

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS**  
**ZOOM VIDEO MEETING**  
**AUGUST 24, 2020**

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Bob Bettis, Beth Bowman, Bob Bourgeois, Jo-Ann Bresowar, Dirk Burghartz, David Cole, Debbi Haacke, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, David Pfaff, Joe Philipp, Michael Randall and Mike Riley– Board members; Councilman Oscar Ward and Councilman Al Zapanta– City of Irving; General Manager Tom Meehan – Irving Convention Center; Chief Financial Officer Jeff Litchfield and Deputy City Attorney Janet Spugnardi – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White - ICVB; Kristina Rowe – Guest.

Board Chair Rick Lindsey called the meeting to order at 11:45 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.

**CONSENT AGENDA**

- Approving ICVB Board Minutes for July 27, 2020
- Accepting the Irving Convention Center Financial Report for July 2020
- Accepting the ICVB Financial Report for July 2020
- Accepting the Hotel Occupancy Tax Collections for Third Quarter 2019-20

Lindsey asked for a motion to approve the Consent Agenda. Board Vice Chair Karen Cooperstein made a motion to accept and Board member Joe Philipp gave a second. With no opposition, the motion passed unanimously.

**INDIVIDUAL CONSIDERATION**

- Approving the ASM/SMG Management Agreement Renewal Recommendation

Executive Director Maura Gast reviewed the proposed ASM/SMG Management Renewal Agreement recommendation:

- Current management agreement expires in 2030 (three 5-year terms); proposed renewal terms expire 2035 (one 15-year term).
- Adjustments to the Management Fixed Fee, Incentive Fee, Food & Beverage, added F&B Incentive, and ASM cash contribution from \$375,000 for FF&E, smallwares, etc., to \$2,000,000 for capital expenditures, cash flow, FF&E, smallwares, etc.
- Capital Commitment:
  - \$2,000,000 to be dispersed no sooner than as follows:
    - \$500,000 at commencement of agreement (10/1/2020)
      - Note: balance of \$175,000 from current agreement to be dispersed on 10/1/2020.
    - \$1,000,000 on first anniversary of the agreement (10/1/2021).

- \$500,000 on the second anniversary of the agreement (10/1/2022).
- Investment will be amortized on a non-cash basis for 15 years from the date of disbursement.

Cooperstein applauded Gast for her efforts behind the scenes to position the CVB and ICC for success in incredible times. Gast noted her relationship with SMG for over 20 years has been exceptional, and this is not a simple conversation to have with their new owners, but the building is beautiful and a high performer, as well as an incredible staff.

Lindsey asked for a motion to approve the ASM/SMG Management Agreement Renewal Recommendation. Board member Clem Lear made a motion, and Board member Bob Bourgeois gave a second. With no opposition, the motion was unanimously approved.

#### BOARD REPORTS

Gast gave a brief COVID-19 industry update:

- We are in the Response phase of the pandemic, moving into Recovery phase. There is still a long way to go to be in the Resilience phase.
- Legislation stalled in both the House and Senate that would include CVBs to be eligible in the next phase of the Paycheck Protection Program. Movement is now stalled in the Senate to allow public-owned venues to be eligible.
- Federal action to pass legislation that would shield companies that comply with federal health and safety guidelines from legal liability if their employees or customers contract COVID-19 will be a key for the return of corporate travel and events.
- U.S. Travel forecast shows slow recovery.
- Gast reviewed the national and Texas restaurant impacts and a snapshot on Irving COVID impacts and bookings.
- Recovery phase should begin in 2021 but will be slow. Full recovery in terms of Average Daily Rate and RevPAR may be 2023 at the earliest.
- There are proposed national recovery initiatives to help the industry.
- 73% of travelers who are planning to travel in the next six months will change plans due to the coronavirus - mostly leisure travelers.
- Reports show 1 in 4 travelers are willing to get inoculated by airlines or hotels.
- In a review of the Resilience Phase, Gast noted travel and group gatherings likely will have fundamentally changed.

Lindsey recognized Board member David Cole for his induction into the Texas Restaurant Association Hall of Honor.

