

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Community Engagement Committee
Tuesday, October 11, 2022 at 9:00 AM
Irving Convention Center
500 W. Las Colinas Blvd., Irving, Texas 75039
First Floor Conference Room

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

1. Citizen Comments on Items Listed on the Agenda
2. Approval of Committee Meeting Minutes – July 12, 2022
3. ICVB 50th Anniversary Celebration - Update
 - a. Reception at ICC – November 9, 2022
 - b. Irving City Council Proclamation – November 10, 2022
 - c. Irving-Las Colinas Rotary Club Presentation – November 17, 2022
4. Strategic Plan – Committee Updates
 - a. Irving Schools Foundation ICVB Scholarship Update
 - b. High Spirited Citizens Program
 - i. Nominations and Recommendations
 - ii. Program Updates/Next Steps
5. Committee Chair Report
6. Next Meeting – TBD

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

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.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

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.

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER

Tuesday, July 12, 2022

Those in attendance: Committee Chair Karen Cooperstein, Committee Vice Chair Julia Kang, Board Vice Chair Bob Bourgeois, Beth Bowman and Colvin Gibson – Committee; Sam Reed - Board member; Carol Boyer, Maura Gast, Diana Pfaff, and Carol Stoddard – ICVB Staff.

Committee Chair Karen Cooperstein called the meeting to order at 9:00 a.m. Cooperstein asked for any citizen comments and there were none.

Cooperstein asked for a motion to approve the Community Engagement Committee meeting minutes of April 5, 2022. On a motion from Board member Julia Kang, and a second from Board member Colvin Gibson, the motion was unanimously approved.

STRATEGIC PLAN – COMMITTEE UPDATES

Irving Schools Foundation Scholarship Update

Discussion was held on converting the Irving Schools Foundation / ICVB Scholarship from a student to a teacher scholarship in the Culinary and Hospitality category. Assistant Executive Director of Marketing and Communications Diana Pfaff spoke with Crystal Scanio and confirmed there has never been a teacher to submit an application in the Hospitality program. She did not feel it was something that would generate interest; however, she did think offering paid training would be a good fit and it has not been supported by the district. A public recognition could be presented at “Breakfast with the Stars” program if requested for the ICVB training scholarship and invite the recipient to an ICVB Board meeting to be recognized. An amount of \$2,000.00 per year was agreed to by the Committee for paid training, based on the funding in place for the scholarship.

ACTION ITEM: Bring the item forward for further discussion at the next Committee meeting.

HIGH SPIRITED CITIZEN LUNCHEON AND PROGRAM RECAP

The Committee agreed at the last meeting to move forward with the luncheon program once a year. Discussion was held on the schedule and agreed that February would be a good month, however, weather could be a risk. A theme to tie into Valentine’s Day, i.e., *Love of Community* was discussed.

ACTION ITEM: Executive Director Maura Gast to identify available dates in February at the Convention Center.

ACTION ITEM: Retool the language for the High Spirited Citizen section on the Visit Irving website.

ICVB 50TH ANNIVERSARY CELEBRATION

The date for a 50th anniversary celebration is confirmed for November 9 at the Convention Center.

Discussion was held around invitees:

- Current/former Board members
- Elected officials
- Current/former hoteliers
- Top clients
- Neighborhood Associations
- Roundtables
- Chamber Board
- Arts and Museum Boards
- Las Colinas Association Board
- DCURD Board
- TIF Board
- Parks and Recreation
- Former Employees
- Current ICVB Staff

Irving-Las Colinas Chamber of Commerce President Beth Bowman agreed to help with new Corporate executives and Caterpillar HoltCAT point of contact.

Other discussion topics were:

- ICTN to do a retrospective video
- Contact Kevin Kendro in Archives for Irving history, various articles and ICC history articles
- Celebration theme in the color gold
- Present a 50th Anniversary program at Rotary (November 17) the following week
- Past sales campaigns could be highlighted

ACTION ITEM: Gast to reach out to Kevin Kendro for ICVB Board and original City Council articles.

