

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
ZOOM VIDEO MEETING
September 28, 2020

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Kim Andres, Bob Bettis, Beth Bowman, Bob Bourgeois, Jo-Ann Bresowar, Debbi Haacke, City Manager Chris Hillman, Julia Kang, Jacky Knox, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, Joe Philipp, and Mike Rilley – Board members; Mayor Rick Stopfer, Councilman Oscar Ward– City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield 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, DCURD.

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 August 24, 2020
- Accepting the Irving Convention Center Financial Report for August 2020
- Accepting the ICVB Financial Report for August 2020

Lindsey asked for a motion to approve the Consent Agenda items as presented. Board member Clem Lear made a motion to approve and Board member Bob Bourgeois gave a second. With no opposition, the motion passed unanimously.

INDIVIDUAL CONSIDERATION

Lindsey asked for a motion to accept the recommendation of Joe Philipp to fill the Former Board Member Ex-Officio position. Board member Debbi Haacke made a motion to accept, Board Vice Chair Karen Cooperstein gave a second. With no opposition, the motion passed unanimously.

Lindsey asked for a motion to accept the recommendation to change the Salesmanship Club Board position to an Industry-At-Large position. Haacke made a motion to accept the recommendation, Cooperstein gave a second. With no opposition, the motion passed unanimously.

Lindsey asked for a motion to accept the recommendation of Stephanie Fenley-Garcia to fill Board Industry-At-Large Position. Haacke made a motion to accept the recommendation, Cooperstein gave a second. With no opposition, the motion passed unanimously.

BOARD REPORTS

Executive Director Maura Gast gave a brief report on COVID-19 updates. She noted the ICVB was able to receive authorization for two media advertising campaigns with CARES Act funding. She thanked the City staff for their assistance and support.

- Online travel agency program - \$120,000
- Micro Ad Campaign through the Simpleview software system - \$300,000

Marketing and Communication Director Monty White gave an update on the initial CARES Act funded Safe Meetings and Staycation marketing campaign efforts.

Launched September 1st and as of September 24th

- **Staycations Campaign:**
 - Almost 900,000 impressions
 - Over 15,000 site visitors
 - Over 4,600 hotel referrals (to book)
- **Meeting-Sales Campaign**
 - 510,000 impressions
 - Nearly 4,600 sessions (*site visitors who interact with the page*)
 - Generated 23 contacts (3 RFP clicks and 20 calls)

Lindsey shared special recognition for Board member Jacky Knox with his retirement from DCURD. He noted Knox's 17 years of service with Irving Rotary and expressed his appreciation for his service and support on the ICVB Board. Knox reflected on the history of Las Colinas and Ben Carpenter's vision. Mayor Rick Stopfer offered his congratulations.

Lindsey noted the next Executive Committee meeting is scheduled on October 23 as a Special Board meeting for the ICVB Executive Director performance evaluation. The location will be communicated once decision is made for in-person meeting possibility with video conference.

BOARD AND BUSINESS DEVELOPMENT

Committee Chair Haacke thanked everyone for their support of the Individual Consideration recommendations. The Committee will communicate to the Board of official appointment announcements. The next meeting is scheduled for December 4 and everyone is welcome to attend.

COMMUNITY ENGAGEMENT

Committee Chair Bourgeois reported the next Committee meeting is scheduled for October 13 and will be held by video conference. Topics on the agenda include Irving Hospitality Industry Annual Meeting, Spirit Awards and National Travel and Tourism Week initiatives.

DESTINATION DEVELOPMENT

Committee Chair Greg Malcom reported the next Committee meeting is tentatively scheduled for November 13.

CITY REPORTS

Mayor Rick Stopfer reported:

- Real Estate industry is predicting 2023 before starting to see things in the industry as before and the pandemic has changed how buildings are being leased and utilized.
- City budget passed and helps make funds available to do things in anticipation of “business as normal”.
- City has kept its Triple A rating.
- It is a balanced budget; tax rate stayed the same and will continue with infrastructure improvements.
- Working on grants for recreational Centers and trails and police and fire department expansions.
- Federal, State and County governments working for more CARES Act dollars for healthcare, job, and housing assistance.
- Governor Abbott rolled out a new program and Stopfer thanked the City staff for finding ways to utilize those dollars. Small businesses and restaurants are being challenged more than ever and the City will continue to open businesses and adhere to the guidelines. Guidelines need to be taken seriously by everyone to avoid another total shutdown.
- Irving Arts Center took the opportunity to operate in these times and held Texas Tenors concert.
- Continue to build the infrastructure with the Road to the Future project, water and sewer projects and road improvements. As business comes back and community grows, it is important to have a proper infrastructure.
- Water tank in Las Colinas undergoing remodel.
- The Signature Bridge at the Texas Stadium/Diamond Interchange are will be completed by the end of 2020 – both walking and automotive.
- Stopfer asked everyone to complete the census and reminded the group early voting begins on October 13.

