

WALTER E. WASHINGTON
CONVENTION CENTER

THE WASHINGTON CONVENTION CENTER AUTHORITY
RESOLUTION OF THE BOARD OF DIRECTORS
No. 19-09

APPROVAL OF MARKETING AGREEMENT WITH DESTINATION DC

WHEREAS, in accordance with D.C. Code § 10-1202.08a, the Washington Convention and Sports Authority (“Authority”) is required to maintain a “Washington Convention Center Marketing Fund” for the payment of marketing service contracts to promote conventions, tourism and leisure travel and the hosting of sporting events, sports teams, recreational events, and entertainment events in the District of Columbia; and

WHEREAS, the foregoing statute requires the Authority to enter into such contracts with certain entities, including Destination DC, which is designated as the Authority’s primary contractor to: (i) market and sell meetings and conventions for the Walter E. Washington Convention Center and hotels in the District; (ii) market and promote the District as a destination; and (iii) increase revenue to the District and the Authority by maximizing sales of hotel rooms and restaurant meals; and

WHEREAS, Staff, working with DDC, has proposed a marketing service contract (the “Marketing Agreement”) with DDC under which DDC will, among other functions, develop deliverables in alignment with the Authority’s expectations for Convention Center- and city-wide sales and marketing needs; devise marketing tactics for current campaigns, including how such tactics will make efficient use of marketing dollars and technology to drive additional tourism and conventions sales; expand sales and marketing support for the Authority’s sports and special events activities; and increase domestic and international marketing efforts; and

WHEREAS, the Marketing Agreement will comprise a base term from the date of execution to September 30, 2023 and provide for five renewal options of one year each and will incorporate recently enacted legislation applicable to dedicated tax funding supporting DDC’s marketing activities; and

WHEREAS, the terms and conditions of the Marketing Agreement were reviewed and approved by the Operations Committee; and,

WHEREAS, the Marketing Agreement requires approval by the Council of the District of Columbia (“Council”) pursuant to D.C. Code § 10-1202.08a(g).

NOW, THEREFORE, BE IT RESOLVED THAT the Board of Directors hereby approves the Marketing Agreement with Destination DC, subject to the approval thereof by the Council, for a base term from the date of execution through September 30, 2023, with up to five renewal options of one year each.

This Resolution No. 19-09 may be executed in counterparts.


Max J. Brown, Chairman


John Boardman, Vice Chairman


Denise Rolark Barnes, Secretary


Linda Greenan, Treasurer


Alan Bubes, Member


Jeffrey S. DeWitt, Member

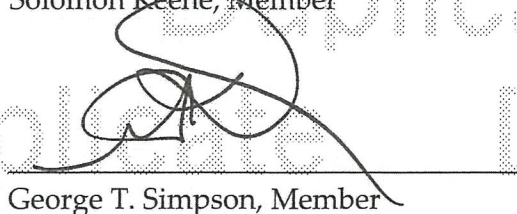

Cherrie Doggett, Member


Jay Hadlock Ortiz, Member

Brian Kenner, Member

Solomon Keene, Member


Mimsy Lindner, Member


George T. Simpson, Member

Resolution No. 19-09

In favor 9

Against 0

Dated: March 14, 2019

Sands, Sean

From: Lindner, Mimsy
Sent: 13 March 2019 18:22
To: Sands, Sean
Subject: Re: Proxy form for March 14, 2019 WCSA Board Meeting

I approve the message/language below regarding Linda Greenan having my Proxy for the items listed in the statement.

Should you need additional information from me I will happily provide

With thanks,

Mimsy Lindner
202-258-4732

Sent from my iPhone

On Mar 13, 2019, at 4:56 PM, Sands, Sean <ssands@eventsdc.com> wrote:

Mimsy --

Please reply to this message stating that you approve the language below granting your proxy to Linda Greenan for the listed voting items on tomorrow's Board Meeting agenda. A copy of this message will be kept in the files for the meeting.

Sean

**WASHINGTON CONVENTION AND SPORTS AUTHORITY
BOARD OF DIRECTORS PROXY FORM**

TO DENISE ROLARK BARNES, SECRETARY:

I, Mimsy Lindner, a Member of the Washington Convention and Sports Authority ("Authority") Board of Directors, hereby designate Linda Greenan, a Member of the Authority's Board of Directors, as my proxy, as provided by 19 DCMR § 104.3, for the purpose of casting my vote on Resolution No. 19-09 (approving a multiyear marketing agreement with Destination), Resolution No. 19-10 (approving the Authority's FY20 budget) and Resolution 19-11 (approving an agreement with the Washington Nationals regarding the development of an entertainment complex along First Street SE), all of which are to be considered by the Board at its March 14, 2019, Meeting and, for me and in my name, to act as if I were fully present. My proxy may not be reassigned to any other Member.

Mimsy Lindner, March 13, 2019

Sean Sands
Chief of Staff
202-249-3012