Discussion was held on having an Irving/ICVB timeline to include CVB offices, restaurants and hotels.

ACTION ITEM: Senior Marketing Coordinator Carol Stoddard to research Dallas Morning News articles with Irving restaurants 50 years and older.

ACTION ITEM: Pfaff to request incorporating 50th Anniversary holiday décor at the Convention Center.

Discussion was held on collaborating during 2023 Economic Development and Travel and Tourism Week with the Chamber for their 90th Anniversary celebration to springboard and encourage businesses to get engaged and amplify the message at the Chamber's Annual meeting with vignettes spread out throughout the year and celebrate successes in 2023.

CHAIR REPORT

The next meeting is scheduled for October 11 at 9:00 a.m. at the Convention Center.

With no further discussion, the meeting was adjourned at 9:41 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

High Spirited Citizen Nomination

First Name:	Susan
Last Name:	Motley
Address:	2617 Still Meadow Rd
Zip:	75060
Primary Phone:	214-732-6707
Email:	
Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:	Past President of the Irving League of Women Voters. Current Irving Heritage Society member, supporter and participant. Irving Memorial Veterans Park board member.
Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:	Besides being a busy mother to 4 successful kids, and wife to a retired pilot, Susan finds time to volunteer and contribute to the community in many aspects and ways: she introduced the first woman veteran at this year's Memorial Day service at the Irving Archives and Museum, she brought many topics to light during the Q&A session for the Heritage and women's event, as well as, sponsored a reception for the League at the Irving Public Libraries.
Honors and awards:	I am sure she has professional work accolades as an esteemed attorney. She has been nominated and recognized by the Irving Carrollton NAACP, a recent LBJ Women's Campaign School graduate, and Trailblazer Award for the Irving League last year. However, this will be the first community Irving chamber of this high caliber award!
Additional Info:	Susan most notable and public nonpartisan work comes from her Monday Motivational postings on social media. Self-care is so important, and it is often not recognized until it's too late. She recognizes Sunday nights to be the end of a familiar good time with family and friends and takes time to share the beauty and inspiration that Monday brings. I look forward to her words, images, and "motivation" that she shares with the world!
No of yrs an Irvingite	20

Nominated by (Your information)

Name:	Annette French
Email:	french.annette@gmail.com
Physical Zip:	75038
Primary Phone:	214-676-4883

Privacy Policy

I have read and agree to the privacy policy.:	Yes
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High Spirited Citizen Nomination

First Name:	Earnestine
Last Name:	Chipman
Address:	1307 White Lake Drive
Zip:	75060
Primary Phone:	972-670-2020
Email:	
Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:	Current 2022 VP of Programs for the Irving League of Women Voters. Active Zoom provider for Friends of Irving Gardens and unofficial Secretary/Scribe. Active supporter and member of the Quilt Guild and Irving-Carrollton NAACP and Irving Archives and Museum.
Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:	As an active volunteer within the boundaries of Irving, the various, nonpartisan, social nonprofit organizations keep Ernestine very busy. When she is outdoors, you can find her pulling weeds at the Butterfly Garden at Bird Fort Trail Park. When she is indoors, she is hosting a Zoom, or quilting, or planning the next social distant event to bring awareness to a new hobby or adventure. Her organizational and management skills are superb and splendid. Most recently, she was torn to which table to sit at, at the Volunteer Nonprofit Fair at the Irving Arts Center. Through breaks, she checked on the others, but focused her time to sign up volunteers at the Friends of Irving Garden table. It was a splendid event!!
Honors and awards:	Super Star Award from the Parks & Recreation 2020
Additional Info:	Ernestine and Bill have lived in Irving for a long time and have been most charitable of their time and talents. Bill takes wonderful pictures of the garden and posts them to the FIG website. He is instrumental in setting up and coordinating his wife's volunteer activities and tasks that they both enjoy!
No of yrs an Irvingite	20

Nominated by (Your information)

Name:	Annette French
Email:	french.annette@gmail.com
Physical Zip:	75038
Primary Phone:	214-676-4883

Privacy Policy

I have read and agree to the privacy policy.:	Yes
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