

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Community Engagement Committee
Tuesday, April 11, 2023, 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 – January 17, 2023
3. Strategic Plan – Committee Updates
 - a. Irving Schools Foundation ICVB Scholarship Update
 - b. High Spirited Citizens Program
 - i. Current Pipeline of Awardees
 - ii. Outreach for Additional Potential Nominees
 - iii. Recognition Luncheon
 - iv. Engaging Awardees as Advocates
 - c. Volunteer Visitor Information Program
 - d. National Travel & Tourism Week 2023
4. City Council Report
5. Committee Chair Report and Staff Comments
 - a. Committee Charge Discussion
 - b. Expanding Committee to Non-ICVB Board Members
6. Next Meeting – July 11, 2023

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, January 17, 2023

Those in attendance: Committee Chair Colvin Gibson, Board Chair Bob Bourgeois, Board Vice Chair Richard Stewart, Jr. – Committee; Carol Boyer, Maura Gast, Diana Pfaff, and Monty White – ICVB Staff; Tom Meehan – ICC Staff; Guest – Councilman Oscar Ward.

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

Gibson asked for a motion to approve the Community Engagement Committee meeting minutes of October 11, 2022. Board Vice Chair Bob Bourgeois asked for an adjustment of wording and replacing the words “to table.” The minutes have been adjusted to read: “He suggested **resuming** the discussion until after the Texas Restaurant Association Foundation Scholarships committee can resume in 2023.” On a motion from Board Chair Bob Bourgeois, and a second from Board Vice Chair Richard Stewart, Jr., the motion to approve the revised minutes was unanimously approved.

STRATEGIC PLAN – COMMITTEE UPDATES

a. Irving Schools Foundation ICVB Scholarship Update

Assistant Executive Director Marketing and Communications Diana Pfaff reported the scholarship qualifications have not been changed for this year. This year’s scholarships are in the reviewing process to identify students to receive the current ICVB scholarship. There will need to be a vote from the ICVB Board of Directors to adopt the revised scholarship for ICVB to present to a student’s parent who is in the hospitality industry for training. Another option is to present to an Irving ISD teacher for training.

ACTION ITEM: Add is to January 23, 2023, Board meeting agenda to expand the scholarship to parents of a student who are in the hospitality industry for approval.

b. High Spirited Citizen Program

- I. Nominations and Recommendations – There are three High Spirited Citizen Awards to be presented: Annette French, Susan Motley and Ernestine Chipman. It was noted that Councilman Brad LaMorgese has a nomination to submit but it has not been received to date. Pfaff indicated there were other names that had also previously been approved but not yet recognized that will need to be included.
- II. Recognition Luncheon – There are several dates available in May at the Convention Center. The calendar is full prior to May. There was a conflict on May 11 with an Irving ISD event. The City of Irving staff training program on May 12 should not be a conflict. It was also noted that May 5 may not be a good option as Election Day is May 6.
- III. Next Steps – Action Items

ACTION ITEMS:

- Gast to reach out to LaMorgese for his HSC nomination.
- Gast to send out available May 2023 dates for luncheon to Board/Committee and City Secretary's Office.
- Expedite new nomination recommendations to the Board in time for recognition and attendance at luncheon.

BRAND ASSESSMENT PROJECT

Gast gave an overview of the recent Brand Assessment meetings. Believable Brands Gary Sherwin and Destination Consultancy Group Don Anderson met with several groups that included Board members, ICVB and ICC staff, City of Irving leadership, Las Colinas Association, and the Irving-Las Colinas Chamber. Those meetings were completed last week. Surveys will be sent out to those participants and to Irving residents, as well as clients, stakeholders, industry partners and site selectors/commercial real estate professionals. Gast asked the Committee for their support in encouraging residents to respond to the survey. Talking points and/or a QR code with information will be provided to share at local groups, Homeowners Associations, neighborhood Facebook pages, NextDoor, etc. for resident input. Gibson commented that the sessions with the consultants were productive, and time well spent.

COMMITTEE CHAIR

Gibson requested ending each Committee meeting discussing the productiveness of the meeting and if the ball was advanced. It is a suitable time to reflect on the importance of taking action and following through to advance the mission and message. Stewart suggested pointing out from the previous meeting's minutes any action items or previous conversations that needed follow-up.

Gast noted the January Executive Committee meeting has several ICVB and ICC financial reports and Hotel Tax Occupancy collection review that would be a good meeting to reach out to Councilmen John Bloch and LaMorgese to attend.

ACTION ITEM: Gibson to reach out to LaMorgese and Gast to contact Board member David Cole to reach out to Bloch for an invitation to attend.