Councilman Oscar Ward gave a shout out to City Manager Chris Hillman for his efforts above and beyond to help a small business owner – Minuteman Press. He noted the challenge for Boards and Commissions appointments by Council, including the four ICVB Board openings and 31 applications received.

City Manager Chris Hillman reported:

- City has paid \$442 million to the State in taxes, which is four times the amount of property taxes collected from residents and businesses.
- City has maintained their Triple A rating again from both Moody’s and Standard & Poor’s, which equates to a 1.21% interest rate versus last year’s 2.09% and saves \$700,000 a year in interest payments. He noted the great work from the City Finance team and City Council to set up good structure and management.
- The City has refinanced debt in the last five years and saved \$88 million in interest.
- Working on the special events plaza on Las Colinas Blvd. that has a great view of the lake and is a beautiful addition to the Urban Center.
- Also working on the Heritage Park addition and another amphitheater there.
- Recreational Centers are starting to open along with school openings.
- Libraries are currently open.
- First floor of City Hall will be open for drop-in service.
- Housing program has been expanded through CARES Act funding to allow for more qualifications.
- Expansion of Georgia Farrow Recreation Center underway.

- CARES Act funding to City Council for direction in moving funds from housing to business in order to help cover franchisees.
- Special event: Eerie Irving celebration at Trinity View – drive through event on October 24.

MANAGEMENT AND STAFF

Gast reported the ICVB staff continues to work remote and doing their best with limited resources. Focus on importance of keeping the pipeline primed with site inspections have continued and seeing some future year bookings.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Sales team trying to keep the pipeline full.
- Attending some virtual tradeshow and fortunate they are offering free services for suppliers.
- MPI World Education Conference is rescheduled as a hybrid event in November, with 700 people attending in person and a virtual tradeshow. ICVB sales attending in person event in Grapevine this year.
- A Status Change Due to COVID-19 report/graph is included in the packet:
 - Rescheduled meetings keep getting smaller.
 - Rescheduled meetings for this Fall are not canceling.
- ICVB Sales team is working with ICC team on rebookings with hotel room blocks and still holding site inspections.
- Hurricane relief efforts did show evacuees in two hotels and stays were included in Hotel Occupancy Tax collections.
 - The initial 1,500 room block was extended but will not see benefit until after the fact; based on pick-up report. Will have a better idea of numbers to report next month.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Traffic to both websites also rose slightly from the previous month with 27,865 sessions on the Visit Irving site and 1,710 sessions on the Irving Convention Center site. ICC traffic driven by attendees and events.
- Website traffic continues to perform well relative to the industry. While the CVB did experience a small YTD decline of -7.6% in 2020 compared to 2019, the industry shows a YTD difference of – 24.15%.
- Blog traffic shows a slight increase of 93% increase year-over-year.
- There were 18 blog posts in August and nearly 50,000-page views year-to-date.
- An eblast communication to industry partners was sent on August 18 with an Open Rate of 38%, compared to 15-25% considered a good rate.
- Also included in packet:
 - Omni Renovation article
 - Texican Court hotel review article
- Ad samples, Safe Meetings/Staycations Campaign – the campaign allows marketing testing in real-time.
- Visit Irving social media statistics
- Irving Convention Center social media statistics

Pfaff thanked City staff and Gast for their efforts and hard work on the CARES Act funding. With the additional funding in September, the ICVB received the highest amount of traffic ever with 45 web sessions. She gave a shout out to Cooperstein for her blog post and rave blog reviews. Haacke

complimented the Marketing and Communications teams for the Visit Irving website changes and information presented there. Content is clear and well done in the support of local hotels and restaurant destinations. She encouraged everyone to view the site.

In response to a question from Philipp, Fojtasek replied the sales inquiries from the website are entered as a lead in the ICVB system and traced for future contact in emails, calls and invitations to familiarization visits. If desired, there is an opt out feature.

Assistant Executive Director Susan Rose reported:

The STR Report for July and August are included in the packet.

Irving Hotels August 2020 AirBNB:

- 420 available listings, which is a 2.5% increase over last year.
- Average Daily Rate is \$187.08, down 12%.
- Occupancy is 58.1%, slight decrease compared to last year.

