

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Community Engagement Committee
Tuesday, February 3, 2021, at 11:30 AM
Zoom Meeting

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

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 February 3, 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/89415051565> - Meeting ID: 894 1505 1565. 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. Review and Recommendations for High Spirited Citizen Nominations
3. Irving Hospitality Industry Annual Meeting Update
4. National Travel & Tourism Week – May 2-8, 2021 Discussion
5. Approval of October 13, 2020 Committee Meeting Minutes
6. 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

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.

Nominee Biography (The person you are nominating)

Name: Fatema Biviji
Address: 2107 Wilesta Drive, Irving, TX 75061

Primary Phone: (214) 208-9488

Email Address: fatema.m.biviji@gmail.com

Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:

I am proud to nominate Fatema Biviji for the High Spirited Citizen Award of Irving, Texas. She has coordinated and influenced neighbors and small businesses to become active and engaging with the Irving Downtown Holiday Celebration. She worked alongside a former High-Spirited Citizen Award Winner, Sharon Barbosa-Crain, in this effort. A public social media page of 177 members continue to discuss and plan for ongoing activities. The webpage includes posts of artwork, upcoming holiday celebrations, and other ideas/suggestions. She has also worked on fundraisers, numerous community events, business mixers, and educational outreach opportunities.

Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:

Last October 2020, needing to get out of the house during the pandemic, Fatema started a group of nature lovers of Irving neighbors and volunteers to cultivate an area I call, "Butterfly Garden", which is a specific piece of area of Champion Trail in Irving. She has launched a social media page called Pollinator People of Irving. It only has 41 members, but the devoted group is out there almost every other Sunday for a couple of hours each session; seeding, weeding, and watering the distinctive plants and flowers. They work diligently while socially distanced. This is ultimately maintained by the Irving Parks Department.

Please list nominee's honors and awards:

She is a board member (all nonpaid) of the Irving League of Women Voters, the Irving Parks Board, and constant contributor to the Irving-Carrollton NAACP organization. As the WebMaster Coordinator for the ILWV, she has determined the website for all of us to use as paid members. From her research, it became highly recommended for us to use immediately. As a Parks Board member, she was a crucial part of the grand opening for the Levy Event Plaza on Lake Carolyn. And most recently, she has helped collect toys for Blue Christmas and guided vehicles for the drive-thru of MLK Luncheon Celebration. She is dedicated to community public works and looking to invest time with Tree City USA.

Additional Information about the nominee:

She is a critical thinker, dedicated lady leader, and compassionate about volunteerism in Irving. Fatema is an outstanding candidate for the High-Spirited Citizen of Irving Award. Thank you for allowing me to nominate Fatema. * Annette

No. of years nominee has resided in Irving: 8

Nominated by (Your information)

Name: Annette French
Email: french.annette@gmail.com

Physical Zip: 75038

Primary Phone: (214) 676-4883

Privacy Policy

I have read and agree to the privacy policy: Yes

Nominee Biography (The person you are nominating)

Name: Mark McKee

Address: 4948 Courtside Drive, Irving, TX 75038

Primary Phone:

Email Address: emmckee3@gmail.com

Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:

So I am proud to nominate Mark McKee for the High Spirited Citizen Award. He is a magnificent family man, father, husband, and nature lover. As a neighbor, he selflessly initiated and organized our neighborhood's family fun potluck picnic @ Dorris Park for the Broadmoor Hills hood. He is about fun, food, and family. He loves animals and constantly supporting the Animal Care Campus on Valley View Road. Providing extra dog food/toys for them. He started the "Taste Of Irving" Facebook page, as a social media community connection. So many restaurant patrons from all over Irving share feedback of their experiences, including pictures of their plates and happy appetites satisfied. Many, many residents and guests have commented on several foods and the FB group has gained 5.2k = 5200 fan members!

Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:

Speaking of FOOD, he singlehandedly provided his family's first (and only) stimulus check to generate Operation #projectgiftback. See Dallas Morning News article about this extravaganza, May 6, 2020. This was a critical and crucial at the start of the pandemic when many restaurant servers had reduced hours. He certainly pushed for all to order take-out or/and purchase gift cards, anything to support restaurants from closing. This act was tremendous! He has chaired other fundraisers, and works in other capacities outside his normal job! He is truly an outstanding High Spirited Citizen!

Please list nominee's honors and awards: Not sure. Please contact him directly.

Additional Information about the nominee: He lives in Irving and due to the pandemic, works from home, so definitely working & living in Irving. Thank you for allowing me to nominate. Annette*

No. of years nominee has resided in Irving: 8

Nominated by (Your information)

First Name: Annette

Last Name: French

Email: french.annette@gmail.com

Physical Zip: 75038

Primary Phone: (214) 676-4883

Privacy Policy

I have read and agree to the privacy policy: Yes

Nominee Biography (The person you are nominating)

First Name: Wanda Zamorano

Address: 531 Ranch Trail #157, Irving, TX 75063

Primary Phone:

Email Address: zamoranw@prodigy.net

Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:

I am so proud to nominate Wanda Zamorano for the High Spirited Award of Irving. She is definite pillar in the Irving community helping several women social organizations, and being a voice for marginalized youth and young adults, and dedicates most of her time to the homeless. If anyone, anywhere, has a question about homeless in Irving, the majority of the responses which include several Irving nonprofits or churches, but the name that stands out is WANDA. For years, she has dedicated time to serve dinners every Thursday at Good Shepherd Lutheran Church, on 2620 W. Grauwylar Rd., Irving 75061, 5:00 PM and assist founders of Many Helping Hands.

Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:

Unfortunately due to the pandemic the in-person dinners are no longer allowed, however every Thursday @ 1pm, Wanda has a select group of ladies meet at her home in order to make sleeping bags with plastic bags, and mats, tote bags, face masks, and toboggans for men, women, children, and for all sizes. These items are then delivered to (2) two local homeless centers and two (2) women shelters. She invites and welcomes anyone, young or older, to volunteer along her side. She is patient and a good listener. She sees where there is a need and tries her best to fill that void.

Please list nominee's honors and awards:

She has hosted interns at her house for the summer, allowing full use of her house and vehicle. She has contributed to fundraisers and outreach events for human trafficking victims. She also has worked on several school board initiatives and notifies board members when she doesn't understand something.

Additional Information about the nominee:

Email: As a retired educator, she makes it her business to do good where ever she can. She loves the arts, including music, and frequently sends out electronic notification links to global music festivals or educational workshops online. Being such an involved volunteer, she hardly misses a Zoom meeting since she is at home. She is another excellent candidate for the High Spirited Citizen Award of Irving. Thank you for for this nomination for Wanda. *
Annette

No. of years nominee has resided in Irving: 15

Nominated by (Your information)

First Name: Annette

Last Name: French

Email: french.annette@gmail.com

Physical Zip: 75038

Primary Phone: (214) 676-4883

Privacy Policy

I have read and agree to the privacy policy: Yes

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