

**MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE
IRVING CONVENTION CENTER
Friday, September 8, 2023**

Those in attendance: Committee Chair Herb Gears, Committee Vice Chair Sam Reed, Beth Bowman, David Cole, Julia Kang, and Joe Philipp– Committee; Carol Boyer, Maura Gast, and Susan Rose – ICVB Staff.

Committee Chair Herb Gears called the meeting to order at 9:02 a.m. Gears asked for any citizen comments and there were none.

Gears asked for a motion to approve the Committee meeting minutes from June 9, 2023. With a motion from Board member Beth Bowman, and a second from Committee Vice Chair Sam Reed, the motion unanimously was approved.

NOMINATING TASK FORCE REPORT AND RECOMMENDATIONS

Board Chair Bob Bourgeois read a memorandum from the Board Nominating Task Force recommending Board Vice Chair Richard Stewart, Jr. for Chair and Board member Herb Gears for Vice Chair of the ICVB Board of Directors and asked for approval from the Committee. With a motion from Board member Julia Kang and a second from Board member Beth Bowman, the Task Force recommendations were approved. Bourgeois noted the nominations will be presented for action and election at the November Board meeting.

BOARD MEMBER ANNUAL SELF-EVALUATION REVIEW

Gears noted the Self-Evaluation form is for Board members to complete on their own and does not require to be submitted and the form is not subject to an Open Records Request. The form is an action item needed for the ICVB accreditation and serves as a good reminder to Board members of their responsibilities. After a review of the Self-Evaluation form, it was agreed no changes need to be made at this time. The Committee agreed to Reed's suggestion of distributing the form again mid-way through the fiscal year as another reminder.

ACTION ITEM: Executive Director Maura Gast to email the form out to Board members.

STRATEGIC PLAN REVIEW AND COMMITTEE NEXT STEPS

The Committee discussed the main priority to stay focused on is outreach to new City Council members. It was noted that Councilman Brad LaMorgese and Councilman Abdul Khabeer have been contacted to attend a Board or Committee meeting and both have expressed their interest in attending. Councilman John Bloch attended an Executive Committee and Board meeting. Gast noted LaMorgese is busy with his law practice and has expressed his confidence in what the Board does. Board member David Cole noted that Khabeer has been seen engaging in the community and he did attend the High Spirited Citizen luncheon and the Police Athletic League gym opening. Bowman noted the Chamber is getting to know him and appreciates his public comments in support of economic development. Discussion was held on the Chamber and CVB noting an anticipated strong shift to recruit charter schools into the community and the importance of balance. Gast noted the item is not a priority in the Strategic Plan for the City. As the City continues to grow, more tax base is paid by commercial property and lessens what residents pay which shifts the burden. Providing services costs more today for the City than in the past. Gears noted elected officials control approval of the City's budget and the Chamber is cognizant of sensitive topics.

Bowman also stated that she and Gast work together on talking about balancing housing inventory in every community and assuring quality does not get compromised. The challenge is educating stakeholders about zoning principles. Gast noted there is an appetite for multi-family high rise housing. Board member Joe Phillip stated it is important to engage and listen to new Council members. One-on-one meetings are important to set realistic standards reflective of the market and empower staff to get a quality product to sell. The Board's job is to enroll, educate and listen. Now is the time to develop relationships.

ACTION ITEM: Cole agreed to initiate conversations with new Council members.

It was noted that Councilman Kyle Taylor and LaMorgese serve on the Committee for Board appointments this year. Taylor has a good understanding of what the CVB Board needs, and it may be a promising idea to engage in conversations with LaMorgese. Cole noted every Board member appointed to the CVB Board needs to be equipped to hire and/or fire the Executive Director, and trusting their decision making on that topic is essential. Bowman suggested pairing Board members with a Council person to have those conversations throughout the year. Reed noted that was done in 2020 and several of those relations have carried on to today. Reed continues to work with City Manager Chris Hillman and Mayor Rick Stopfer to express the CVB needs for the long-term. It was effective and does make a difference. Reed suggested appointing two Council members per Board member.

ACTION ITEM: Agenda item for next meeting to engage in a tactical discussion on relationship building.

CHAIR REPORT

Gast noted a letter from the Texas Restaurant Association in the packet to reappoint Board member David Cole as the Restaurant Industry seat on the Board. Cole's term expires in November and the recommendation will go to City Council for approval.

Gast noted the first gathering of former and current Board members will be at a luncheon on November 14 at the Convention Center. If successful, the event can become an annual opportunity to reconnect and encourage former Board members to be ambassadors for the CVB in the community.

ACTION ITEM: Gears to reach out to former Board member James Cassel personally with the invitation. He has moved recently and wants to be sure he is included.

Gears noted the next meeting will be held on Friday, December 8.

With no further discussion, Gears adjourned the meeting adjourned at 9:59 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director