

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Community Engagement Committee
Irving Convention Center
500 W. Las Colinas Blvd., Irving, Texas 75039
First Floor Conference Room
Tuesday, October 12, 2021, at 11:30 AM

NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors may be present at this committee meeting.

1. Citizen Comments on Items Listed on the Agenda
2. Review and Recommendations for High Spirited Citizen Nominations
3. Irving Hospitality Industry 50th Anniversary Discussion
4. Preliminary Discussion on Community Engagement from Strategic Plan Retreat
5. Discussion on Engaging Former Board Members
6. Approval of July 13, 2021, Committee Meeting Minutes
7. Next Meeting – TBD

CERTIFICATION

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

_____ at _____ and remained so posted at least 72 hours before said meeting convened.

Deputy Clerk, City Secretary's Office

This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.

CITY OF IRVING/IRVING CONVENTION AND VISITORS BUREAU
HIGH SPIRITED CITIZEN AWARD

NOMINEE BIOGRAPHY

Name: Melissa Gentry

Address: 3219 Brockbank Drive

City: Irving State: TX Zip: 75062

Phone: 214.500.2201 • meli792004@yahoo.com

Please list nominee's civic affiliations in Irving (organizations, clubs, etc.): UNSURE

Ms. Melissa is a dedicated and caring individual. Her selfless acts has attracted many volunteers. She cares for seniors living in nursing homes, veterans and young people.

Please list major volunteer accomplishments within their affiliations (positions, committees, etc.):

* Most recently, she persuaded the owners of Blue Sky Storage, to have the back wall painted with a beautiful mural for free. Volunteer Edee Martinez turned his talents into something positive for free.

Please list nominee's honors and awards: UNSURE

- Seeds for Souls project (bird feeders outside nursing home)
- Costume holiday celebration - She dresses like the windows (Easter Bunny + visits children)

Additional information:

She often asks the community for assistance with her projects and routinely uses social media.

Number of years nominee has resided in Irving:

Nominated by: Annette French Date: 10/06/2021

Phone: 214.676.4883 email: french.annette@gmail.com

Return to: Irving Convention and Visitors Bureau
c/o Diana Pfaff
500 W. Las Colinas Blvd
Irving, Texas 75039
972-401-7729 fax
dpfaff@irvingtexas.com

* See pictures attached.





MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER

Tuesday, July 13, 2021

Those in attendance: Committee Chair Clem Lear, Board Chair Karen Cooperstein, Board Vice Chair David Cole, and Stephanie Fenley-Garcia – Committee; Bob Bourgeois - Board members; Carol Boyer, Maura Gast, Diana Pfaff, and Carol Stoddard – ICVB Staff.

Committee Chair Clem Lear called the meeting to order at 11:33 a.m.

Lear asked for any citizen comments and there were none.

The Committee reviewed the recommendation of Jearlene Miller for the High Spirited Citizen award. The nomination form was reviewed, and discussion was held on her volunteer accomplishments, affiliations, honors, and awards. It was noted Miller recently completed a term as Chair of the Irving Heritage Society.

Lear asked for a motion to approve the nomination of Miller for the High Spirited Citizen award. On a motion from Board member Bob Bourgeois and a second from Board Vice Chair David Cole, the nomination was unanimously approved.

Discussion was held on the High Spirited Citizen nominations in the pipeline that have been on hold during the pandemic for presentation. There are now nine nominations in the pipeline. It was noted that the nomination for Kenny Chavez is on hold until additional information is received. This nomination will be reviewed again at a future Committee meeting. Board Chair Karen Cooperstein will inform Board members of the presentation dates and ask for their support and attendance at those Council meetings.

ACTION ITEM: Assistant Executive Director Marketing and Communications Diana Pfaff to confer with the Mayor's office for confirmation of dates, requesting the presentation of two awards per month on appropriate Council meeting dates until the backlog can be cleared.