Councilman Oscar Ward gave a shout out to Mary Higbie for publishing a "Things to Do In Irving" brochure with map and shared copies of the brochure with attendees. He noted the Irving Archives and Museum are attracting visitors from across the country and beyond with their popular exhibitions. The Green Book Exhibit brought visitors from Peru and Europe. The book is being sold in the Museum Gift Shop and staff have re-ordered multiple times to keep up with demand. He noted energizing Irving citizens should be a big part of the Committee and Board mission. The upcoming World War II exhibit at the Museum will attract a large veteran and military crowd.

ACTION ITEM: Gast to extend information of the exhibit to military groups in Irving.

Ward also noted there is a Planning and Zoning Work Session tonight at 6:00 p.m. at City Hall to discuss the R-AB Ordinance.

Pfaff added the MarComm team attended a team building event in the Bishop Arts District and she feels there are similarities to South Irving in the area. The small businesses, arts and crafts shops and restaurants are an attractive model and attract people to the area. It would be a good model for South Irving.

Discussion was held on foot traffic and parking issues and the road construction project in the Heritage District, which will be complete in early 2024. The branding assessment meetings identified needing some "home runs" in South Irving. It is important for the residents in the area to be positive about the improvements. Ward noted that the Heritage Square project will include a vertical parking garage with multi-family residential units. It is an exciting project and moving forward. Bourgeois echoed Ward's comments that what people would like to see in South Irving requires a lot more density than we have.

The Committee was in consensus that the meeting was successful.

With no further discussion, Gibson adjourned the meeting at 9:35 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

“INTENTIONALLY IRVING”



ICVB Board of Directors

FY 2022-26

**Strategic Plan for Irving’s
Recovery & Resilience**

Facilitated by



GOAL: INCREASE COMMUNITY OUTREACH & COLLABORATION

ASSIGNED TO: Community Engagement Committee

Objective A

Enhance Community Awareness, Appreciation and Support of the ICVB and the impact of the Visitor Economy on Irving.

Suggested Tactics:

- Revisit current Engagement and Advocacy strategies (i.e., Spirit of Irving awards, Annual Meeting, High Spirited Citizens) and update/revise to better achieve the Board's outreach priorities
- Develop clear talking points for the Board to use in its public outreach initiatives
- As part of Board Member orientation, consider requiring a shift worked at the Volunteer Visitor Information Center as it re-starts to showcase the work being done to welcome consumers
- Work with ICTN to create a series about the importance of the Visitor Economy and ICVB's role
- Engage with Neighborhood Associations to tell the ICVB story

Objective B

Continue to work with City Leaders to create a better understanding of the role that Tourism plays in the community's Economic Vitality and Quality of Life.

Suggested Tactics:

- Design an advocacy plan that speaks the language of civic leaders
- Continue twice-a-year Board presentations to City officials communicating progress towards the community's economic recovery and stabilization in future years
- Develop periodic FAM excursions to highlight areas of opportunities for City leaders and reinforce the critical work being done by the ICVB
- Identify specific and targeted ways to engage former Board members to keep them up-to-date on the Bureau's activities, efforts and needs
- At the Chair's invitation, and based on funding availability, host an annual Past Chairs and/or Past Board Members gathering, with an agenda for discussion.

- Look to use social media channels (Impacting Irving, ICVB LinkedIn page) as tools for local, targeted communications
- Consider creating a series of “back-of-the-house” videos to show the work that Irving hospitality workers do every day to provide the platform for great visitor experience

Objective C

Build more Collaborative Relationships with other Community/Economic Development agencies.

Suggested Tactics:

- Identify the top 100 thought leaders in the community for personal contact by Board members
- Increase inter-agency communication between Chambers, Economic Development and others to maximize opportunities and eliminate duplicative efforts and spending
- Invite key stakeholders and influencers to sit in on Board meetings
- Identify opportunities for joint board meetings at least once a year with agencies such as DCURD and the TIF Board at the invitation of the ICVB Board Chair
- Work with the Parks & Recreation Department (Board to Board and Staff to Staff) to develop a plan for the pursuit of sports tournaments to best align resources and to avoid duplication of efforts



*To recognize and encourage the spirit of
volunteerism within the city of Irving*

High Spirited Citizen Program

Irving's High Spirited Citizen program was initiated in 1988 by the Irving Convention and Visitors Bureau (ICVB). Its purpose is to recognize and encourage the spirit of volunteerism within the city of Irving. High Spirited Citizen award recipients are honored at a regularly scheduled meeting of the Irving City Council, and are further recognized by participation in other civic events as requested, such as the City of Irving Annual Holiday Parade.

More than 400 of Irving's "unsung" heroes have been named High-Spirited Citizen. To nominate an outstanding Irving resident for this award, please fill out the nomination form below. Candidates *must* meet the criteria listed below for award consideration. Applications are forwarded initially to the Community Relations Committee of the ICVB Board of Directors for review, and then forwarded to the full Board for action.

