

**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, April 5, 2022, at 9:00 AM**

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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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1. Citizen Comments on Items Listed on the Agenda
2. Approval of Committee Meeting Minutes
  - a. October 12, 2021
  - b. January 11, 2022
3. Strategic Plan – Committee Updates
  - a. Irving Schools Foundation ICVB Scholarship Update
  - b. High Spirited Citizens Program
    - i. Recap on High Spirited Citizen Recognition Luncheon
    - ii. Nominations and Recommendations
    - iii. Program Updates/Next Steps
4. 2022 Calendar Dates of Interest
  - a. May 5 – National Travel & Tourism Week City Council Proclamation; ICVB Update at Work Session
  - b. November 10 – ICVB 50<sup>th</sup> Anniversary City Council Proclamation
5. Next Meeting – July 12, 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

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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**

**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 50<sup>th</sup> 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

## MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

### **IRVING CONVENTION CENTER Tuesday, January 11, 2022**

Those in attendance: Committee Chair Karen Cooperstein, Committee Vice Chair Julia Kang, Board Chair David Cole, Board Vice Chair Bob Bourgeois, Colvin Gibson – Committee; Yasir Arafat and Sam Reed - Board members; Carol Boyer, Maura Gast, Diana Pfaff, Brice Petty, and Carol Stoddard – ICVB Staff.

Committee Chair Karen Cooperstein called the meeting to order at 11:30 a.m. Cooperstein asked for any citizen comments and there were none.

#### STRATEGIC PLAN REVIEW AND COMMITTEE NEXT STEPS

##### **GOAL: Increase community outreach and collaboration**

Objective A: Enhance Community Awareness, Appreciation and Support of the ICVB and the Impact of the Visitor Economy on Irving.

MODIFICATION: The Committee agreed it to modify “As part of the Board Member orientation, consider requiring (requesting?) a shift worked at the Volunteer Visitor Info Center” noting the Volunteer Visitor Info Center is on hiatus until people feel safe in crowds at events.

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

- Board member Sam Reed suggested Board members meet and partner with a City Council member or City leader to keep the ICVB at top of mind. Executive Director Maura Gast added in addition, have a presence at the more casual groups that meet on a regular basis as well.
- Cooperstein asked if Irving has a large enough social media presence to highlight what is coming to Irving. She used the Chamber’s “Three Things Your Chamber Did For You Last Week” section in the *The Monday Business Report* email as an example. A short email with similar message could be an option.
- Committee Vice Chair Julia Kang added there could be an opportunity to invite a City official to participate in one convention event per year and give them a first-hand look at what happens here. Gast suggested ICC back-of-house tours could also be included.

Objective C: Increase community outreach & collaboration

- Cooperstein suggested a once per year recap letter to the community of what the ICVB has done or a thank you for your leadership letter to former Board members coming from the ICVB Board Chair and Executive Director.
- Gast suggested adding invites to Council meeting ICVB quarterly updates and Travel and Tourism Week activities.
- The Committee agreed to move the bullet point “Increase inter-agency communication between Chambers, Economic Development and others to maximize opportunities and eliminate duplication” to a staff function and not a Board Strategic Plan item.

- It was agreed to move “Identify the top 100 thought leaders in the community for personal contact by Board Members” to Objective A or B.  
ACTION ITEM: Gast to reword the language.
- It was agreed to move “Work with Parks & Rec to develop a plan for the pursuit of sports tournaments” to the Destination Development Committee goals.

The Committee agreed to all suggestions and changes.

### **GOAL: Maximize Organizational Sustainability & Growth**

It was recommended that Objective B on this Goal move to the Community Engagement Committee with Objective B, under “Increase community outreach and collaboration.”

Gast reviewed the Community Engagement activities from prior years. The Committee has previously discussed the idea of a ICVB 50<sup>th</sup> Anniversary Celebration event as a longer-term impact than a one-time event, i.e., scholarship or apprenticeship fundraiser. There is currently no funding for an event to happen in November 2022.

ACTION ITEM: Gast to include the event on the ARPA fund list for FY2022-23.

ACTION ITEM: Assistant Executive Director Marketing and Communications Diana Pfaff to check on the possibility of using the ICVB scholarship for Irving ISD for a culinary or hospitality teacher, versus a student scholarship, as there have been challenges in identifying students for the scholarship each year.

ACTION ITEM: Add bus tour, Travel and Tourism Week, and the Las Colinas Association Bowl-a-thon under Community Service efforts.

### **HIGH SPIRITED CITIZENS**

Gast reviewed the High Spirited Citizen program initiatives and gave a brief program history. The backlog of presentations due to the pandemic now has ten previously approved recipients and two current pending nominations.

