



AMENDED AND APPROVED
IRVING CONVENTION AND VISITORS BUREAU
MINUTES - COMMUNITY ENGAGEMENT COMMITTEE
SPECIAL MEETING
IRVING CONVENTION CENTER AT LAS COLINAS
MARCH 10, 2020

Those present for the meeting were: Bob Bourgeois, Committee Chair; Rick Lindsey – Board Chair, Karen Cooperstein -Board Vice Chair; Herb Gears, Debbi Haacke, Julia Kang – Committee Members, Board Member Clem Lear. Staff: Maura Gast, Carol Boyer, Diana Pfaff and Carol Stoddard.

Committee Chair **Bob Bourgeois** called the meeting to order at 9:01 a.m.

There were no citizen comments.

National Travel & Tourism Week/Community Engagement Initiatives and Review of Driving Tour Assistant Executive Director/Marketing and Communications Diana Pfaff reviewed a draft of the driving tour agenda and stops for review, noting the tour has been revised from the original Board of Directors tour previously taken.

- Date of tour is tentatively scheduled for May 4
- Proclamation will be presented at City Council for National Travel and Tourism Week
- ICTN present to video the presentation
- Two tours – one in morning and one in the afternoon
- One 20-person bus for transportation – with microphone
- Morning tour starts at ICC at 8:30 a.m. with continental breakfast and tour of ICC, concluding at ICC
- Afternoon tour starts at ICC with lunch and tour of ICC, concluding at ICC
- Board members encouraged to bring one guest per tour who are not familiar with the CVB or Irving as a destination
- Toyota Music Factory “Behind the Scenes of The Pavilion” included as a stop
- Tour of Irving Archives and Museum included as a stop
- End the day with a reception at the Westin Irving Convention Center Hotel restaurant – Mesa Mezcal – at 4:30 p.m. Board members, Board member spouse and guests invited
- Candy Thomas will be tour guide on bus for both tours. She is a professional tour guide and well versed in all things Irving.
- CVB advertising videos will play on bus during longer driving times between attractions and stops.

Gast noted this is a condensed tour and manageable for one day for staff and attendees. Discussion was held on the target guest list and availability for disabled access on bus and at the stops. It was agreed to target community people who are not familiar with what Irving has to offer as a destination and are able to spread the message and social media influencers. The purpose of tour is to show the community from a visitor’s standpoint what Irving has to offer. It was noted responses from destination surveys, Irving rates well from customers, visitors, industry leaders and local officials; but residents did not see Irving as strongly. A handout that includes “things to come” information was discussion for distribution on the tour.

ACTION ITEMS:

- Pfaff to develop a budget for the tour, catering and printed materials.
- Gast to poll the full Board of Directors for availability and develop a master list of attendees and draft language with recommended verbiage for invitation.

Next Committee meeting is scheduled for Tuesday, April 14 at 11:30 a.m.

Bourgeois adjourned the meeting at 9:22 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director