

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Community Engagement Committee**  
**Tuesday, January 12, 2021, at 11:30 AM**  
**Zoom Meeting**

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

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Directors of the ICVB and the public may participate in the Community Engagement Committee meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:00 a.m. to 11:30 a.m. on January 12, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online <https://us02web.zoom.us/j/85837073690> - Meeting ID: 858 3707 3690. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston). Meeting ID: 858 3707 3690.

1. Citizen Comments on Items Listed on the Agenda
2. Irving Hospitality Industry Annual Meeting Update
3. National Travel & Tourism Week – May 2-8, 2021 Discussion
4. Approval of October 13, 2020 Committee Meeting Minutes
5. Next Meeting – Tuesday, April 6, 11:30 a.m.

**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

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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.

**MINUTES – COMMUNITY ENGAGEMENT COMMITTEE**

**IRVING CONVENTION CENTER**

**Friday, October 13, 2020**

Those in attendance: Committee Chair Bob Bourgeois, Board Vice Chair Karen Cooperstein, Debbi Haacke, Julia Kang, Board Chair Rick Lindsey – Committee; Bob Bettis, Clem Lear - Board members; Carol Boyer, Maura Gast, Diana Pfaff, Susan Rose and Carol Stoddard – ICVB Staff.

Committee Chair Bob Bourgeois called the meeting to order at 11:32 a.m.

Bourgeois asked for any citizen comments and there were none.

The Committee reviewed the recommendation of Richard G. Stewart, Jr. for the High Spirited Citizen. The nomination form was reviewed, and discussion was held on his presence in Irving and continued support of the ICVB. The Committee agreed to make the recommendation and present to the full Board for approval on October 23.

Bourgeois asked for a motion to approve the nomination of Stewart for the High Spirited Citizen award. On a motion from Board member Clem Lear, and a second from Board Vice Chair Karen Cooperstein, the motion was approved unanimously. The nomination will be forwarded to the full board for action at the October special meeting.

It was noted that High Spirited Citizen awardees Sammy Romero and Carolyn Weinzirl are in the queue for City Council meeting proclamation presentations.

Discussion was held on the option to participate in the City Holiday Parade for this year. The parade will be a virtual event due to the pandemic.

**ACTION ITEM:** Depending on how the City choosing to present the Holiday Parade, if it is similar to what was done for July 4, then Assistant Executive Director Marketing and Communications Diana Pfaff will provide images of High Spirited Citizens and board members participating in the previous years' parades to be included in the City's production.

Bourgeois recommended the Committee read the articles that are included in the Committee meeting and the Board meeting packets. He noted it is good for sharing conversations and the Board must be rock solid and engaged as a whole and this is a good time to build that muscle. He noted that times are different, and conversations are limited with people and information from new sources is going out to the community.

The Committee discussed the Irving Hospitality Industry Annual Meeting. This was one of the items cut from the current year's budget. The possibility of postponing the meeting (and particularly its awards) until May to coincide with National Travel and Tourism Week was discussed. Cooperstein noted this is an opportunity to have a voice in the first couple of months of 2021 as an online presence to hear about what the industry is doing and a reminder to the community the importance of tourism and the ICVB, and we shouldn't miss an opportunity to be heard. A number of concepts were discussed to manage costs and

still deliver an ICVB-caliber experience, including utilizing industry experts and peers as speakers rather than a Keynote Speaker. Also identifying the phases of Recovery and Resilience can be added as an item to magnify to City Council during National Travel and Tourism Week. It was noted Irving's State of the City event will be a virtual event this year.

ACTION ITEM: Staff to research industry experts/peers as possible free or inexpensive speakers.

ACTION ITEM: Staff to research cost effectiveness and affordability of digital platforms from ad agency.

ACTION ITEM: Staff to review Spirit of Irving award categories and possible recipients, as well as potential other one-time awards serving to acknowledge the unique issues that occurred in 2020.

The Committee brainstormed some items for future focus:

- Projects to help staff and industry during the upcoming holiday season.
  - Staff Meal fundraiser at El Centro College
  - Possibility of an event on a smaller scale of the Piehole Project with pie auction benefitting ICC staff, housekeeping crew and in-house vendors.
- App program roll-out "Irving on the Rocks" – a cocktail/mocktail tour in the Urban Center with participating restaurants to raise awareness and loyalty.
- Possibility to partner with local restaurants to participate with discount meal during the Irving Arts Center's various events.

ACTION ITEM: Staff to discuss with ICC General Manager Tom Meehan opportunities to assist ICC furloughed staff and what might be needed.

A correction to the January 14, 2020 minutes was made to take out "Via Zoom" in the minute header. A correction to the March 10 minutes was made to note Bourgeois as Committee Chair. Bourgeois asked for a motion to approve the January 14 and March 10 minutes as corrected. On a motion from Board Chair Rick Lindsey, and a second from Board member Debbi Haacke, the motion was approved unanimously.

The next Committee meeting will be scheduled after Board Committees are established for the 2020-21 year. Lindsey thanked Bourgeois for his leadership of the Committee and Pfaff for her guidance during the past year.

Bourgeois adjourned the meeting at 12:49 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director