

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Community Engagement Committee
Tuesday, April 6, 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 April 6, 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/87024865246> - Meeting ID: 870 2486 5246. 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: 870 2486 5246.

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 Activities– May 2-8, 2021
 - a. Review Current Spirit of Irving Award Criteria
 - b. Consider Special/New Awards Recognizing Distinctions for 2020/Year of COVID
5. National Volunteer Week Discussion – April 18-24
6. Discussion on Engaging Former Board Members
7. Approval of February 3, 2021 Committee Meeting Minutes
8. Next Meeting – Tuesday, July 13, 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.

- Spirit of Irving Awards
 - Carpenter Award
 - Nelson Award
 - Townsell Award
 - Martin Award
 - New Award proposed in honor of Kelly Roche
 - This award is given annually to a sales or catering professional working in an Irving hotel, restaurant or other hospitality-related company who exhibits the traits that made Kelly so special – excellent customer service, going the extra mile, giving to the greater good and lighting up any room.



The Carpenter Award

Named in honor of Ben Carpenter, the visionary founder of Las Colinas. The Carpenter Award recognizes an **Irving-based company or organization** that has brought business to the city through meetings, conventions, events or hotel room nights.



The Nelson Award

Named in honor of golfing great Byron Nelson, whose namesake PGA golf tournament was played annually for 35 years at Irving's TPC Four Seasons Las Colinas, and generated a tremendous amount of media exposure for the city. The Nelson Award recognizes an **Irving-based company, organization, or individual** that has put the city in a positive spotlight through public relations, marketing or advertising.



The Townsell Award

Named in honor of Jackie Mae Townsell, an Irving City Councilwoman who led a successful campaign for Irving to annex Bear Creek, her lifelong home and an historic area that had originally been founded by slaves. The Townsell Award recognizes an **Irving-based individual or community organization** that has made a difference by making Irving home to meetings, conventions, or events, just as Jackie made a home for Bear Creek residents.



The Martin Award

Established in 2015 and named in honor of Willie Martin (a.k.a. "Mr. Will"), waiter extraordinaire at both Champps Las Colinas and Cool River Café Las Colinas, who went above and beyond to ensure customers had an extraordinary experience. Gifted with an incredible memory, he never forgot a name, a face or a birthday, and could tell you every item on the menu and wine list, while making recommendations to suit your taste or mood. Willie passed away unexpectedly of natural causes on November 1, 2014. He left an unforgettable mark on those who knew him, and his name will live in perpetuity through this award, given annually to a **front-line hospitality employee in Irving** who exemplifies extraordinary customer service and leaves a lasting impression on customers, just like Willie did.

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

**IRVING CONVENTION CENTER
Wednesday, February 3, 2021**

Those in attendance: Committee Chair Clem Lear, Committee Vice Chair Julia Kang, Board Chair Karen Cooperstein, – Committee; Bob Bourgeois - Board member; Carol Boyer, Maura Gast, Diana Pfaff, Susan Rose, and Carol Stoddard – ICVB Staff; Council Liaison Deputy Mayor Pro Tem Kyle Taylor.

Committee Chair Clem Lear called the meeting to order at 11:34 a.m.

Lear asked for any citizen comments and there were none.

The Committee reviewed the High Spirited Citizen nominations for Fatema Biviji, Mark McKee, Wanda Zamorano and Elouise McMillian. Discussions were held on each, reviewing their presence in Irving and volunteer contributions to the community.

Lear asked for a motion to approve the nomination of Fatema Biviji for the High Spirited Citizen award. On a motion from Board Chair Karen Cooperstein, and a second from Committee Vice Chair Julia Kang, the motion was approved unanimously.

Lear asked for a motion to approve the nomination of Mark McKee for the High Spirited Citizen award. On a motion from Board member Bob Bourgeois, and a second from Cooperstein, the motion was approved unanimously.

