

**AMENDED AND APPROVED**  
**MINUTES – COMMUNITY ENGAGEMENT COMMITTEE**

**IRVING CONVENTION CENTER**  
**Friday, January 14, 2020**

Those in attendance: Committee Chair Bob Bourgeois, Jo-Ann Bresowar, Board Vice Chair Karen Cooperstein, Debbi Haacke, Julia Kang, Board Chair Rick Lindsey – Committee; Bob Bettis, Beth Bowman - Board members; Carol Boyer, Maura Gast, Diana Pfaff and Carol Stoddard – ICVB Staff.

Committee Chair Bob Bourgeois called the meeting to order at 11:36 a.m.

Bourgeois asked for any citizen comments and there were none.

The Committee reviewed the recommendation of Sammy Romero for the High Spirited Citizen. The nomination form was reviewed, and discussion was held on his presence in Irving and volunteerism for Keep Irving Beautiful. The Committee agreed to make the recommendation and present to the full Board for approval.

Bourgeois asked for a motion to approve the nomination of Romero for the High Spirited Citizen award. On a motion from Board member Jo-Ann Bresowar, and a second from Board member Beth Bowman, the motion was approved unanimously.

The nomination of Carolyn Weinzirl was reviewed. Discussion was held on her commitment to Texas Fest and her active volunteer hours to Canine Companions. The Committee agreed to make the recommendation and present to the full Board for approval.

Bourgeois asked for a motion to approve the nomination of Weinzirl for the High Spirited Citizen award. On a motion from Bowman, and a second from Board Vice Chair Karen Cooperstein, the motion was approved unanimously.

Discussion was held on initiatives for National Travel and Tourism Week. A community bus tour of Irving was discussed with feedback from the trial bus tour with Board members and City Council. The suggestion was made to shorten some of the southern parts of Irving (golf course and baseball fields). The target is to reinforce to the community that Irving is a destination. Discussion was held on the demographic and target audience and factoring in a stop at the Irving Museum and Archives. Bowman suggested including the Irving 360 Academy and Leadership Irving graduates. Cooperstein suggested a tour map handout could show the long version of the route but the actual bus tour would include the highlight areas. Professional tour guide Candy Thompson was suggested as the tour guide. Thompson could give her expertise on refining the tour. Executive Director Maura Gast noted there is a finite amount of money, time, and resources. There should be a strategic approach on the first test group for invitations. Bourgeois commented the tour could have potential Board members for the 2020-21 appointments.

Another suggestion was to have four themes over a four-week series and each tour would start in different places and tour the places in each theme. It was recommended to communicate to attendees the time commitment and different themes of the tours. The tour would have 45 seats available and kick off during National Travel & Tourism Week and could have each theme on a different day. A lunch tour and dinner tour with food and beverage available at the Irving Convention Center for feedback discussions. Board Chair Rick Lindsey suggested adding Champion Trails as it connects North and South Irving. Cooperstein suggested working with ICTN on a video for National Travel & Tourism Week. It was agreed ICVB staff will refine the tour route and gather a list of potential attendees for the Committee to review.

Discussion was held on the Hospitality Industry Annual Meeting. Gast noted it is scheduled for February 14 at the Irving Convention Center. Invitations will be mailed in the net week. Keynoter Rick Antonson will be speaking about cathedral thinking. She noted he is a gifted speaker and author. The meeting will celebrate our successes. Bourgeois asked if a handout about the bus tour could be available for the annual meeting. Gast stated it is a good idea, but not sure if it would be available by that time. Extra invitations will be provided at the Board meeting for Board members to invite people they know that may not have been invited.

The next Committee meeting is scheduled for April 14, 2020.

Bourgeois adjourned the meeting at 12:33 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director