

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
ZOOM VIDEO MEETING
JUNE 22, 2020

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Bob Bettis, Beth Bowman, Bob Bourgeois, Jo-Ann Bresowar, Dirk Burghartz, David Cole, Herb Gears, Debbi Haacke, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, David Pfaff, Joe Philipp, Michael Randall, Mike Riley and Jason Wu Trujillo – Board members; Mayor Rick Stopfer, Councilman Kyle Taylor and Mayor Pro Tem Oscar Ward– City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders and City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White - ICVB; Dallas Burke, representing Jacky Knox/DCURD.

Board Chair Rick Lindsey called the meeting to order at 11:49 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. He inquired if there were any citizen comments; there were none. Lindsey asked the Board to join in a moment of silence for former ICVB Board member Mike Barns and family.

CONSENT AGENDA

- Approving ICVB Board Minutes for May 18, 2020
- Accepting the Irving Convention Center Financial Report for May 2020
- Accepting the ICVB Financial Report for May 2020

Lindsey asked for a motion to approve the May 18, 2020 ICVB Board meeting minutes. Board member Debbi Haacke made a motion to accept and Board member Jo-Ann Bresowar gave a second. With no opposition, the motion passed unanimously.

Lindsey asked for a motion to accept the ICC Financial Report for May 2020. Board member Joe Philipp made a motion to accept and Board member Bob Bourgeois gave a second. With no opposition, the motion passed unanimously.

Lindsey asked for a motion to accept the ICVB Financial Report for May 2020. Philipp made a motion and Board member Clem Lear gave a second. With no opposition, the motion passed unanimously.

INDIVIDUAL CONSIDERATION

- Approving 2020-21 ICVB Budget and Marketing Plan
- Approving Irving Convention Center Capital Improvement Plan
- Accepting Year-2 Update to the ICVB Board 2018-21 Strategic Plan
- Accepting the Destinations International Code of Ethics

Executive Director Maura Gast gave an overview of the 2020-21 ICVB Budget and Marketing Plan and noted a copy of the plan is available on the Board portal for review. She reported the plan was presented

in detail at the June 19 Executive Committee meeting with good discussions. She acknowledged the hard work and persistence of the ICVB Marketing and Communications team and ICVB Director of Accounting Marianne Lauda in getting the plan document produced. She also thanked City Manager Chris Hillman and Chief Financial Officer Jeff Litchfield for their partnership and support. ICVB and ICC will go into next fiscal year hypercautious with cash flow weighing heavily and will be projecting as best as possible based on a lot of unknowns. Monthly revenues will be reviewed, and expenses adjusted accordingly.

Bresowar congratulated the team on good work for a budget that will be very tight. Board Vice Chair Karen Cooperstein asked if the Hotel Occupancy Tax Collections come in higher than anticipated where will funds be allocated. Gast replied the Business Incentive Development Plan would be a considered first, followed by paid advertising and sales travel.

Lindsey asked for a motion to approve the 2020-21 ICVB Budget and Marketing Plan. Philipp made a motion, and Cooperstein gave a second. With no opposition, the motion was unanimously approved.

Lindsey asked Board member David Cole for an update on the restaurant industry. Cole reported the Texas Restaurant Association staff is constantly going to bat for restaurateurs and receiving support from the Governor and his staff. Beginning June 12, the occupancy limit is 75% for restaurants that have less than 51% gross sales from alcoholic beverages. If over that percentage, they will be considered bars and cannot exceed 50% occupancy. Restaurants are following guidelines for six-foot barriers between seating groups. He reported new restaurant El Sombrero closed permanently during the pandemic and Champps could be closed and property for sale. The Texas Restaurant Association Marketplace Food Show is postponed until August 16.

Gast presented an overview of the ICC Capital Improvement Plan.

Key Goals:

- Protect guests and employees.
- Maintain and increase customer satisfaction.
- Extend life of mechanical systems.
- Enhance appearance and thus revenues.

Project Priorities:

- Health & safety requirements.
- Mechanical systems.
- ROI/Revenue enhancement.
- Customer environmental & aesthetic benefits.
- Respond nimbly to emergencies and achieve & sustain a minimum balance of \$1.3 million in this fund. She further reviewed the monetary breakdown of the fund.

Lindsey asked for a motion to approve the ICC Capital Improvement Plan. Bourgeois made a motion to approve, Cooperstein gave a second. With no opposition, the item motion was unanimously approved.

Gast presented an update for Year2 to the ICVB Board 2018-21 Strategic Plan.

- Advocate for Destination Development.
 - Worked on proposal for return of Byron Nelson Tournament.
 - Several Board members served on the Citizen Bond Advisory Taskforce.
 - Encouraging support for City Parks and Rec Department to bring events to Irving.

