

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, July 13, 2021, at 11:30 AM

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

1. Citizen Comments on Items Listed on the Agenda
2. Review and Recommendations for High Spirited Citizen Nominations
3. Irving Hospitality Industry 50th Anniversary Discussion
4. September 11 Anniversary Remembrance Discussion
5. Discussion on Engaging Former Board Members
6. Approval of April 6, 2021, Committee Meeting Minutes
7. Next Meeting – Tuesday, October 12, 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)

First Name:	Jearlene
Last Name:	Miller
Address:	2801 N Britain Rd
City:	Irving
State:	TX
Zip:	75060
Primary Phone:	(214) 732-6707
Alternate Phone:	
Civic affiliations in Irving:	NAACP Irving-Carrollton Chapter, Irving Heritage Society, Irving Black Arts Council, League of Women Voters Irving; Georgia Farrow Advisory Council; past Library Board and Housing & Human Service Board member; Commissioner - Dallas County Historical Commission (representing Irving) and Great Days of Service
Volunteer accomplishments:	NAACP: Freedom Fund Luncheon Chair; Irving Heritage: Immediate Past President, Irving Black: Former President, Current Treasurer, Exhibits Coordinator; Great Days of Service Volunteer, LWV: VP - Programs; Past President of MacArthur PTA and Council of PTAs Irving ISD
Honors and awards:	NAACP: President's Award; Irving Heritage: Sweetheart 2020; Georgia Farrow: 2 Parks and Recreation Awards, Honorary PTA Life Member & Extended Service Award PTA; Dept. of Treasury Service Citation
Additional Information:	Retired - Comptroller of Currency; Honored in 2021 for 50 years of Service in Alpha Kappa Alpha Sorority, Inc. Newly-elected President of Top Ladies of Distinction, Dallas, Chapter; attend Bible Way Community Baptist Church.
Years lived in Irving:	38

Nominated by (Your information)

First Name:	LaNita
Last Name:	Johnson
Email:	oh.neeta@yahoo.com
Physical Zip:	75061
Primary Phone:	(214) 394-4216

Privacy Policy

I have read and agree to the privacy policy.: Yes

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER

Tuesday, April 6, 2021

Those in attendance: Committee Chair Clem Lear, Committee Vice Chair Julia Kang, Board Chair Karen Cooperstein, Board Vice Chair David Cole, Stephanie Fenley-Garcia and Clare Venegas – Committee; Bob Bourgeois, Rick Lindsey, Sam Reed - Board members; Carol Boyer, 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.

Discussion was held on the Irving Industry Hospitality Annual Meeting. Executive Director Maura Gast reported there are no new alternative meeting options that make the costs both practical and manageable based on the current financial situation. The Committee discussed postponing the event until the financial situation for the ICVB has stabilized. Ideas were suggested to potentially utilize some of the Annual Meeting components for Travel and Tourism Week as an alternative.

National Travel and Tourism Week (NTTW) is May 2-8, 2021, discussion items:

- Logo/theme from U.S. Travel – “The Power of Travel”
- Possible video produced to view during the May 6 City Council Travel and Tourism Week proclamation presentation and coincide with the ICVB semi-annual update and department budget overview to Council scheduled during this week.
- Use “The Power of Travel” language as a guide.
- Present Spirit of Irving awards at the May 6 City Council meeting.
- Chalk event at Irving Convention Center, as scheduling allows.
- Produce a chalk event with National Nurses and Hospital Week (May 10) at both Irving hospitals.

Discussion was held on the Spirit of Irving awards and the timing challenges to meet the May 6 City Council meeting and not providing enough advance notice to the recipients. The Committee discussed postponing the presentation of awards to Council to focus on the importance of the awards and give appropriate recognition. It was decided to postpone the Spirit of Irving award discussion until the July 13 meeting, to see where the financial picture for the CVB was by then.

Cooperstein mentioned the possibility of an event for National First Responders Day – October 28.

Gast informed the Committee that, in conjunction with NTTW, the Irving CVB will be presenting each week during May at Irving Rotary Club meetings held at the Las Colinas Country Club. Anyone can attend in-person or by video conference.

Presentations are as follows:

- Assistant Executive Director Sales/Services Lori Fojtasek – May 6
- Director of Marketing Monty White – May 13
- Assistant Executive Director Marketing/Communications Diana Pfaff – May 20
- ICC General Manager Tom Meehan – May 27

Activities for Board members during National Volunteer week April 18-24 were discussed.

- April 10 – Keep Irving Beautiful
- Irving Cares Food Drive
- Catholic Charities Food Distribution – April 18

Additional volunteer opportunities:

- Olympic Days in June
- Fiesta De Mayo Marathon – May 22
- Butterfly Garden
- Rotary Flag projects on two Saturdays each month
- Las Colinas Association “Paws Colinas” Grand Opening in June
- Possible volunteer opportunities at University of Dallas
- There is still interest in the Visitor Information Booth and looking at ZestFest in June for a re-kick off if it is appropriate to do so

Board members can choose volunteer opportunities. Volunteering will encourage camaraderie outside the Board setting and encourage Board members to be advocates for the ICVB in the community.

Lear asked for a motion to approve the Committee meeting minutes for February 3, 2021. On a motion from Board member Bob Bourgeois and a second from Board member Julia Kang, the motion was approved unanimously.

The next Committee meeting will be held on July 13. Future topics for discussion are:

- September 11 Anniversary Remembrance
- Irving Hospitality Industry’s 50th Anniversary – November 9, 2022

Lear adjourned the meeting at 12:29 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director