For more information or to request additional nomination forms, please contact the ICVB at 972-252-7476.

Nomination Guidelines

Anyone may submit a nomination for consideration.

Nominees must reside in the city of Irving, with the majority of their volunteer service benefiting an Irving organization or philanthropy. Selection will be based on the nominees' sustained efforts within their Irving organization or philanthropy.

Nominees' volunteer community involvement *may* be a designated part of their job responsibilities; however, in the true spirit of volunteerism, selection will be based on the nominees' amount of *personal* time, effort and resources dedicated to community service.

Nominees who hold or are running for public office at time of consideration will not be selected. Current members of the ICVB Board of Directors, ICVB staff or ICC staff are not eligible for consideration.



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Nominees whose primary community service contributions are the result of court-ordered service, or otherwise *required* service hours (i.e., scholarship or grant application) will not be considered.

The nomination form must be completed in its entirety, signed and dated. Additional pages detailing the nominees' volunteer community involvement are accepted and encouraged. The Community Relations committee may also ask for additional information from the nominator.

Nominators are encouraged to keep their nominations confidential until the ICVB Community Relations Committee has completed its review process and the Board of Directors has taken their formal action.

Nominators may request to remain anonymous.

Selection and Presentation Process

All nominations for the High Spirited Citizen Award are considered and reviewed by Community Relations Committee of the Irving Convention and Visitors Bureau (ICVB) Board of Directors, and those selected forwarded to the full Board for approval. Award selections are forwarded to the Office of the Mayor of Irving for scheduling coordination.

Once the Board of Directors has approved a nominee, the nominee will receive a formal announcement letter from the ICVB letting them know they have been nominated; this letter begins the coordination of the actual presentation process.

The award is presented by the Mayor at a regularly scheduled meeting of the Irving City Council. Nominators will be notified when their nominee is selected and informed of the date of the council meeting in which he/she will be honored. Nominators are encouraged to extend invitations to those close to the nominee to be part of the presentation.



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Award presentations are typically not scheduled during the months of April and May, so as to avoid any perceived conflict with City elections.

The presentations begin at the start of a regularly scheduled meeting of the Irving City Council; awardees, family and friends are encouraged to be at City Hall no later than 6:45 p.m. that evening. The Mayor will come down to the podium and invite the honoree to come forward; the Mayor will make a presentation that includes highlights of the honoree's volunteer efforts and comments from their nomination form. The Mayor and the honoree then will pose for a picture from the podium. Often, the Mayor will ask the honoree if they'd like to make any brief comments of their own.

Photos and Press Releases

Photography of the actual presentation is encouraged and welcome.

Following the presentation, the honoree and any friends and family attending are asked to gather away from the main Council chambers for group pictures. These are typically done just outside the City Council Conference Room.

ICVB staff members will take a variety of group pictures, and then submit these to Irving media outlets, along with a press release, for considered publication. Honorees are also provided digital copies of the photographs.

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD
NOMINEE BIOGRAPHY**

Name: _____

Address: _____

City: Irving **State:** TX **Zip:** _____

Phone: _____ **Email:** _____

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)

Please list nominee's honors and awards as a volunteer:

- _____
- _____
- _____
- _____
- _____

Additional information:

- _____
- _____
- _____
- _____

Number of years nominee has resided in Irving: _____

Nominated by: _____ Date: _____

Email: _____ Phone: _____

Return to: Irving Convention and Visitors Bureau
c/o Diana Pfaff
500 W. Las Colinas Blvd.
Irving, TX 75039
dpfaff@irvingtexas.com



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High Spirited Citizen Award Recipients - Alphabetic

