunities.</i>	Matt Homan Stephanie Myers
11:00 a.m.	Depart to Fort Worth Stockyards	
11:30 a.m.	Stockyards Majestic Presentation  <i>Discuss best ways to market this dramatic makeover for the Stockyards. How will this development change perceptions of Fort Worth?</i>	Stockyards Station Linda Berman
12:30 p.m.	Walk to lunch <i>What role does the Old West have in marketing Fort Worth today?</i>	Niles City Hall
1:00 p.m.	Lunch and final discussion / wrap up	Greg Oates Bob Jameson
2:30 p.m.	Adjourn and depart for Worthington Renaissance Hotel	
3:00 pm	Departures	

*\*Transfers provided from Worthington Renaissance Hotel to downtown Fort Worth to DFW International Airport provided by Wynne Transportation.*