

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, January 11, 2022, 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. Strategic Plan Review and Committee Next Steps
3. Community Engagement Activities – Overview of Prior/Current Initiatives
4. High Spirited Citizens
 - a. Backlog Status & Next Steps
 - b. Nominations & Recommendations
 - c. Program Updates
5. 2022 Calendar Dates of Interest
 - a. January 25 – Plan Your Vacation Day
 - b. April 8 – Global Meetings Industry Day
 - c. May 1-7 – National Travel & Tourism Week
6. Approval of October 12, 2021, Committee Meeting Minutes
7. Next Meeting – April 5, 2022

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.

“Intentionally Irving”

FY 2022-2026 Strategic Recovery Plan for the
Irving Convention & Visitors Bureau
Board of Directors



1

Vision & Mission

- **Destination Vision:**
 - Irving will be a uniquely vibrant destination welcoming the world for unforgettable experiences.
- **Organization Mission:**
 - The Irving Convention & Visitors Bureau enhances Irving’s economy and quality of life by marketing and advocating for the development of Irving as a premier destination.
- **Board Mission:**
 - The Irving CVB Board will take ownership of the opportunities on its horizon, doing everything in its power to move the visitor vision of the destination forward by proactively putting the ideas, desires and priorities on every table it can.
 - The Irving CVB Board takes seriously its responsibilities, including its fiduciary and operational oversight of the Convention and Visitors Bureau and the Convention Center, as outlined in the City’s Charter and the City Ordinance.

2

Four Priorities/5 Five Years

- Maximize Organizational Sustainability & Growth
- Increase Community Outreach & Collaboration
- Advocate for Destination-Enhancing Development
- Enhance the Visitor Experience

3

Maximize Organizational Sustainability & Growth – Board & Business Development Committee

OBJECTIVES:

- A. Make the financial stability of the Irving CVB (and thus the ICC) its top priority through careful and effective stewardship of its resources.
- B. Position the ICVB as the best agent for Irving's long-term recovery from the economic downturn caused by the pandemic – may involve Community Engagement for messaging refinement
- C. Analyze opportunities to build and diversify the CVB's revenue streams to guard against any collapse of HOT revenues
- D. Support legislative initiatives that assure Texas remains open to all
- E. Assure the organization's performance metrics mirror or exceed that of the industry's best practices
- F. Become intentional about Succession Planning for both Board and Staff
- G. Initiate the process of a Brand Assessment Study*

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Increase Community Outreach & Collaboration – Community Engagement

OBJECTIVES:

- A. Enhance Community Awareness, Appreciation & Support of the ICVB and the impact of the Visitor Economy on Irving
- B. Continue to work with the City's Leaders to create a better understanding of the role that Tourism plays in the community's Economic Vitality and Quality of Life
- C. Build more Collaborative Relationships with other Community/Economic Development Agencies

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Advocate for Destination-Enhancing Development – Board & Business Development & Destination Development

OBJECTIVES:

- A. Support legislative initiatives that would serve to enhance development options at the Texas Stadium site (BBD)
- B. Work with the City and Economic Development to reinstate hotel activity as an option for consideration in any incentives, including transient business travel activity as well as potential group meetings & events (BBD)
- C. Research the financing & operating structures that have made possible competing projects in other destinations (BBD)
- D. Work with the City to right-size hotel development by continuing to protect the hotel development ordinance that is currently on the books (DD)
- E. Identify opportunities for additional retail in Irving (DD)
- F. Identify opportunities to generate more tourism revenues in the Heritage District (DD)
- G. Work to build Sports Tourism in Irving (DD)

6

Enhance the Visitor Experience – Destination Development

OBJECTIVES:

- A. Engage DCURD, The Las Colinas Association and other stakeholders to support increased activation of Lake Carolyn and the Mandalay Canal
- B. Support the development of transportation solutions that would increase mobility throughout the city for visitors and residents
- C. Advise the City on initiatives designed to enhance the aesthetics of the community from a visitor perspective
- D. Encourage more diverse Arts and Culture attractions and events
- E. Advocate for policies to support the Tasting Economy

7

Next Steps

- Committees further refine the objectives, define the tactics and any associated timelines and report out accordingly

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GOAL

INCREASE COMMUNITY OUTREACH & COLLABORATION

Objective A

Enhance Community Awareness, Appreciation & Support of the ICVB and the impact of the Visitor Economy on Irving

Suggested Tactics:

- Revisit current Engagement and Advocacy strategies (i.e., Spirit of Irving awards, Annual Meeting, High Spirited Citizens) and update/revise to better achieve the Board's outreach priorities
- Develop clear talking points for the Board to use in its public outreach initiatives
- As part of Board Member orientation, consider requiring a shift worked at the Volunteer Visitor Information Center as it re-starts to showcase the work being done to welcome consumers
- Work with ICTN to create a series about the importance of the Visitor Economy and ICVB's role
- Engage with Neighborhood Associations to tell the ICVB story

Objective B

Continue to work with the City's Leaders to create a better understanding of the role that Tourism plays in the community's Economic Vitality and Quality of Life