Hotel Comparison set August 2020 AirBNB:

- Average Daily Rate is \$99.20, an increase of 9.69% from last year.
- Occupancy is 57.9%, increase of 3.44%.
- Short-term rental information from the City will be added to this report next fiscal year.

The Administration Team is working on meeting year-end financial deadlines, updating the Board and Staff portals, Munis HR and Payroll component training and calling hotel properties for updates for data input, and continue to see an uptick in the Tour Texas collateral requests.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- In the process of closing out the year with the audit process.
- Positive outlook from financial standpoint, considering the circumstances and strong first six months of the fiscal year.
- Moving \$500,000 out of Capital Improvements into the Operating Account.
- Over the past six months have cut approximately \$1 million in expenses.
- Expense cuts and savings from furloughs, renegotiated contracts, and general expense cuts.
- Total event income for August consists of the rental, concessions, and electrical for the Battle of Texas, IPD Civil Service Exam and Stage 3 Agency Photoshoot.
- There were two adjustments for Focus North Texas and Atos.
- Due to COVID-19, we had a total of eleven groups that either canceled or postponed. These events would have generated a minimum of \$298,015.
- Other operating income consists of August's Westin garage rent and Enterprise's rent minus expenses for the south garage
- Indirect expenses were under budget for the month.
- Overall, the ICC missed the budget target by \$82,559.
- Challenge will be to balance out and adjust next year's budget.
- Continue to review processes and reopening procedures and use smaller events to evaluate successes or adjustments.
- Zest Fest event is still on the books for January 2021 at the ICC.
- Staff that has not been furloughed have come in to assist with events and doing a tremendous job.

- All events now and in the future will fill out an operational plan explaining their COVID protocols and compare with the ASM plan and are approved with ASM Corporate office.

Director of Sales Matt Tungett reported:

- Working on filling in the pipeline and looking for short-term business to convey message that building is open.
- Body Building event was held in August with a good social distance plan and no issues reported. They will return in December and a possibility for a second event.
- First major event in the building was a large QuikTrip program with 800 people in a.m. event and flipped for a second p.m. event for 800 people. Event was social distanced and used the entire Exhibit Hall with boxed and prepacked meals, bottled water in place of coffee/tea station. Disposables worked well and client was very pleased. They may book another program in first quarter of 2021 on a smaller scale for 200 people.
- November has a body building event and home design association event on the calendar.

In response to a question from Board member Mike Rilley, Meehan replied the required client operational plans is an ASM Corporate initiative and any plan must be approved before a contract is signed.

TOYOTA MUSIC FACTORY / LIVE NATION

Board member Mike Rilley reported:

- September will be the busiest month with a women's ministry event for 400 people on a Friday and 400 people on Saturday.
- Several smaller events will be held in the next couple of months.
- Hoping to salvage the fourth quarter 2019-20.
- Continue to look at opportunities that artists may have for working in a reduced capacity event.

HOTEL INDUSTRY

Malcolm reported on the STR Report:

For Irving hotels in August 2020:

- Occupancy is 39.7%, down 46.7% from previous year.
- Weekend business is strong at 43.2% Occupancy
- Average Daily Rate is \$74.62, down 28.9%

Hilton Garden Inn DFW South reports:

- September shows 36% Occupancy, 4.5% ahead of August.
- Hotel did not receive any hurricane evacuees
- See slightly more corporate travel and small meeting business
- Hotel is working with skeleton crew and budget.

Board member Kim Limon reported:

Hampton Inn Irving/Las Colinas:

- Occupancy is 23.7%, down 10.3T over last year.
- Average Daily Rate \$65.19, down 12.4%
- RevPAR 15.42, down 21.4%
- September is doing better with Occupancy reporting 31.14% and Average Daily Rate \$64.26.
- Property is showing more leisure business and some corporate travel.
- Testing a breakfast grab and go box.

RESTAURANT INDUSTRY

Gast shared Jam and Toast Restaurant has secured a lease on a second location at MacArthur Blvd and Hwy 114 in the vacant Smash Burger location. The landlord has worked with them and they are now under pressure to open quickly. Soft opening is planned for October. It is a sign of positive news for the local restaurant industry.

DCURD

Dallas Burke, representing Jacky Knox reported:

Burke added his congratulations to Knox on his retirement.