Enhancing Visitor Experience

- Just started conversations on R-AB Zoning and will reconvene when Destination Development Committee meets again.
- Enhance Community Awareness and Appreciation of Irving as a Visitor Destination.
 - Celebrate the Culture of the City through supporting local artists. Determined it was more appropriate as a role of the Arts & Culture Department.
- Strategy to Encourage Residents to be Brand Ambassadors.
 - Key component was city bus tours that were canceled during National Tourism Week and will revisit at a later date as a new plan is developed.
- Increase Irving's competitiveness in the Marketplace.
 - Pursue legislation to develop a Tourism Public Improvement Plan. Completed at State level and opposed legislation that destruction to Irving's economic liability and economy.
 - Evaluate "Board Development" Committee Title to more accurately reflect its Total Focus.
 - Board and Business Development Committee.

Gast stated the updates to the Strategic Plan must be about resilience and will be needed for both short-term and long-term. Travel and group gatherings will likely be fundamentally changed. Reserves will need to be rebuilt, loans repaid, ICC will still need a subsidy and other funding sources (TPID) will need to be pursued.

Cole stated the Bond election in November, or May 2021 if delayed, could help and assist with everyone becoming like-minded. It was agreed to add an agenda item to the June Board and Business Development Committee regarding the role the ICVB Board plays in support to the City for their conversation in Bond election. City Manager Chris Hillman added the City Council will be discussing the Bond election at the budget retreat and will make a decision by August on proceeding with the November election or delaying. Councilman Kyle Taylor added Board members should reach out and not delay in those conversations. Gast noted the Board will also reach out on Board transitions.

Lindsey asked for a motion to accept the Year 2 Update to the ICVB Board 2018-21 Strategic Plan. Lear made a motion, and Board member Debbi Haacke gave a second. With no opposition, the motion was unanimously approved.

Gast noted the Destinations International Code of Ethics and the Board assurance to follow the best practices and ethical practices are required to maintain Accreditation for the ICVB. She gave an overview of The Code of Ethics and noted it is also included in the 2020-21 Marketing Plan and Budget.

Lindsey asked for a motion to accept the Destinations International Code of Ethics. Cooperstein made a motion, Haacke gave a second. With no opposition, the motion was unanimously approved.

BOARD REPORTS

Lindsey noted the next Executive Committee meeting is scheduled on July 24 and the Board meeting on July 27. Both will likely be video conferences.

BOARD AND BUSINESS DEVELOPMENT

Committee Chair Haacke gave an overview of the Committee's June 12 meeting. She thanked Chief Financial Officer Jeff Litchfield for his time and expertise on the Hotel Occupancy Tax Collections subject. Discussion was held on bringing the City's Ordinance in line with the State mandate for collections. The primary change is how interest is calculated on non-payments. A change to monthly rather than quarterly payments will assist the City and ICVB in cash flow demands. Assuming City Council approval, the change will launch in the new fiscal year, starting October 1. City Finance Director Bret Starr also attended and presented updates on the proposals from vendors for data collection on short-term rentals in Irving. She thanked him for allowing the ICVB to have input on that process. The cost for the project is under \$50,000 and once a vendor is chosen, the project can quickly move forward. The Committee will meet again in July and discuss Board transitions over the next two years and said any input from the Board would be appreciated. The TPID is on hold at this time. Legislative discussion was brief and included a study by Ray Perryman on economic impact of inclusive legislation in Texas business. Haacke encouraged all to read the study.

Lindsey asked Omni Mandalay General Manager Nydia Hoskins for her report at this time. Hoskins reported the Omni Mandalay is excited to re-open this week and lobby renovations are 90% complete. There has been a great response so far to the new look. The lobby and restaurant will be open, followed by the coffee shop and pool. The hotel has been able to share some employees and keep them working; 35% of the Omni Mandalay staff has returned. There will be an introductory event for the newly renovated hotel to the public and neighborhood and encouraged everyone to attend.

COMMUNITY ENGAGEMENT

Committee Chair Bourgeois noted the Community Engagement Committee held its last meeting on March 10. He noted there are no High Spirited Citizen nominations holding at this time. The next Committee meeting will be on September 13.

DESTINATION DEVELOPMENT

Committee Chair Greg Malcom reported the next Committee meeting is scheduled for August 4.

CITY REPORTS

Mayor Rick Stopfer reported:

- Attended a meeting with the Dallas-Fort Worth Airport and discussions on expanding with an additional runway and working closely with them on the Federal Transportation Bill.
- DART is also looking to utilize dollars from not only Transportation Bill, but also COVID relief. Two totally different streams with different requirements. DART is experiencing tremendous downturn in ridership; down 65% and the TRE is down 70% with 1,100-1,200 people a day. Both entities are trying to survive during this time.
- Construction continues at a pretty good pace, single family homes and apartment construction growth continues, as well as airport warehousing growth.

