

**MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE
IRVING CONVENTION CENTER
FRIDAY, MARCH 8, 2024**

Attendance: Committee Chair Sam Reed, Board Chair Richard Stewart, Jr., Stephanie Booker, Julia Kang, Hammond Perot, and Joe Philipp – Committee; General Manager Tom Meehan – ICC Staff; Maura Gast, Brenda Lopez, and Susan Rose – ICVB Staff.

Committee Chair Sam Reed called the meeting to order at 9:00 a.m. and inquired if there were any citizen comments; there were none.

Reed asked for a motion to approve the Board and Business Development Committee minutes from December 8, 2023. With a motion from Board Chair Richard Stewart, Jr., and a second from Board member Julia Kang, the motion unanimously was approved.

NEW BOARD MEMBER ORIENTATION PLANNING

A handout of the New Board Member Orientation PowerPoint presentation was included in the packet. Reed reviewed and highlighted the importance of “Maura’s Building Blocks.” The information is included in the Board Orientation section of the Board Portal.

Executive Director Maura Gast noted that in the future, it may make good sense to incorporate additional information including a Smith Travel Research (STR) 101, and inform members that the Irving Convention Center is a public facility and because of that, must provide a “free speech” zone, where the public has the right to exercise First Amendment rights.

Reed, Stewart, and Board Vice Chair Herb Gears attended the Destination Leadership for Boards Symposium in Phoenix in January. Stewart added they attended an informative presentation regarding Board members dealing with the press.

City Council members and Board members will be invited to attend the Board Orientation. It will include a working breakfast or lunch. Stewart added the importance of also attending the new City Board training. He believes the City Secretary’s office will be following up regarding attendance. Board member Hammond Perot asked if the City training information could be emailed to him; Assistant Executive Director Administration and Finance Susan Rose will follow up with the City Secretary’s office.

ACTION ITEM: Gast will include slides in the Board Orientation presentation reviewing Smith Travel Research and how the information is used by hotels, as well as the “protest zone” information.

ACTION ITEM: Rose will check with the City Secretary’s Office regarding the City Board Training.

BOARD MEMBER ANNUAL SELF-EVALUATION

Gast reviewed the Board Member Annual Self-Evaluation form. Board members are asked to complete the evaluation every year, which is a best practice, as well as a requirement for the industry accreditation program. The form is meant to encourage board members to introspectively review their individual performance on the Board each year. Reed noted the form is very comprehensive, and no changes need to be made; the Committee agreed.

FORMER BOARD MEMBER 2024 LUNCHEON

Gast reported the luncheon held on November 14, 2023, was well attended and will be an effective way to keep voices engaged. Attendees gave updates and some also signed up for future volunteer opportunities. The next luncheon will be scheduled this fall.

STRATEGIC PLAN REVIEW AND COMMITTEE NEXT STEPS

Discussion was held on continuing to build relationships with City Council members, particularly those that are newer and less familiar with the ICVB. Gast noted that she has extended an invitation to Councilman Abdul Khabeer to attend the Executive Committee and Board meeting. Gast asked the Committee to reach out to new Council members, when possible, and extend an invitation to attend a meeting.

Gast discussed the Irving Arts Board Strategic Planning that was going to happen last December with a joint meeting with Council regarding the future sunset of Irving's allocation of Hotel Occupancy Tax funds. The Irving Arts Board has decided to approach strategic planning in a different way. They will hold public posted input meetings in April and form a new Strategic Plan.

Reed noted the next Committee meeting will be held on Friday June 14.

With no further discussion, Reed adjourned the meeting at 9:26 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director