



MEMORANDUM

TO: Mayor and Council Members
Department Directors and Assistant Directors

FROM: J. Rodney Gonzales, Assistant City Manager *Rodney Gonzales*

DATE: June 30, 2021

SUBJECT: Austin Convention Center Director Appointment

I am pleased to announce that Trisha Tatro has been selected as the new Director of the Austin Convention Center Department (ACCD).

Trisha has more than 19 years of experience within the ACCD. She spent her first 14 years successfully overseeing the management and execution of world class meetings and conventions while establishing strong relationships with valuable clients both locally and internationally. Trisha then served as Facility Manager and was ultimately appointed as Assistant Director. As Assistant Director, she focused on leading the internal operations teams, managing ACCD's capital improvement budget and facility enhancement projects. Trisha also served as the liaison on key projects between the Convention Center, multiple hotels, and Capital Metro which resulted in real impact to our existing facilities.

Trisha was appointed Interim Director of ACCD a few weeks prior to the start of the global pandemic. For the past 16 months, Trisha has led the ACCD team through the industry's most vulnerable time period with poise, resilience, and strength. She has successfully navigated and mitigated the COVID-19 impact on ACCD operations, our community, and our convention and hospitality industry. During this challenging time, Trisha has also continued to examine and reimagine ways to increase the footprint of the Convention Center while supporting the vision for the future of the Palm District and the Convention Center's presence within it.

Trisha's areas of expertise includes budget development, client relations, community relations, facility and personnel management, sales, marketing, negotiating and reworking high level facility improvement projects. Trisha holds a Bachelor of Science from the University of Texas at Austin and is a member of Meeting Professional International; International Association of Exhibition Executives; Professional Convention Management Association and sits on the Visit Austin Executive Board.

Please join me in congratulating Trisha in her appointment and wishing her success in her new role.

Cc: Spencer Cronk, City Manager
CMO Executive Team