

**MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE**

**IRVING CONVENTION CENTER**

**VIA ZOOM**

**Friday, September 11, 2020**

Those in attendance: Committee Chair Debbi Haacke, Committee Vice Chair Bob Bourgeois, Bob Bettis, David Cole, Board Vice Chair Karen Cooperstein, Herb Gears, Julia Kang, Clem Lear, Board Chair Rick Lindsey, Greg Malcolm, and Joe Philipp – Committee; Carol Boyer, Maura Gast and Susan Rose – ICVB Staff.

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

Haacke asked for any citizen comments and there were none. The Committee held a moment of silence in remembrance of September 11, 2001.

Discussion was held on ICVB Board position transitions in the next two years. Committee members gave updates on Board position recruitment discussions and suggestions. Executive Director Maura Gast recommended action be taken at the September Board of Directors meeting to transition the Salesmanship Club position to an Industry-at-Large position and present a recommendation from the Committee to fill the seat. The recommendation will be sent to the City Council for consideration. All positions are appointed by City Council, although Council has accepted ICVB recommendations for non-voting positions in the past. If the Council approves this change, the Ordinance will need to be updated as well. Several industry and individual suggestions were given that would be a good fit for the Board.

Haacke asked for a motion to approve the change from Salesmanship Club to Industry-at-Large non-voting position on the Board of Directors. On a motion from Board Vice Chair Karen Cooperstein, and a second from Board member Herb Gears, the motion was approved unanimously.

The Committee recommended Stephanie Fenley Garcia from The Expo Group to fill the proposed new Industry-at-Large position, with a representative from J&S Audio Video as another option, if Garcia is not able to serve.

**ACTION ITEM:** Gast to reach out to Garcia to discuss. If agreed, the recommendation will be presented to the Executive Committee at the September 25 Committee meeting for approval and then to the Board for approval.

Haacke asked for a motion to approve the recommendation of Stephanie Fenley Garcia to fill the Industry-at-Large Board position. On a motion from Board member David Cole, and a second from Board member Clem Lear, the motion was unanimously approved.

Discussion and suggestions were held on the Former Board Ex-Officio position that will become vacant in November when Dr. Bob Bettis' term concludes. The Committee recommended Board member Joe Philipp fill this position upon the end of his voting Board member term. Philipp indicated his willingness to serve a two-year term in this role.

Haacke asked for a motion to approve the recommendation of Philipp to fill the Former Board position on the Board. On a motion from Cole, and a second from Cooperstein, the motion was unanimously approved.

Gast reported that she and Assistant Executive Director/Administration Susan Rose attended the City's kick-off meeting with Finance and LodgingREVS. The project for short-term property hotel occupancy tax collections will begin in November or December 2020 with data collection. Notices for collections will be sent by the City and enforcement will be a topic to address. Communication to residents will be presented in the City Spectrum publication. It was noted the city Finance Department is responsible for the management of this project. In addition, Finance will be communicating with the hotels regarding the change to Monthly Hotel Occupancy Tax collections that will begin on October 1, 2020.

Gast reported there were no further updates or information on the COVID-19 pandemic. ICVB staff representatives attend Dallas County Judge Clay Jenkins calls organized by the Chamber for updates and Gast monitors the city's emergency operations updates.

Discussion was held on revising the online ICVB Board portal. The following suggestions were given from the Committee:

- Add ICVB Bylaws link.
- Add Board and Committee meeting minutes link (posted in advance of meetings).
- Add City Council and other City helpful links.
- Add a Search option if possible.
- Move Latest Information to the top of portal page.
- Update Miscellaneous Presentations
- Perform an analysis on statistics for use of site and clicked links.
- Add Executive Director performance review process and attachment of current year priorities.
- Update "In the News" with COVID updates and Marketing and Communications press coverage.
- Include a pipeline update and event calendar (12-month ICC rolling calendar and update monthly).

Gast, Rose and Office Manager Carol Boyer will work on the revisions, and the portal discussions will continue, in order to make the site as useful as possible for Board members. Information on the portal will be added to the Board member orientation and encourage new and existing Board member to utilize it. The topic will be added to the next Board and Business Development Committee quarterly meeting.

Haacke asked for a motion to approve the Board and Business Development Committee minutes from August 14, 2020. On a motion from Board member Bob Bourgeois, and a second from Board member Greg Malcolm, the motion was unanimously approved.

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

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director