

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Community Relations Committee**  
**Tuesday, April 3, 2018, 10:00 a.m.**  
**Irving Convention Center, First Floor Board Room**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors may be present at this committee meeting.

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**Discussion Topics**

1. Discussion of Strategic Planning Process/DestinationNEXT Survey – Community Engagement
2. High Spirited Citizens Program Discussion
  - a. Accepting Nominations
  - b. 30<sup>th</sup> Anniversary Plans
  - c. “Rising Star” Award Discussion
3. Executive Director Report
  - a. National Travel and Tourism Week Update
4. Approving Minutes – February 16, 2018 Committee Meeting
5. Chairman’s Report

**CERTIFICATION**

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

\_\_\_\_\_ at \_\_\_\_\_ and remained so posted at least 72 hours before said meeting convened.

\_\_\_\_\_  
Deputy Clerk, City Secretary’s Office

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This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas government code.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary’s Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.



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**SCHEDULE OF EVENTS**

**11:00 AM - 1:30 PM**

Richland College HEEM  
(Hospitality, Exhibitions & Event Management)  
Scholarship Luncheon & Silent Auction  
<https://heemrichland.squarespace.com/>

**4:00 PM - 4:45 PM**

Rally at Dallas City Hall with Special Guests

**5:00 PM - 7:00 PM**

Networking Celebration  
Free parking and Post-Rally  
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Aloft Dallas Downtown  
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**IRVING CONVENTION AND VISITORS BUREAU  
MINUTES – COMMUNITY RELATIONS COMMITTEE MEETING  
IRVING CONVENTION CENTER AT LAS COLINAS  
TUESDAY, FEBRUARY 16, 2018**

Those present for the meeting were: Rick Lindsey, Committee Chair; Karen Cooperstein, Committee Vice Chair; Bob Bettis; Bob Bourgeois, Jo-Ann Bresowar - Committee Members. Staff: Maura Gast, Carol Boyer, Diana Pfaff and Carol Stoddard.

Committee Chair Rick Lindsey called the meeting to order at 9:01 a.m.

High Spirited Citizen nominations were reviewed for Jim and Virginia Meler. Jim Meler may not be in good health and the Committee would like to present the High Spirited Award to the Melers at City Council as soon as possible, if accepted. On a motion from Committee Vice Chair Karen Cooperstein, and second from Board member Bob Bourgeois, the nomination of Jim and Virginia Meler was unanimously approved to bring forward to the full Board of Directors for approval.

The nomination for Debra Cox was reviewed and discussion was held. Her volunteer contributions and community input were reviewed. On a motion from Committee Vice Chair Karen Cooperstein, and a second from Board Member Bob Bettis, the nomination of Debra Cox was unanimously approved to bring forward to the full Board of Directors for approval.

Assuming the full Board's approval, presentations will be scheduled with the Mayor's office. A request will be made to present the award to the Melers at the next City Council meeting, and all Board members will be encouraged to attend. Previously approved awards to Marilyn and Joe Willems and Willie Cole will be scheduled with the Mayor's office and will be staggered based on availability every other month. It was agreed if other nominations are received, there would be availability for one or two additions before the end of the calendar year. Executive Director Maura Gast commented a nomination for Jearlene Miller is anticipated from Mary Higbie and Patty Landers but has not yet been received.

Discussion was held on getting the word out for new nominations. It was suggested that a letter with the nomination form to Irving churches and mosques to solicit active volunteers could merit good candidates. The City's neighborhood roundtables were also suggested. Board member Jo-Ann Bresowar commended people who are nominating candidates and commented there is a lot of hard work that goes into the nomination process. ICVB Assistant Executive Director/Marketing and Communications Diana Pfaff noted the need for age diversity and younger nominees that are involved in the community. Bourgeois added the older community is a resource to assist in recruiting younger volunteers. Cooperstein suggested a "Rising Star" award for the younger community involved nominees. Gast noted to add a brainstorming session to the next Committee agenda for the "Rising Star" award.

In response to a question from Lindsey, ICVB Marketing Coordinator Carol Stoddard was tasked with researching Jackie Townsell's sisters and their volunteer involvement, as well as their resident status. Cooperstein also suggested a nomination of Lourdes and Luis Spinola.

Pfaff reported the 30<sup>th</sup> anniversary for the High Spirited Citizen award is approaching and the Committee want to discuss possibilities for a celebration. Bresowar suggested inviting previous awardees to the event. Discussion was also held on reinstating "Breakfast with the Mayor," possibly on an annual basis with each year's awardees.

Pfaff noted Donna and Bob Bourgeois will be recognized at the February 26 Board meeting for their High Spirited Citizen award.

With no further questions, Lindsey adjourned the meeting at 9:31 a.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