- Meeting regularly with Dallas County Judge Clay Jenkins on COVID-19 and weekly meeting with Governor Abbott and Texas Mayors.
- Restaurants are complying with mask requirements and social distancing. The City is working through the challenges as businesses start to reopen.
- He stressed the City is fortunate to have Irving Police Chief Jeff Spivey and Irving is way ahead of others in public opinion of the police force. There was one protest recently but was done well and had no incidents.
- He gave a shout out to Mike Riley and Live Nation for reopening The Pavilion with guidelines in place.
- Continue to look at legislature and budgeting – two issues: property and sales tax.
- Unemployment numbers in Irving higher than anywhere in the State or Country. Several companies are moving or downsizing, but staff is doing an outstanding job through this challenging time.

Mayor Pro Tem Oscar Ward thanked the Board and Executive Committee for the updates and stated he appreciates knowing the challenges the ICVB and ICC face going into the budget retreat. Discussions on the Bond election will be important, and he agrees with Councilman Taylor's comments to call on Council members with thoughts and input.

Councilman Taylor reported discussions are being held with the Special Events Department on outdoor activities, including the July 4th celebration, offsetting costs and driving citizen attendance. These events are important to lift spirits during this time. The Parks Board will be more active in helping make decisions and learn the process to be better allies with the City. Sharing new ideas is always encouraging and helpful. It is important City Council hears from the ICVB on the budget and the important part it plays in selling and marketing of the City, including saving \$745.00 to citizens on their taxes annually. The ICVB has been playing a major part in the City and it is time to help step up the partnership and have the tools needed to sell the City. He thanked the ICVB staff for their hard work in these efforts.

City Manager Chris Hillman reported:

- Irving Police Department and Chief Spivey has great interaction with the community and has worked for years to put together special programs, including the Family Advocacy program and mental health unit.
- Re-opening of the City has begun: City Hall, libraries have limited service, some recreation centers and indoor pools are open, outdoor pools are still closed, water park is open on weekends.
- Sales and property taxes have been reported up and down: March the State was down 13%, Irving down 19%, compared to April State down 11% and Irving down 1.5%, May is unknown at this time.
- July 4th parade and fireworks are canceled but will be holding a virtual event on ICTN with a video party, starting at 8:30 p.m.
- Heritage Park renovations are continuing – fencing, landscaping, food truck area and complemented by Levy Park for large events.
- Infrastructure bids are coming in under estimate by 30-40% and saving in excess of \$4 million.
- The Assistant City Manager position has been filled with the hiring of Orlando Sanchez who comes from Las Vegas with 32 years of experience. Sanchez will be joining the City on June 29.

MANAGEMENT AND STAFF

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Trying to conduct business as usual – 3,000 rooms booked last week. Things are moving forward safely and slowly.
- Hotels are half-staffed at best and information is slow coming.
- The Sales team is at 93.7% of their year-to-date goal and still thinking positive. Next year will be the big reset.
- Senior Convention Services Manager Wendy Foster compiled speakers and Gast was moderator on a webinar for the Association market. The conversation was about virtual meetings, in-person meetings, and force majeure. Foster is working on a second webinar focused on Corporate clients and is looking for a sponsor.
- The sales team activity report is included in the packet. In May accounts and contacts were updated, sales calls requested, and 11,404 updates were made to the database.
- Fojtasek is optimistic about coming back to the office. In the meantime, the sales team has a virtual weekly meeting.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Advertising has been paused since the middle of the March through September 30.
- Blog posts are the strongest with a 43% increase from last year.
- Major emphasis on social media channels with daily content.
- Working on a Staycation campaign.
- PR analytics are doing well and received a lot of coverage from StaffMeals.
- Sentiment analysis from Simpleview and may be something to share in depth with Destination Development Committee and future Strategic Plan item.

Assistant Executive Director Susan Rose reported:

- AirBNB report: April shows 469 available listings, a 29.6% increase. Occupancy Rate is at 60% and Daily Average Rate is \$182.00.
- Hotel Avg Daily Rate \$106.62 increase over 27% and Occu 61%.
- Administration Team update:
- Budget and cash flow projections.
- Computer files moving to One Drive is in process.
- Integrating Teams through Microsoft Office 365 and ease communication efforts.
- Continuing to work on the ICVB / ICC Return to Work Plan.
- Administration Department is meeting via Zoom weekly.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- Continuing to work on the Return to Work plan.
- There is a wedding scheduled in the building over the weekend with 250 guests in the Grand Ballroom.

- Two smaller events scheduled in July, 7-9 potential events in August, several still on the books in September. Business is ramping up slowly.
- Spending considerable amount of time working on Venue Shield Phase Six protocol. It is a building specific toolbox in partnership with several national companies across the country with ASM facilities. Venue Shield can be used as criteria for the Global Biorisk Advisory Council (GBAC) certification.
- Purchasing equipment to clean and sanitize the building and all the pieces needed to allow people and employees in the building in a safe manner.
- Meeting with chemical suppliers for supplies and equipment and finding product is difficult to get at the moment.