Lindsey noted the next Executive Committee meeting is scheduled on September 25 and the Board meeting on September 28. Both will likely be video conferences.

#### BOARD AND BUSINESS DEVELOPMENT

Committee Chair Haacke gave a recap of the August 14 meeting. The topic discussed was Board position transitions and she thanked the Committee for their valuable input. The next official Committee meeting is scheduled for September 11 and will be held by video conference. Haacke recognized Chief Financial Officer Jeff Litchfield and Gast for their work on the Hotel Occupancy Tax collection issues and short-term rental hotel occupancy tax collections.

#### COMMUNITY ENGAGEMENT

Committee Chair Bourgeois reported the next Committee meeting is scheduled for October 13.

#### DESTINATION DEVELOPMENT

Committee Chair Malcolm reported the next Committee meeting is scheduled for November 13.

#### CITY REPORTS

Councilman Oscar Ward congratulated Cole on the well-deserved recognition into the Hall of Honor. Council had a robust budget retreat and good discussions. An additional meeting is scheduled for more conversation on the tax rate.

Councilman Al Zapanta reported:

- Additional conversations for the budget retreat are scheduled for September 2 and will include discussion on a five-year financial plan, prior to the September 4 City Council meeting.
- Zapanta thanked Gast and the ICVB Marketing/Communications team for their assistance on the kick-off announcement of Olympic Day in Irving. Irving was selected by the Olympic Committee to conduct Olympic Day in 2021.
- Assuming no other changes from the Governor's office, Parks and Rec facilities will open October 1.

City Manager Chris Hillman reported:

- City Council will adopt the budget on September 17.
- An Emergency Assistance Program has been launched and links are on the City website for forgivable loans for businesses. Pre-applications will be accepted through September 6. Loans will be randomly selected through a lottery system.
- Launching an Emergency Childcare Payment System to provide three months of childcare assistance; \$2,000 per household for those who qualify.
- Parks and Rec, Library and Special Events Departments are doing a great job during the pandemic. Rebranding "Laughs by the Lake" to "Laughs by the Sofa", a virtual event.
- To celebrate International Peace Day on Sept. 21, the Irving Public Library, and partners challenge Irving residents to create 1,000 origami cranes from Aug. 15-Sept. 15.
- Since March, business expansion in Irving is healthy.

Chief Financial Officer Jeff Litchfield gave an update on Hotel Occupancy Tax Collections:

- City Council approved moving from Quarterly to Monthly collections, which will produce an additional two months of cash flow and a benefit to both the City and ICVB.
- Litchfield thanked Bret Starr and Gast for their time and effort on the short-term rental hotel tax collection agreement with LODGINGRevs which will go into effect on October 1.

#### MANAGEMENT AND STAFF

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Sales team is working on their pipeline and a few groups have surfaced for next month.
- Association and SMERF markets are the most resilient with bookings for 2022-2023.
- Corporate market is slow.
- Working with meeting planner and supply partners on webinars. Recently hosted a successful hybrid webinar with 200 planners registered. The event was well received and congratulations to Senior Convention and Services Manager Wendy Foster for the idea creation, acquiring sponsors and event direction.

ACTION ITEM: Gast will communicate the link to the Board for the webinar.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- RFPs were flat in July, as has been the case in the past four months.
- Mar/Comm team is promoting a Safe Meetings Campaign and a Staycation Campaign that will formally launch in September, utilizing CARES Act funds that were made available by the City.
- Visit Irving website traffic performing relative well, 27,000 sessions in July.
- The site has experienced a 5.6% YTD decline in traffic versus 24.71% for the industry.
- Data shows hotel referrals have increased year-over-year.
- Visit Irving blog continues to perform extremely well with 7,500-page views in July, a 10% year-over-year increase.
- Board Vice Chair Karen Cooperstein's recent guest blog post was very popular.
- Team is working with Councilman Zapanta and the U.S. Mexico Chamber to promote Olympic Days on June 26, 2021. Kick-off event was held at the Mustangs in Las Colinas in July. A Facebook page for the event will be posted.
- Pfaff thanked everyone who participated in the Kidd's Kids Blood Drive at the Toyota Music Factory. Donors were up from last year and the event will return.

