

## **MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE**

**VIA ZOOM**  
**Friday, July 17, 2020**

Those in attendance: Committee Chair Debbi Haacke, Committee Vice Chair Bob Bourgeois, Bob Bettis, Beth Bowman, David Cole, Board Vice Chair Karen Cooperstein, Julia Kang, Clem Lear, Board Chair Rick Lindsey, and Greg Malcolm – Committee; Carol Boyer, Maura Gast, Susan Rose – ICVB Staff; Councilman Al Zapanta – Guest.

Haacke called meeting to order at 9:00 a.m.

Haacke asked for any citizen comments and there were none.

Discussion was held on the 2020-21 Board position transitions. A schedule of Board appointments and Board Member position descriptions were shared. There are four voting members and one ex-officio member transitioning off the Board this year and two voting members next year. Discussion was held on transferring the Salesmanship Club position to an Industry-at-Large position or eliminating it all together; a recommendation for this would need to be made to the City Council and would be up to them.

**ACTION ITEM:** Addition to September Board meeting agenda for Recommendation to convert the Salesmanship Club position to an Industry-at-Large Board seat.

Suggestions for possible applicants for the various position were discussed. It was also recommended to consider candidates with legislation knowledge, understanding the difference in the ICVB and ICC staff, as well as difference of ICVB and Irving-Las Colinas Chamber of Commerce. Councilman Al Zapanta added a recommendation to review applicants who also may serve on other Boards and Commissions and understand the commitment of their time.

**ACTION ITEM:** Executive Director Maura Gast to organize the list of recommendations by position. The Committee will review and prioritize candidates and encourage them to apply for the position(s). The list will be used to review skills of Board members transitioning off with expertise that would be gained with nominees.

Zapanta added the Council appointment committee will be focused on nominee backgrounds and recommendations from the ICVB.

Discussion was held on the Board Self-Evaluation process and form. The item is from the Board Strategic Planning session and is a requirement for accreditation from Destinations International. The form was created for voting members to focus on their commitment, skills and experience they bring to the Board. Considering the next two years of Board turnover, the self-evaluation form is needing to be reviewed and updated. It also was recommended that non-voting Board members use the self-evaluation form. Board Chair Rick Lindsey added it is important for Board members to realize their commitment to the Strategic Plan initiatives. Board Vice Chair Karen Cooperstein noted to emphasize time investment for the Board to be effective in accomplishing their objectives.

**ACTION ITEM:** Gast to compile an ICVB Board Interest Packet to include Board position descriptions, self-evaluation form, matrix of skills for new prospect conversations.

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A conversation on diversity and inclusion opportunities was held. Gast shared an Open Letter from Black Destination Industry Leaders. She added the travel and tourism industry is incredibly diverse and the ICVB is committed to the message and imagery that is shared in advertising is inclusive. Lindsey thanked Gast for sharing the letter and added his support as Board Chair for the initiative for awareness. Committee member Beth Bowman thanked Gast and the Board for their support in efforts for diversity and inclusion and continuing to work through the challenges and hard discussions.

The Committee discussed the 2020 City Bond Elections. Zapanta noted the dollar amount for the bond election is quite large and may get lost in the November national elections. The Committee supports a recommendation to move the bond election to May 2021.

**ACTION ITEM:** Add an item to the July Board meeting agenda for Recommendation to City Council of Bond election postponement until May 2021.

Gast provided an update on the short-term rental and Hotel Occupancy Tax collections. Two proposals were received from data companies to identify and monitor short-term rental properties. Contract negotiations are underway with the preferred vendor. The company will manage compliance and collections with a very automated process and will allow more real-time data as it relates to Irving collections, trends, and neighborhood integrity. Properties will be registered and required to submit reports and be liable for inspections, if issued. She added once revenues from these properties are received, the ICVB will evaluate any opportunities to incorporate access to them on the website.

Haacke asked for a motion to approve the Board and Business Development Committee minutes from June 12, 2020. On a motion from Cooperstein, and a second from Board member Clem Lear, the motion was unanimously approved.

The next Committee meeting will be held on September 11 and the Committee will be notified if via teleconference and/or in-person.

Haacke adjourned the meeting at 10:12 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director