Director of Sales Matt Tungett reported the ICC Sales team is focused on being creative and the best way to move events forward and keeping booking while maintaining relationships.

HOTEL INDUSTRY

Malcolm reported on the STR Report:

- May, Occupancy was 27.3% for the City, down 68.0%. Average Daily Rate was \$63.40, down 43.4% and RevPAR was down 79.1%. Limited Service hotels showing more of an uptick, which is why the Average Daily Rate is low.
- Hilton Garden Inn DFW South ran at 11.2% in May, compared to the competitive set at 15.7%. Average Daily Rate was \$98.00, compared to competitive set at \$88.00, and \$63.00 on the STR report.
- For comparison: April Occupancy was 8%, May was 11% and June was 14% with an Average Daily Rate of \$102.00.

He added their Payroll Protection Plan relief expires in three weeks and may have to furlough more employees at that time.

Board member Kim Limon reported:

- Hampton Inn Las Colinas saw Occupancy in May at 9.4%, up from 7% in April.
- Average Daily Rate was \$73.50, and RevPAR was at 6.94%.
- June looks good at 17% Occupancy and Average Daily Rate of \$75.00.
- She noted reporting numbers have been skewed with some hotels reporting last year numbers and some reporting very low numbers.
- Hotel is clean and protocols are in place.

RESTAURANT INDUSTRY

Cole added to his previous report that the restaurant industry will continue to suffer until office workers return. The business lunch crowd is lost and could be fatal to Irving restaurants. Corporate dollars in the Urban Center has been very strong; however, dine-in and catering business for corporations is crucial to the industry and is a huge void at the moment.

UNIVERSITY OF DALLAS

Gast shared Board member Jason Wu Trujillo's report noting University of Dallas has modified their fall semester schedule and working through planned school calendar breaks and possibly ending the semester the Wednesday before Thanksgiving.

TIF

Board member Michael Randall reported the TIF Board has not met since the last meeting and there is no further update.

LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- LCA held its annual meeting on June 15 on Zoom; Mayor Stopfer and Councilman Al Zapanta joined the meeting onsite. Members approved three new members, three amendments to governing documents, a declaration amendment to allow top of building signage for some hotels and restaurants, supplementary declarations for the Entertainment Center and land use change.
- Dr. Steve Nguyen was elected as the Chairman of the Board.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President David Pfaff reported:

- Available labor statistics for Irving in April: Irving unemployment rate 13.3%, Texas 12.8% and National 14.7%.
- The Chamber is strategically focused on workforce development, working closely with members and partners.
- Economic Development Team reports ten project wins, representing 55,000 jobs and \$134 million in Capital Investment and 1.5 million commercial office space.
- Recruitment efforts are strong with 40 active projects in the pipeline.
- Awarded four high school students, from 72 submissions, the Technology Leadership Council 2020 Innovation Awards for their continuing education.
- Annual Back to School luncheon will be held digitally on August 3, presented by Michael's and still in need of items and sponsors.
- The State of Dallas County presented by AT&T will be held digitally on August 25.
- Business Industry call on June 24 with Dallas County Judge Jenkins.
- Chamber Five Star Mixer will be held on June 23 from 4:00-5:00 p.m.
- Virtual Coffee Break is scheduled for July 1 from 8:00-9:00 a.m.

Councilman Taylor added the City is working on workforce development and basic skills training as well. There is interest from local companies in how to be involved and retrain and educate citizens to help get through this time. He applauded the City for working together with diversity and different needs. He also thanked the Board for their volunteer efforts in this challenging time.

DCURD

Dallas Burke, representing Jacky Knox reported:

- There has been 3.5 inches of rain since Friday and another 1.5 inch is expected overnight.
- Released 500,000 of water through control gates due to river level being down.
- DCURD Projects include:
 - Waterway repair Quail Creek is underway.
 - Two back-up generators are set to be placed the first of July.
 - Large lake wall project starting soon with 250 feet of new lake wall installed at north end of Lake Carolyn.
 - Large erosion control project at Royal and Beltline.
 - Flood control District I is 50% complete.
 - Flood control District III in Valley Ranch is 60% complete.
 - Out for bids on another 500 feet of shoreline repair to stop erosion.
 - An autonomous swimming drone is expected to arrive at the end of the week and will remove trash from the waterway.

Mayor Stopfer added supplies have been ordered for Diamond Interchange project and came in \$50 million under budget.

Lindsey complimented the ICVB team on the 2020-21 Marketing Plan and Budget document. He expressed his thanks for their creativity and dynamic leadership.

Lindsey adjourned the meeting at 2:05 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director