Lear asked for a motion to approve the nomination of Wanda Zamorano for the High Spirited Citizen award. On a motion from Board member Bourgeois, and a second from Cooperstein, the motion was approved unanimously.

Lear asked for a motion to approve the nomination of Elouise McMillian for the High Spirited Citizen award. On a motion from Board member Bourgeois, and a second from Cooperstein, the motion was approved unanimously.

The Committee agreed to make the recommendation and present to the full Board for approval on February 22.

Discussion was held on holding High Spirited Citizen recognition presentations via Zoom at the ICVB Board meetings and having recognition with family members at City Council meetings when in-person meetings resume, and the possible need for more frequency of these in the short-term until we can get caught up, as there are two other awardees whose presentations were postponed in 2020. Executive Director Maura Gast noted there may be health issues for some nominees and asked for flexibility in scheduling.

ACTION ITEM: Assistant Executive Director Marketing and Communications Diana Pfaff to make note on the Visit Irving website for nominations that delays in High Spirited Citizen nominations are in effect and extenuating circumstances should be noted on nominations.

ACTION ITEM: Deputy Mayor Pro Tem & ICVB Council Liaison Kyle Taylor and Cooperstein to follow up with Mayor Rick Stopfer on possible increased frequency of Council meeting dates for future presentations.

The Committee reviewed the Spirit of Irving awards that are given annually at the Irving Industry Hospitality and Tourism Annual Meeting. A new award was proposed in remembrance of ICVB Sales Manager Kelly Roche. The award would be presented to a local hotel-sales and/or catering professional, restaurant or other hospitality-related company who exhibits the traits that made Roche so special. Nominations would be received from hoteliers, clients and ICVB staff.

Possibilities for a 2021 Annual Meeting were discussed, with a priority of keeping with the importance of the industry and the information presented each year, ensuring whatever might be delivered meets or exceeds the standards we have always put in place. Digital-only delivery of the meeting would still have an estimated cost of \$30,000, even with significant discounts from suppliers. It was suggested that the meeting could be held in conjunction with National Travel and Tourism week in May. The objective of the meeting would still highlight the good things in the industry from the last year and accomplishments of the team and scale down the year-in-review portion. Possible speaker options were discussed.

Cooperstein noted some positivity is needed and suggested holding the meeting in the Fall and start of new fiscal year with a hybrid event. Vaccination schedules should be complete and additional Hotel Occupancy Tax collections would be available by Fall. Awards could be presented separately in-person and videoed at a Council meeting in May with proclamations if that timing was critical, depending on safety concerns of all involved.

Gast noted the ICVB has an agenda item on the next City Council meeting for CARES Act marketing funds and results and proposed interfund loan. Typically, one of the two semi-annual ICVB updates to Council is scheduled in May. The objective will be the reinforcement of data points to Council and presented in a different structure to provide information on ICVB results. There may be a way to use this setting and timing – which would also coincide with the NTTW proclamation – to accomplish some of these priorities.

ACTION ITEM: This topic discussion is postponed until the April 6 Committee meeting. Staff will continue to look for other ways to accomplish the same priorities while continuing to be fiscally responsible.

Lear asked for a motion to approve the Committee meeting minutes for October 13, 2020. On a motion from Cooperstein and a second from Kang, the motion was approved unanimously.

The next Committee meeting will be held on April 6. Future topics for discussion are:

- Follow up discussion on Annual Meeting and National Travel and Tourism week.
- Review of qualifications for High Spirited Citizen awards for exceptions or new Spirit of Irving awards.
- This year is 20th anniversary of September 11 – possible volunteerism recognition opportunity.
- Keep Irving Beautiful activity for Board, Board alumni, High Spirited Citizens and Staff.
- Discussion on ways to keep former Board members engaged and informed – possible Facebook alumni page.

Lear acknowledged the Board portal reorganization project and the ease of use for Board members.
Lear adjourned the meeting at 12:28 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director