

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, March 25, 2024 at 3:30 PM**  
**Irving Convention Center – Third Floor, Jr. Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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NOTE: A possible quorum of the Irving City Council may be present at this meeting.

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for February 26, 2024
3. Accepting the ICVB Financial Report for February 2024
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Report for February 2024

**Presentation**

6. Irving Hotel Outlook Presentation – Tourism Economics Quarterly Update
7. Toyota Music Factory Updates – Eric Albert, General Manager

**Board Reports**

8. Board Chair Report
  - a. Next Board Meeting – April 22, 2024
9. Board Committee Reports
  - a. Board and Business Development – Sam Reed
    - Recap of March 8 Meeting
    - Next Meeting – June 14
  - b. Community Engagement – Colvin Gibson
    - Next Meeting – April 16
  - c. Destination Development – Greg Malcolm
    - Next Meeting – May 14

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## AGENDA - Continued

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- 10. City Reports
  - a. Council Liaison – Councilman Kyle Taylor
  - b. Mayor & Other Council Members
    - DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - c. City Manager – Chris Hillman
    - Delinquent Hotel Occupancy Tax Collection Updates
    - Visitor Development Updates
    - Other City Updates
  
- 11. Bureau Monthly Management Reports
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Administration and Finance – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
  
- 12. Convention Center Management Report – Tom Meehan/Jeremy Pierce
  
- 13. Industry Partner Reports
  - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - b. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
  - c. Industry-At-Large Report – Stephanie Fenley-Garcia
  - d. Restaurant Industry Update – David Cole
  
- 14. Partner Organization & Stakeholder Reports
  - a. DCURD and Irving Flood Control Districts – Dallas Burke
  - b. Chamber of Commerce – Brad Watson/Beth Bowman
  - c. Irving Arts and Culture – Kelly O’Briant/Todd Hawkins
  - d. The Las Colinas Association – Hammond Perot
  - e. TIF – Dick Rogers
  - f. University of Dallas – Clare Venegas

### 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 will remain 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.