Assistant Executive Director Susan Rose reported:

- AirBNB report for June shows 441 available listings, a 32% increase over last year.
- Average Daily Rate is \$170.01, Occupancy is 63% - a 15% decrease from last year.
- Comparable subset number for June show Average Daily Rate of \$96.71, which is an increase of 13.88%. Occupancy is 62.3%, down 7%.
- The Administration Department is working on year-end and rolling out the new Munis accounting software processes.

- HR component of Munis training will begin in a few weeks.
- The ICVB IT Manager position interviews have been conducted and hoping to make an offer in the next month.
- Visit Irving inquiries are continuing and being fulfilled.

#### IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- The ICC anticipates ending the fiscal year in a stable position.
- Expense reductions continue; half of the staff remains furloughed at this time.
- The audit process will start in September.
- Business shifted into August / September but fell apart quickly.
- Both the Bodybuilding and Irving Police exam events were successfully social distanced over the weekend.
- Two events remain booked in September, October is thin, and November/December are improving.
- Anticipate the new year starting in January to be heavily loaded with events and will continue to monitor.
- ICC staff is learning from each event and communicating what they learn to future events for safety guidelines.
- The building is ready with processes, procedures and supplies in place.
- Barrisol lights in the building are being replaced while the low occupancy allows.

#### LIVE NATION AND TOYOTA MUSIC FACTORY

Board member Mike Riley reported:

- Great to see the return of people for the Irving community partnership with Kidd's Kids Blood drive. It reinforced the significance of events in Irving and the Urban Center.
- Staff is working hard at planning and adjusting with a "When Back to Live" plan.
- September 4-5 has Terri Savelle Ministries Icing 2020 Event scheduled and event will return in 2021. It is a combination women's empowerment with a significant ministry component. There were 2,000 attendees last year; 400 tickets sold for Friday and 400 for Saturday this year. It is now a hybrid event with a web presence and streaming piece. Anticipate exceeding capacity of last year with the streaming component in place. The event will have in-person social distancing and adhering to the Governor's guidelines on worship.
- Riley is working with limited staff currently.

**HOTEL INDUSTRY**

Board member Dirk Burghartz reported:

- The Four Seasons Resort and Club Dallas has outperformed over forecast every month since re-opening on June 1.
- Group business has been good; baseball teams, weddings, and site inspections.
- Burghartz is encouraged and moving in the right direction, but far from where numbers need to be.
- Hotel is adjusting to hybrid and virtual events and will continue to learn how to reinvent events for local and smaller business.
- He anticipated pre-COVID levels will take several years to come back and conferences will not happen for a while.
- Pace for 2022 is up and events are willing to rebook at 90% for 2021-22.
- Club is doing well, and the golf course and fitness center are full most days.
- The staff is doing a fantastic job in servicing guests and members.

Malcolm reported on the STR Report:

- The July STR report shows Irving 34.3% down in Occupancy; however, weekend business is 36.6%. This is extremely unusual for weekend business to be stronger than weekday.
- Average Daily Rate is \$71.70, and RevPAR is \$24.62.
- As of August 15, the South Side is running 38.2% which is the strongest since March and an Average Daily Rate of \$84.40.
- Beginning to see some corporate business return.

Board member Kim Limon reported:

- Hampton Inn Irving/Las Colinas finished July at 19.9% in Occupancy, down 72.2%.
- Average Daily Rate is \$64.90, down 46.3%.
- RevPAR is \$12.92, down 85.3%. The competitive set is 1-2% difference in Occupancy depending on promotions.
- August is looking a little better.
- Weekend business is currently much better than weekday.

Board member Nydia Hoskins reported:

- The Omni Las Colinas Open House was a success with good attendance.
- Things are continuing to get better.
- August is a strong month and consistently picking up weekend business at close to 40% Occupancy.
- Weekdays are trending slow and starting to see an uptick.
- Average Daily Rate continues to grow week-to-week.
- September catering/banquet numbers are light due to an event cancellation.

- Hoskins participated in a socially-distanced hybrid event with 900 attendees. Very successful and encouraging.

