

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Board and Business Development Committee
Friday, June 10, 2022 – 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 may be present at this committee meeting.

1. Citizen Comments on Items Listed on the Agenda
2. Board Member Criteria and Job Description Discussion
3. Strategic Plan Review and Committee Next Steps
4. Approval of March 11, 2022, Meeting Minutes
5. Committee Chair Report
6. Next meeting September 9, 2022

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.



ICVB Board Member Position Descriptions

Priorities for all:

- Balance of community insight, industry and business expertise
- Big picture and long-term thinkers
- Understanding of the role of the Convention and Visitors Bureau
- Ability to commit the time necessary to actively participate
 - Nominees are expected to attend the monthly ICVB board meetings and need to have the discretionary control over their calendars in order to effectively participate
 - Board members are asked to be active participants on at least one of the Board's committees
 - Seat-specific positions are expected to report on a regular basis on their respective elements/organizations
- Sensitive to real/perceived conflicts of interest

Board Member (Civic Appointees)

The ICVB priorities for consideration in board appointments would include: broadening community and industry involvement; creating opportunities for greater participation in process and strategy; and broadening and deepening board committee participation. Key to the success of the CVB board is the ability of its members to get the CVB "in the door" with high level trade associations and key community and business leaders – to have influence with those who have influence. A balance of business expertise, alongside citizen and industry interests, provides the most effective CVB board combination. Equally crucial to the success of the CVB board is that all appointees currently in the workforce be their respective company's president, owner, firm partner, CEO or other senior management executive. The CVB staff is composed of seasoned, experienced industry professionals; while industry knowledge is crucial to the board's overall effectiveness, the greatest need is for organizational advocates with strong ties in the community, as well as high level business experience.

Hospitality Industry

Nominees for this seat are not restricted to Irving residents, and are primarily focused on the hotel side of the industry. Hotel nominees are submitted by the Irving-Las Colinas Hotel Association; non-hotel nominees maybe submitted by the ICVB Board of Directors. Nominees should be: engaged within the industry and bring a desired industry perspective to the board, and be willing to engage with Irving elected and appointed officials on issues as needed. The ideal nominee will be engaged with the hospitality industry throughout Irving, and be able to represent the interests and concerns of all.

Hotel appointees should be either the General Manager of an Irving property, or Senior Management of a regional or corporate hotel management or development offices with properties represented in Irving, or a hotel corporate office in Irving. It is also important to identify geographic or market segment diversity when possible in these appointments.

Restaurant Industry

Nominees for this seat are not restricted to Irving residents. Nominees may be submitted by the Greater Dallas Restaurant Association. Nominees should be: engaged within the restaurant/food service industry, bring a desired industry perspective to the board, and be willing to engage with Irving elected and appointed officials on issues as needed. The ideal nominee will be engaged with the restaurant industry throughout Irving, and be able to represent the interests and concerns of all.

Restaurant appointees may include: General Manager of an Irving property; Senior Management of a regional or corporate restaurant, franchise, management or development offices with properties represented in Irving; or a restaurant/franchise corporate office in Irving.

Industry-At-Large

Nominees for this seat are not restricted to Irving residents. Nominees should be: engaged within the industry and bring a desired industry perspective to the board, and be willing to engage with Irving elected and appointed officials on issues as needed. Ideally, nominees will represent an Irving connection, whether it is via residency, an Irving-based business or through other formal or informal forums.

Examples of industry perspective that would bring added value to the Board include but are not limited to: airlines, airports, attractions, museums, transportation providers, tour operators, hoteliers, restaurants, catering companies, event management companies, entertainment providers, event venues, “shared economy” leaders (i.e., regional managers for Uber, Lyft, Air BNB, etc.), retailers, retail developers, etc.

University of Dallas, TIF #1 Board and Dallas County Utility & Reclamation District

Nominees for these seats are not restricted to Irving residents, and there are no specific term limits associated with these positions. These positions are primarily focused on development opportunities and issues that are key to the city’s hospitality industry; in addition, the University of Dallas position brings a connection to advanced education for the board perspective.

Nominees should be: actively engaged within the Irving community, in an outward-facing role; a very senior member of the organization; highly attuned to development issues and opportunities; and willing to engage with Irving’s elected and appointed officials, on local, state and national basis, on issues as needed.

The TIF #1 Board position is for the chair of the TIF Board or his/her designee. The DCURD position is that Board chair’s designee. The UD position is a University representative and may be a senior level staff person, board/trustee member, or other designee.

Former Board Member

Nominees for this seat should be: a former voting member of the Board; still an Irving resident; still engaged locally and still willing to engage on issues. Nominees also should be an active participant in other community forums, either formal or informal, such as Henry Holmes Breakfast Forum, “House of Commons,” Rotary, etc. The seat is not limited to former chairs, but any former board member.

The board’s objective in filling this position primarily is to keep former board members engaged and up-to-date on the current board’s activities. Former board members bring tremendous institutional awareness and perspective that is invaluable to the current board.

This position is for a single two-year term, which may be renewed for a second term based on the Board’s recommendation.

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.

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By [signing in](#) or [creating an account](#), some fields will auto-populate with your information and your submitted forms will be saved and accessible to you.

City of Irving Board Application

Sign in to Save Progress

Steps

1. [Step One](#)

2. [Acknowledgments](#)

Step One

NOTE: The deadline to apply for the 2021 board appointments is Thursday, Sept. 23

Title*

Ms.

Mrs.

Mr.