The ICVB 50th anniversary is approaching on November 9, 2022. Ideas for a celebration recognizing the Hospitality Industry across Irving were discussed. If an initiative were broadly based enough, it might be eligible to be funded with ARPA funds. Gast indicated she did not believe the hotel taxes will have recovered enough by this time to fund such an effort otherwise.

Ideas discussed:

- Festival with music and food, open to the community to celebrate Irving and the tourism industry in general. This idea is supported by Mayor Stopfer.

Longer lasting impact celebration ideas included a community and industry-wide fundraiser for an intern, apprenticeship, or scholarship, possibly a culinary student. Conversations with ICC Chef Eduardo Alvarez, Irving Independent School District, and National Restaurant Association and target the internship toward the ProStart high school program. ProStart is a career and technical education program that unites the foodservice industry and classroom teaching restaurant management and culinary skills. Other

partnerships could include the Dallas College Culinary scholarship program and Irving ISD Career and Technical Education (CTE) program.

Lear mentioned The Las Colinas Association will be celebrating its 50th anniversary in 2023 and has begun planning.

ACTION ITEMS: Executive Director Maura Gast to discuss with ICC staff if an internship or apprenticeship would be valuable and not interfere with everyday kitchen operations, as well as be productive for the student. The discussion outcome will shape further activities.

Lear asked the Committee members to share ideas and thoughts and the item will be discussed at the October 12 Committee meeting.

Discussion was held on ways to possibly engage the ICVB Board for a September 11 Anniversary remembrance event or volunteer opportunities. It was noted the Irving-Las Colinas Rotary subscription flags will be posted, and the Las Colinas flower clock will be decorated.

Ideas included:

- A blood drive at Irving Veterans Memorial Park or the Toyota Music Factory. It was noted the ICC has the Technology Prayer Breakfast in-house on September 10. Ideas were discussed on reaching out to the attendees to participate in the blood drive, if it is held at the Toyota Music Factory, which is in walking distance. The Kidd's Kids Carter Blood Drive at Toyota Music Factory is scheduled for August 22 and discussion was held on the pros/cons of closeness of dates.

ACTION ITEM: The Committee agreed to research further possible locations and dates for a blood drive in remembrance of September 11. Board members can participate in the blood drive and/or volunteer at the event.

Previous discussion has been held on engaging former ICVB Board members and ways to keep them engaged.

- **Visitor Information kiosk:**
This will restart once events at the ICC are steady. Board members, former Board members and High Spirited Citizens were recruited as volunteers to work the kiosk at the ICC during weekend events, once approved by the event manager. The list of confirmed and possible volunteers will be asked again for their participation. It was discussed to spread the reach of recruiting and ask Board members to reach out to 10 people they know who would enjoy the experience and have the "Irving spirit." It was noted that some HSC and former Board members may not be open to being in large crowds at this time.
- **Blood Drive Volunteers:** This is an option for Board and former Board members to engage and recognize volunteerism and promote Irving's community spirit.
- **Board member invitation:** Actively encourage former Board members to attend a Board meeting and be up-to-date with information on Irving and the tourism industry and be informed for outreach in the community.
- **Hold a Past Chair Event** where members can meet and stay involved with the ICVB and community. Hold quarterly or semi-annual meetings.
- **Remind Board members** the Board portal is available for their talking points, meeting dates and miscellaneous industry articles and presentations.

ACTION ITEM: Include former Board members in the email distribution for the blood drive and Visitor Information kiosk return.

Lear asked for a motion to approve the April 6, 2021, minutes. On a motion from Cole, and a second from Cooperstein, the motion was approved unanimously.

The next Committee meeting is scheduled for October 12.

Pfaff displayed the new High Spirited Citizen certificate design to the Committee. Gast reminded the Committee the Executive Committee meeting is scheduled for Friday, July 16 and the Board meeting will be on Monday, July 19. Both are earlier in the month than the normal calendar schedule.

Lear adjourned the meeting at 12:29 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director