- Continuing to work on the back-up generator project. The project will ensure power to the pump station on Lake Carolyn. It is a \$10 million infrastructure project and equipment is being installed.
- Almost five inches of rain was reported for the month and 100 million gallons of water has been pumped out of the waterways.
- Annual clean up project has removed forty tons of waterway debris year-to-date.
- Wrapping up project Storm Water along Quail Creek.
- Flood Control I – pumped over 32 million gallons of water.
- Wrapped up an Army Corps of Engineers project to rehabilitate the levee and received FEMA Levee Certification, which is tremendous news.
- Flood Control III – pumped over 200 million gallons of water, three tons of debris and 34 tons of debris for the fiscal year.
- Wrapping up multi-year project and in the final phase of Ledbetter Cowboys Canal wall repair and broken storm drains. A \$4.5 million investment and will be completed shortly.

LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- LCA has started their budget process.
- Changing common color throughout the community and over half of the Las Colinas holiday lighting has been installed.
- Office Al Fresco event at Texas Lottery Plaza on October 8. Anticipating 150 people with two sessions; 9:00 a.m. – 1:00 p.m. and 1:00 p.m. – 5:00 p.m. Free beverages and snacks for participants, keynote speaker, headshot photographer and yoga are planned throughout the day.
- Hosting a drive-in movie presenting “Coco” at North Lake College – confirmed dates to be announced at later - either October 24 or 30. Working on having symphony music played to the movie.
- In the process of designing a new park in connection with DCURD.
- Dog Park is under construction with revised scheduled. Completion expected in December.
- Finalizing bids and implementing a bike program in the Urban Center.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman reported:

- Economic Development had solid year of successes with 22 project wins, 11 recruitments, 11 retention and expansion projects, representing 11,500 jobs, over \$486 million in capital investment and 5.8 million commercial property space. Incredible wins amidst the challenges this year.
- The Chamber team is working remotely and connecting with customers digitally and reporting 110 projects and 18% of them are corporate headquarters.

- Unemployment rates decreased to 6.9%, down 1% from July, Texas reporting 6.8% and nationally at 8.4%.
- July shows 70% of the workforce is furloughed.
- Chamber Changemaker Signature program in July was a great opportunity for candid conversations. Next program is scheduled for October 21 at 9 a.m. on Federal Policy Relations with Congressman Marc Veasey.
- Chamber Annual meeting on October 29 will be a virtual meeting and celebrating Chairman David Pfaff's successes and will hear from the new Chamber Chair and vision for 2021.
- Chamber recently announced the return of Irving Share Tank program, a philanthropic education program that matches businesses that want to improve the community, with nonprofits that administer services in Irving. Applicants must register by September 28 to receive and application which are due October 12.
- Business Industry call with Dallas County Judge Clay Jenkins on Wednesday, September 30.
- Chamber Coffee Break scheduled for October 7.
- Chamber Five Star Business Mixer will be held on October 27 with Whiskey Cake Las Colinas.

IRVING ARTS CENTER

Executive Director Todd Hawkins reported:

Irving Arts Center:

- Celebrating Hispanic Heritage Month in October.
- Hosted Irving Symphony Orchestra and Texas Tenors concerts for three successful concerts. In-person concert and a streaming option with successful social distancing and protocols
- October 1 – JumpStart – Bilingual Stories and Art (Featuring the Art & Stories of Yuyi Morales).
- October 3-10 - "*Dear Elizabeth*" streaming online with registration.
- October 11 – New Philharmonic of Irving.
- October 14 – Artist Talk: Yuyi Morales at 6:00pm calling in from Mexico.
- October 17 – Las Colinas Symphony Orchestra performance.
- October 17 – Irving Black Arts Council performance.
- Each group asked to submit social distance plan.

Irving Arts Museum:

- Preparing for traveling exhibit "Apron Stings": Call for entry – community asked to submit aprons that have a community story.
- Museum slated to open in October.
- Texans for the Arts –October 14 Hotel Occupancy Tax Toolkit Launch – October 14. Invitation will be sent out to ICVB Board members.
- Upcoming City Council Presentations – Bear Creek Assessment and Work Plan on October 22 Work Session.

Hawkins reported the Irving Arts Center and Archives Museum were funded as a destination but built as a community asset. Hawkins has recorded a "Welcome" video to welcome patrons back. The video has received a lot of attention and will become a model for the country and Hawkins has been asked to participate in panels and write blog posts about the successes in reopening. Lindsey congratulated Hawkins on a great job for the recent Arts events and the video recognition.

UNIVERSITY OF DALLAS

Gast reporting for Board member Jason Trujillo:

With 1,497 tests performed in Irving and another 78 in Rome, UD has registered 8 total COVID cases in the past three months. Five have recovered. Of the three "active" cases, two are students who are not Irving on campus, one is an employee who is recovering at home.

Lindsey adjourned the meeting at 1:19 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