On a motion from Board Chair David Cole and a second from Reed, the High Spirited Citizen nomination for Melissa Gentry was unanimously approved.

On a motion from Cole and a second from Board Vice Chair Bob Bourgeois, the High Spirited Citizen nomination of Ruby Sevcik was unanimously approved.

Discussion was held on holding one single function to present all the awards at once. The Mayor, City Council and ICVB Board members will be invited to attend. The event would be held at the ICC with a luncheon program and picture opportunities immediately following the program. The Committee discussed the role for ICVB to play in recognizing volunteers in the community. Suggestions of additional elements to the recognition including ways to engage recipients on a regular basis (similar to the former Board member letter previously discussed) and invite recipients to attend an ICVB Board meeting.

ACTION ITEM: Pfaff to ask ICTN to attend the luncheon and cover the event.

ACTION ITEM: Gast to check the Mayor and the ICC calendars for available dates.

The Committee agreed to put a hold on further nominations and add a note to the ICVB website that nominations are on hold until further notice.

#### 2022 CALENDAR DATES OF INTEREST

- January 25 – Plan Your Vacation Day (same day as State of the City)
- January 27 – Pending ICVB Semi-Annual Council Meeting Update
- April 8 – Global Meetings Industry Day
- May 1-7 – National Travel and Tourism Week
  - May 5 – Proclamation at Council Meeting and Pending ICVB Semi-Annual Council Meeting Update
- April 22-24 PGA TOUR Club Corp Classic at Las Colinas Country Club
  - Marking and Communications is collaborating with their team in the media room. The tournament is looking for volunteers. This is a wonderful opportunity for Irving and the ICVB.
- Other upcoming dates of interest:
  - 2022 USA Triathlon Multi-sport National Championships Festival Event in April will bring big economic impact and will be looking for volunteers
  - An International Triathlon is looking at dates later this year for the first triathlon cup and Irving would be the U.S. site for the event and will be looking for volunteers.

It was agreed to table the approval of the October 12, 2021, Committee minutes until the next meeting. Cooperstein adjourned the meeting at 1:07 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director

### Nominee Biography (The person you are nominating)

<b>First Name:</b>	Annette
<b>Last Name:</b>	French
<b>Address:</b>	4025 La Costa Court
<b>City:</b>	Irving
<b>State:</b>	TX
<b>Zip:</b>	75038
<b>Primary Phone:</b>	(214) 676-4883
<b>Alternate Phone:</b>	(214) 673-1508
<b>Nominee's civic affiliations in Irving, and note if affiliations are past or present:</b>	Friends of Irving Gardens (current) Friends of the Irving Museums board of directors (current) League of Women Voters of Irving board of directors (current) National Association for the Advancement of Colored People - Irving-Carrollton (current)
<b>Major volunteer accomplishments within affiliations, and note if affiliations are past or present:</b>	Friends of Irving Gardens: Coordinated tour of Bird's Ford Trail's perennial garden during City-sponsored Night Hike held on January 28, 2022. Friends of Irving Gardens: Organized special social gathering of all of the group's members at Jimmy's Burger restaurant on July 29, 2021. NAACP Irving-Carrollton: Chaired the activities for its Irving Fourth of July Parade entry held on July 3, 2021. NAACP Irving-Carrollton: Organized Blue Christmas Drive for the organization during November 2021.
<b>Honors and awards:</b>	Considered for IPAR Star Award.
<b>Additional Information about the nominee:</b>	Annette brings creativity, enthusiasm, good cheer, high energy and a positive attitude to whatever she is involved in. The following two community projects demonstrate these qualities and her own initiative to make a positive impact on the Irving community. MLK Peace Project--From January 18, 2021 to February 6, 2021, Annette conducted her own peace project to honor Martin Luther King, using support and suggestions from friends. She achieved 3 goals for herself: paid for strangers' groceries or drive-thru purchases, created a surprise snack basket for a high school senior and other care baskets for 2 other strangers, and distributed 200+ laminated inspirational cards in a variety of public places and spaces. Irving Be Kind – Kindness Project--On November 5, 2021, Annette organized a one-day community celebration at Bear Creek Community Church to honor 5 different Irving community leaders and their acts of kindness in the community. Five of her friends provided background on the leader who impacted them and the community most. Two other friends videotaped the event which was available to view on YouTube on World Kindness Day, November 13, 2021.
<b>Resident of Irving:</b>	12 years

### Nominated by (Your information)

<b>First Name:</b>	Ernestine
<b>Last Name:</b>	Chipman
<b>Email:</b>	<a href="mailto:elchipman@gmail.com">elchipman@gmail.com</a>
<b>Physical Zip:</b>	75060-6666
<b>Primary Phone:</b>	(972) 670-2020