## RESTAURANT INDUSTRY

Board member David Cole

- Texas Restaurant Association Marketplace has been postponed from July to August 16-21 and is now a completely virtual event. Texas is the only state to still hold a marketplace. There are six days, 54 educational sessions, 70 hours of programming and 120 attendees with 37 states represented and several international attendees. Most sessions will be released for viewing.
- The TRA Fall Board meeting is scheduled for October 4-6 in person in San Antonio.
- Legislative Agenda items include:
  - Make Alcohol-To-Go waivers permanent so restaurants can sell beer, wine and cocktails mixed in-house with delivery and takeout orders even after pandemic ends.
  - Pass the “Restaurant Rescue Package”, an omnibus bill designed to help the foodservice industry rebound from the pandemic.
  - Prevent local governments from creating a patchwork of private-sector employment regulations on issues like paid sick leave, predictive scheduling, and background checks.
  - Ensure restaurants receive their fair share of any economic relief created in response to COVID-19.

## TIF

Board member Michael Randall reported the TIF Board held a meeting on August 18 that included a presentation on an update for the Dog Park and DCURD current projects funded through TIF.

The proposed budget for the upcoming fiscal year was presented to City Council for approval with tax revenue of \$11 million to the Board for the 2020-21 year.

## IRVING ARTS AND CULTURE

Executive Director Todd Hawkins reported:

- Irving Archives and Museum has been selected as an honoree for the 2020 Obelisk Awards, under the category of New Initiatives.
- All exhibits are now online at [www.iaonlineart.com](http://www.iaonlineart.com).
- Irving Symphony Orchestra presents the “Texas Tenors” in Carpenter Hall on September 25 and 26.
- The Arts and Culture Department continues to look for new revenue streams.

## LAS COLINAS ASSOCIATION

Board member Hammond Perot congratulated Hawkins and Cole on their awards, both are examples of inspiring others in the community.

Perot reported:

- Snow Stops event was a success, handing out 860 snow cones at four Irving locations.
- Office al Fresco will be held on October 8 at the Toyota Music Factory, following up to the Working Wednesday events previously at Water Street. Event will be held 9 am – 5 pm and workspace can

be reserved in the morning or afternoon with a variety of seating options, including Vari desks, complimentary Wi-Fi, snacks and beverages, office swag and more.

- Working on a drive-in movie in September for the community.
- The Charity Bowl-a-thon event has been postponed to Spring 2021.
- City Council approved an agreement to move forward with the wayfinding initiative in the Urban Center. Installation is anticipated to begin in May 2021.
- Water lines will be installed next week at the Dog Park and the project should be completed by the end of the year.
- Looking at bids to provide police officers as Ambassadors in the Urban Center.

#### IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President David Pfaff reported:

- Since October 1, the team has reported 10 relocation wins and 10 expansion projects for an additional 5,600 job opportunities and \$377 million in capital investment and 5 million square feet in commercial space.
- The team continues to work remotely and has 107 projects this fiscal year of which 18% are corporate headquarters.
- Unemployment is at 8.1%, down 9.1% in June. Texas increased to 8.6% and national numbers are reporting at 10.2%, down 11.2%.
- The Changemakers series kicked off on July 15. The August 12 session is Best Business Practices for Diversity, Equality, and Inclusion. September 16 - LGBTQ: Sexual Orientation and Gender Identity Inclusion in the Workplace, featuring State Representative Julie Johnson and Irving Police Department LGBTQ liaison Sergeant Jerry Sanderford.
- 2020 State of Dallas County on August 25 will be digitally hosted by Dale Hansen along with Dallas County Judge Clay Jenkins.
- North Texas employers are invited to participate in Bridging the Talent employer survey. More information is on the Chamber website.
- Chamber virtual 5-star Mixer on August 25 with Business Interiors.
- 2020 State of Public Education on September 1 with keynote address from Texas Workforce Commission Chairman Bryan Daniel.
- Virtual Coffee Break on September 2.
- Business Industry call with Dallas County Judge Clay Jenkins on September 2.

Chamber President Beth Bowman congratulated Hawkins and Cole on their great work.



Lindsey adjourned the meeting at 1:31 p.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