

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Board and Business Development Committee
Friday, September 8, 2023 at 9:00 a.m.
Irving Convention Center - First Floor Boardroom
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda
2. Approval of June 9, 2023, Meeting Minutes
3. Nominating Task Force Report and Recommendations
4. Board Member Annual Self-Evaluation – Review for any Updates/Changes
5. Strategic Plan Review and Committee Next Steps – outreach to new council members
6. City Council Report
7. Committee Chair Report and Staff Comments
8. Next meeting December 8, 2023

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.

**MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE
IRVING CONVENTION CENTER
Friday, June 10, 2023**

Those in attendance: Committee Chair Herb Gears, Board Chair Robert Bourgeois, Board Vice Chair Richard Stewart, Jr, David Cole, and Colvin Gibson – Committee; Carol Boyer, Maura Gast, Brice Petty, and Susan Rose – ICVB Staff; Tom Meehan – ICC staff.

Committee Chair Herb Gears called the meeting to order at 9:00 am. Gears asked for any citizen comments and there were none.

A correction was noted in the March 10 Committee meeting minutes on page 2 to eliminate the words “Congress floor” and replace with “Legislature.” Gears asked for a motion to approve the revised Board and Business Development Committee minutes from March 10, 2023. With a motion from Board Chair Bob Bourgeois, and a second from Board Vice Chair Richard Stewart, Jr., the motion unanimously was approved.

2023 LEGISLATIVE AGENDAS - UPDATES

The final Legislative Report for the 88th Session of the Texas Legislature is included in the packet. Executive Director Maura Gast gave an update that included:

- Local Impact
 - HB2127 advances to the Governor. The “Death Star Bill” preempts self-government powers of cities and counties and would block local government from regulating in several different areas, including labor, finance, local government, natural resources, and agriculture. Board member David Cole noted this will also affect restaurants.
- Texas Hotel and Lodging Association Report:
 - Successfully passed all Bills it offered.
 - Every Bill that would have negatively affected the industry was killed or amended.
 - Established record funding for tourism promotion - \$127 million for the next biennium.
 - Passed local HOT transparency and clean-up Bill.
 - All Bills that would have created negative precedents for use of local Hotel Occupancy Tax were killed or amended.
 - Secured passage of legislation for new qualified hotel projects and project financing zones.
 - Added newly named events to the Major Events Reimbursement Program.
 - Supported efforts to provide state funding for moving image industry incentives.
 - Still to come: Property Tax Relief and how it might play out for hotel owners.
- History of THLA State Advocacy Program
- Legislative Issues Impacting Destinations:
 - Destination boycotts – the “weaponization of travel.” Many groups are implementing language in contracts to allow them to cancel without penalty if state/local laws change in a way that would deter their members from traveling to that place. Many states have legislation that does not allow their employees or members to travel to states with discriminatory legislation on the books. Some organizations are open to looking at ways to activate their causes while at the destination (if cancellation is not an option).
- There were 8,522 bills filed, 1,354 passed and sent to the Governor.

STRATEGIC PLAN REVIEW AND COMMITTEE NEXT STEPS

The Committee discussed the main priority to stay focused on is outreach to new City Council members. Gast noted she would like to invite the new Mayor Pro Tem Phil Riddle to an Executive Committee or full Board meeting. Bourgeois added, if elected, Heather Stroup and Mark Cronenwett should also be contacted, as well as Councilman Abdul Khabeer.

ACTION ITEM: Gears to invite Cronenwett, if elected.

CHAIR REPORT

The next Committee meeting is scheduled for September 8. The Committee agreed to have a focused conversation regarding new candidates for the Board. Two current Board members will term out this fiscal year. The Committee can encourage people to apply but Council has the final decision. It is important to recommend members that leave the Board structured appropriately to have the conversation about the sunset provision that was established to allow the Irving Arts Center sufficient time to grow both its revenues and its reserves to the point that they could sustain their level of operations within the 15% by the time this legislation sunsets in 2026. The Committee may hold a Special Committee meeting before September 8 for further discussion and recommendations, and an item can be added to the Executive Committee meeting agenda if needed.

ACTION ITEM: Gast to send out link for Board application and Board job descriptions to the Committee.

ACTION ITEM: Add as an agenda item on an upcoming Executive Committee meeting regarding any candidate recommendations if needed.

Gears added it is good to see people spilling out of the Convention Center from events. The area was developed to be an urban center and it is a vision come true. The Convention Center adds great opportunities for the community. Gast added without it, the new Wells Fargo and Christus Health company buildings would not be happening. Gears added congratulations to General Manager Tom Meehan for managing and maintaining the building and having fantastic people on staff. Board member Colvin Gibson added the building is maintained in an immaculate way and looks like a brand-new building.