Last Name*

First Name*

Address*

Cannot be a PO Box

City*

Zip*

Primary
Phone
Number*

000-000-0000

Secondary
Phone
Number

000-000-0000

Email*

Most board members shall be qualified voters of the City of Irving and have resided in the City for not less than one year immediately prior to the date of appointment.

QUICK LINKS

[LIBRARY](#)

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1. Are you registered to vote in Irving?*

- Yes
 No

2. How long have you been a resident in Irving? Enter number of years.*

Enter Years

3. What district do you live in?

Select Language

4. Are you now or have you ever served as a member on any Irving boards or commission? If Yes, list board(s) and year served.*

5. List any community or civic activities you have been involved with.

6. List any experiences (paid or unpaid) or qualification that directly relate to the board(s) you are interested in.

7. List current place of employment or business affiliation. Include self-employed, retired, etc.*

8. What is your work experience?

Enter your first, second and third choices to indicate which board or committee you are interested in.

Note: If there is not an open position on the board of your first choice, the city council may consider an appointment to your second or third choice.

First Choice*

Second Choice

Third Choice

What is your understanding of the job/role the ICVB does?*

Please describe in detail.

Based on what you understand about the CVB, what do you think is the most important thing that is needed from board members? Have you reviewed any of its Board meeting agendas or attended any of its Board meetings?*

Please describe in detail.

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Will your schedule allow you to participate fully in not only the full Board's meetings, but also that of any committees on which you might serve? *

In addition to the monthly Board of Directors meetings, there are also Board Committees that meet each quarter, all during the work day.

Select Language ▼

What do you see as Irving's strengths and weaknesses as a destination for conventions or leisure travel? How do you think a Board might be able to impact these?*

Please describe in detail.

The CVB and Chamber often are confused with each other – how would you describe the difference between the two?*

Do you have an understanding of the knowledge/principles of marketing and sales? *

If yes, describe in detail.

[Continue](#)

* indicates a required field

CONTACT US

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MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE

IRVING CONVENTION CENTER

Friday, March 11, 2022

Those in attendance: Committee Chair Richard Stewart Jr., Board Chair David Cole, Board Vice Chair Bob Bourgeois; Yasir Arafat, Julia Kang, Joe Philipp, and Sam Reed – Committee Members; Colvin Gibson and Michael Basoco – Board members; Carol Boyer, Maura Gast, and Susan Rose – ICVB Staff; Tom Meehan – Irving Convention Center.

Committee Chair Richard Stewart, Jr. called the meeting to order at 9:00 a.m. Stewart asked for any citizen comments and there were none.

Stewart asked for a motion to approve the Board and Business Development Committee minutes from January 7, 2022. With a motion from Board member Colvin Gibson, and a second from Board member Herbert Gears, the motion unanimously was approved.

Discussion was held on Board vacancies and recommendations. Live Nation General Manager Tommy DeBeaudry was recommended to fill the Industry-at-Large Board position. His career and the relationship with Live Nation and SMG Global will be a benefit to the Board. DeBeaudry recommendation will be presented to the ICVB Board for approval before passing on to City Council.

Stewart asked for a motion to approve the recommendation of Live Nation General Manager Tommy DeBeaudry to the ICVB Industry-at-Large Board position. With a motion from Gears and a second from Board member Sam Reed, the motion was unanimously approved.

In further discussion, Board member Joe Philipp suggested the Board get ahead of recommendations with a review of the Board structure and selection criteria. The Board will be able to make competency-based recommendations to Council.

ACTION ITEM: Executive Director Maura Gast to update Committee with the Board appointment schedule and criteria for recommendations. The item will be placed on the June Committee meeting agenda.

Discussion was held on Boards and Commissions appointments and possible process changes, recommended questions, alternates, and time commitment criteria. Recommendations need to be cooperative but assertive. The Committee should collaborate with the Council liaison to be an advocate. The Committee discussed the empowerment of the Board Chair to hold Board members accountable for attendance at Board and Committee meetings. It was noted that Board meeting attendance is reported to the City Secretary's office. Philipp stressed the importance of the Board appointments and their commitments.

Reed suggested having a proactive invitation to the Board Executive Committee meetings for City Council members and engaging them to be involved.

ACTION ITEM: Committee to identify the best person to reach out to newly elected officials and invite them to attend Executive Committee meetings. Hackberry Creek residents on the Board will reach out to Brad LaMorgese to re-engage him in the Board.

Discussion was held on the Joffre-Gilbert House gift to the City. The city will accept the historic home as a gift for now and will complete due diligence over the next year, under the direction of Arts & Culture. It is assumed that Hotel Occupancy Tax will be needed for the property to be used as a museum and/or public meeting place. The language in the will regarding the gift provides some challenges and can be interpreted in many different ways. The Committee reviewed the use of Hotel Occupancy Tax between Irving Arts and Culture and Irving CVB. Future conversations around the distribution of Hotel Occupancy Tax needs to be thoughtful about a compromise that allows for protection of ICVB funds.

Gast lead a discussion on the next tranche of American Rescue Plan Act funds. The ICVB will revisit its asks and refine details before moving forward. Hotel Occupancy Tax is still the only city revenue source that is down from the pandemic. The City is in a good financial position itself and the ICVB should reinforce this industry still needs assistance while being two years away from revenue recovery. It was noted that supply chain issues and inflation are challenging.

Stewart read the list of the Board and Business Development Committee members and supporting staff. He stated his appreciation for meaningful conversations and noted the next Committee meeting is scheduled for June 10, 2022.

Stewart adjourned the meeting at 10:10 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME
Executive Director