Suggested Tactics:

- Design an advocacy plan that speaks the language of civic leaders
- Continue twice-a-year Board presentations to City officials communicating progress towards the community's economic recovery and stabilization in future years
- Develop periodic FAM excursions to highlight areas of opportunities for City leaders and reinforce the critical work being done by the ICVB
- Identify specific and targeted ways to engage former Board members to keep them up-to-date on the Bureau's activities, efforts and needs
- At the Chair's invitation, and based on funding availability, host an annual Past Chairs and/or Past Board Members gathering, with an agenda for discussion.
- Look to use social media channels (Impacting Irving, ICVB LinkedIn page) as tools for local, targeted communications
- Consider creating a series of "back-of-the-house" videos to show the work that Irving hospitality workers do every day to provide the platform for great visitor experience

Objective C

Build more Collaborative Relationships with other Community/Economic Development Agencies

Suggested Tactics:

- Identify the top 100 thought leaders in the community for personal contact by Board members
- Increase inter-agency communication between Chambers, Economic Development and others to maximize opportunities and eliminate duplicative efforts and spending
- Invite key stakeholders and influencers to sit in on Board meetings
- Identify opportunities for joint board meetings at least once a year with agencies such as DCURD and the TIF Board at the invitation of the ICVB Board Chair
- Work with the Parks & Recreation Department (Board to Board and Staff to Staff) to develop a plan for the pursuit of sports tournaments to best align resources and to avoid duplication of efforts

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER

Tuesday, October 12, 2021

Those in attendance: Committee Chair Clem Lear and Board Vice Chair David Cole – Committee; Bob Bourgeois, Sam Reed - Board members; Maura Gast, Diana Pfaff, Susan Rose and Carol Stoddard – ICVB Staff.

Committee Chair Clem Lear called the meeting to order at 11:30 a.m.

Lear asked for any citizen comments and there were none.

The Committee reviewed the recommendation of Melissa Gentry for the High Spirited Citizen award. The nomination form was reviewed, and discussion was held on her volunteer accomplishments. The committee concluded that more information is needed from nominator Annette French regarding past honors and awards. Melissa Gentry's nomination was tabled pending the Committee's review of the additional information.

Discussion was held on the High Spirited Citizen awardees in the pipeline that have been on hold during the pandemic for presentation at a City Council Meeting. There are nine nominations in the pipeline; they are with the Mayor's office, who indicated he does not want to honor them all at one council meeting. Staff will follow-up on other options to get caught up.

The ICVB/Irving hospitality industry 50th anniversary is November 9, 2022. Ideas for a celebration recognizing the industry across Irving were discussed. At the previous Committee Meeting there had been a discussion about a possible internship perhaps with the Convention Center's food and beverage department. Maura discussed this idea with Tom Meehan, ICC General Manager, and he feels it would be very well received.

Gast and Board Vice Chair David Cole have met with Dallas County College District on possibilities to provide a program the necessary structure to make it worthwhile to the prospective apprentices, as well as to the ICC. A goal would be to endow the program for future years in some ways, perhaps through a 50th anniversary or annual fundraiser event of some sort. However, as any American Rescue Plan Act (ARPA) funds that could be applied to the costs of producing the fund-raising event wouldn't be received until April/May 2022 at the soonest (when the City is scheduled to receive its second tranche of ARPA funds and make decisions regarding its allocation), the anniversary celebration was tabled until Spring 2022.

Following the Strategic Plan Retreat, the Committee discussed the importance to educate the City Council now on the hospitality industry's tax revenue benefits. Since the industry is not projected to recover for several more years, the CVB needs to reinforce their need for future support will not end on September 30, 2022. Any strategic plan items for community engagement in the future will be presented to the Board for adoption in November.

Previous discussion has been held to update past ICVB Board members on what's going on with Irving's hospitality industry, as well as outreach in the community. Discussion included offering a free meal or free item, however, at this time there is no money in the budget for gifting. Other ideas discussed include:

- Board member invitation: Invite a select few previous board members to attend a Board meeting as a special guest. A different group could be selected each month.
- High Spirited Citizens Christmas float: Invite previous board members to ride on the High Spirited Citizens' horse-drawn wagon in Irving's annual Holiday Extravaganza parade. In years past, it has been necessary to hire two wagons to accommodate the High Spirited Citizens and their families. Since TexasFest and the Las Colinas Association Tree Lighting are also scheduled on the same date as the Holiday Parade, it was discussed to pare down to one wagon.

ACTION ITEM: Diana's team to glean interest in December's parade participation by posting a query in the High Spirited Citizen (HSC) Facebook page.

Lear asked for a motion to approve the July 13, 2021, minutes. On a motion from Bourgeois, and a second from Cole, the motion was approved unanimously.

Lear gave her best wishes to whomever will Chair the Committee in 2022 and thanked everyone for the opportunity to fill the Chair position again.

Lear adjourned the meeting at 12:15 p.m.

Respectfully submitted,

Maura Allen Gast, FCDME
Executive Director