Gibson added his encouragement to Committee members for High Spirited Citizen nominations. There are ten nominees in various stages to date, and he noted nomination paperwork for new nominees needs to be completed by June 15. The Committee is building the pool of nominees for recognition at the High Spirited Citizen luncheon in the fall. Gast added the luncheon date is set for September 5 at the Convention Center. Gibson noted there are great people in the community that have not been recognized yet.

Bourgeois added there is a surprise recognition party for Councilman Oscar Ward at Tia Carlos in Irving on June 17 at 5:00 – 7:00 p.m.

With no further discussion, Gears adjourned the meeting adjourned at 9:33 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

MEMORANDUM

To: Herb Gears, Chair Board and Business Development Committee

From: Bob Bourgeois, Chair ICVB Board of Directors

CC: Sam Reed, Vice-Chair, Richard Stewart, Julia Kang, Maura Gast

Date: September 6, 2023

Subject: Nominating Task Force Report and Recommendations

As required by the bylaws, the Nominating Task Force comprised of Julia Kang, Richard Stewart and Bob Bourgeois met on August 28, 2023. The task force considered all individuals eligible to serve as Chair and Vice-Chair of the Board of Directors. The Task Force is unanimous in recommending Richard Stewart serve as Chair and Herb Gears serve as Vice-Chair for the 2023-2024 term. The task force urges you to consider these nominations at your September 8, 2023 meeting and recommend the same to the ICVB Board for approval at its September 25, 2023 board meeting.

Respectfully submitted,



Bob Bourgeois

Irving Convention & Visitors Bureau Board Member Annual Self-Evaluation

This tool is designed to help you evaluate your individual board service, and to help you assess how effective you are in furthering the vision and mission of the Irving Convention & Visitors Bureau. It also allows you an opportunity to think about the Board as a whole, and its efforts and accomplishments. A board self-evaluation is an industry Best Practice and is a requirement for the ICVB's continued Accreditation through the Destination Marketing Accreditation Program.

The form is distributed annually at the August Board Meeting, to coincide with the City Council's schedule for re-appointments. It is for your personal use only. Please review the items below and check the box for those with which you see your service as on target. You are encouraged to talk with the Board Chair or Vice Chair about ways you can participate even more fully over the next year.

MY PERFORMANCE AS AN INDIVIDUAL BOARD MEMBER

- 1. I support the vision and mission of the ICVB, and the Board's Strategic Plan in promotion of these.
- 2. I understand the role of the Board and my legal, financial and ethical responsibilities as a Board Member.
- 3. I am familiar with the ICVB By-Laws, governing policies and Texas Open Meetings Act requirements as a Board appointed by the City Council.
- 4. I make my attendance at all regular Board and committee meetings, and related community events associated with ICVB activities a priority. If I miss a meeting, I contact Board leadership for an update.
- 5. I utilize the Board Portal to read all materials provided for Board and committee meetings, including the ICVB and ICC Financial Statements, and come to meetings prepared to participate.
- 6. I give the time and energy necessary for effective service on a committee, knowing the committee's goals and priorities, and contributing in a meaningful way to its accomplishments.
- 7. I recognize that I am welcome to participate in any committee meeting, whether or not I am a member.
- 8. I believe my knowledge, skills and insight are being effectively utilized, and I see how my service to the ICVB adds value.
- 9. I support the organization's legislative priorities and optimize my relationships with elected and appointed officials to further the work of the ICVB, consistent with the direction of the Board, and taking legislative action as requested to advance those priorities.
- 10. I can communicate the accomplishments and challenges of the Board, the ICVB and ICC to key city stakeholders.
- 11. I can explain to Irving residents and my associates why the ICVB and the visitor economy are critical to the overall well-being and financial viability of the City of Irving.
- 12. I act with decorum and support all Board decisions, even if I may have a different opinion than the majority.
- 13. I focus my attention on long-term and significant strategic and policy issues, rather than short-term administrative goals.
- 14. I help mentor and support new Board Members, and have a good working relationship with my Board peers.
- 15. I recommend qualified individuals with relevant skills and expertise as possible nominees for the Board.
- 16. I understand the distinctions between the ICVB, the ICC and the Chamber.
- 17. I support the Executive Director and staff, and understand the difference between the staff's responsibilities and my own as a Board Member.
- 18. I keep updated on trends and important developments in travel and tourism by frequently checking the "In The News" section of the Board Portal.

THE BOARD'S PERFORMANCE AS A WHOLE

- 1. I believe Board leadership has a clear vision of where the organization is going, and a defined path that will get us there.
- 2. I believe the Board has well-organized, working committees that are getting important work done.
- 3. I believe our time spent together as a Board is productive and serves our community, and the industry we represent, well.