Name	Date	Name	Date
Aikman, Troy	April 1991	Bonilla, Fran	February 1991
<i>Allen, Tim</i>	<i>August 1991</i>	Boone (Falls), Chrissy	May 1994
Allsup, Laila Amber Nicole	July 1997	Bourgeois, Bob & Donna	December 2017
Allsup, Robert	October 1996	<i>Boyce, Charles</i>	<i>December 2001</i>
<i>Anderson, Art</i>	<i>February 1996</i>	Boyce, Janet "Jan"	June 2012
<i>Anderson, C.C. & Vera</i>	<i>September 1993</i>	<i>Boyd, Herb</i>	<i>March 1992</i>
Anderson, Judy	February 1996	Boyle, Kitty	May 2011
<i>Anderson, June</i>	<i>October 1993</i>	<i>Boyle, John</i>	<i>May 2011</i>
<i>Anderson, Louise</i>	<i>April 2003</i>	<i>Bozeman, W.R. "Gnat"</i>	<i>May 1998</i>
Anderson, Robin	January 1996	Bradley, Helen	February 1995
Archa, Jaimie	June 1995	Brakefield, Debbie	December 1993
Babb, Barbara	October 1998	Brantley, Bill	September 1992
Bailey, Dana	July 1990	Brantley, Jesse Leigh	August 1997
Bailey, Jeriann	November 1992	Brewer, Sybil	October 1992
Baird, Geneva	December 1988	<i>Britain, Juanita</i>	<i>March 2009</i>
Biviji, Fatema	March 2022	<i>Brown, Ben</i>	<i>July 2000</i>
Baker, Kitty	October 1998	<i>Brown, Charles</i>	<i>October 1992</i>
Bart, Edward O.	February 1990	Brown, Linda Harper	December 1994
Beckner, Grace F.	March 2015	Brown, William "Bill" III	March 1995
<i>Beddingfield, Debby Robert</i>	<i>April 1990</i>	<i>Brune, David</i>	<i>December 2000</i>
Beeman, Suzanne	February 2000	<i>Bryant, Patsy B.</i>	<i>March 2000</i>
Bell, Eleanor Corry	May 2015	Bullock, James R.	August 2001
Bellew, Deborah	February 2004	Burke, Kathy Welch	March 1989
Bellew, Jimmy	October 1996	Burkett, Dr. Michael	July 2015
Berryman Jr., David	November 1995	Burns, Bruce	August 2017
Bigham, Asa & Jackie	March 1997	Bushey, Marilyn	December 1995
<i>Bird, Bob and Emily</i>	<i>June 1990</i>	Cannon, Frank	October 2003
Birdwell, Diane Covey	April 1989	Caperton, Patty	October 2013
<i>Blackburn, La Delle</i>	<i>June 2008</i>	<i>Caperton, Tom</i>	<i>October 2013</i>
Blake, Elena B.	September 2002	Capitan-Wurtz, Christina	July 1993
Blalock, Dorothy	February 1989	Carabajal-Burnison, Jennifer	January 1993
Boatright, Randy	October 2005	<i>Cardwell, Barbara</i>	<i>January 1997</i>
Boleman, Craig	April 2013	Carnell, Pat	March 1999
<i>Bolger, Meredith & Pat</i>	<i>February 2009</i>	<i>Carpenter, Ben & Betty</i>	<i>November 1993</i>



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High Spirited Citizen Award Recipients - Alphabetic

Name	Date	Name	Date
<i>Carpenter, Winnie</i>	<i>January 1994</i>	<i>Dobson, Clayton</i>	<i>June 2004</i>
Carroll, Janice	March 2014	Doe, Catherine Esther	August 1997
Castillo, Rene	February 2001	Drew, Ron	November 1988
Cavazos, Priscilla	July 1997	Duke, Christopher	February 1992
<i>Chilelli, Emanuel "Dodge"</i>	<i>February 1992</i>	Dunkley, Jim	August 1990
<i>Christopher, Barbara</i>	<i>January 1990</i>	Dunn, Dr. Jerry & Connie	February 2013
Clayton, Rev. Walter	April 1992	Duvall, Peggy	February 1993
<i>Clifton, Evelyn</i>	<i>April 2000</i>	<i>Dykes, C.M. "Chuck"</i>	<i>February 1997</i>
Coffee Shop Crew	January 1990	Dykes, Mrs. C.M.	February 1997
Cole, Sandra	September 2000	<i>Eaton, Becky</i>	<i>November 1994</i>
Cole, William "Will"	July 2018	<i>Edwin, George</i>	<i>January 1989</i>
<i>Coleman, Thelma</i>	<i>July 1994</i>	Ehnebuske, David	May 1996
Connatser, Becky	March 1992	Ehnebuske, Jean	December 1993
Connell, Sandra	December 1991	Ehnebuske, Marjorie	September 1989
Contestabile, Diann	January 2013	Enlow, Bill	March 1994
Cook, Pat	May 1990	Evans, Margaret "Maggie"	January 1993
Cox, Debra	October 2018	Fall, Erica	November 1996
Cox, Wardell	April 1989	Fall, Megan	November 1996
Crain, Sharon Barbosa	January 2000	Fann, Rebecca "Becky"	March 1993
Crow, Darwin	December 1992	Farish, Steve	January 1992
Crowell, Joni	April 1992	Farrow, Georgia	June 1989
Cruz, Dominguez	April 1993	Fellows, Stephen	February 1990
Curry, Jon	Nov 1994	<i>Fernandez, Pete</i>	<i>February 1990</i>
<i>Danish, John C.</i>	<i>August 2007</i>	Fett, Jessica	September 1995
<i>Danish, John Edmund</i>	<i>January 1994</i>	Finley, Diane	November 1990
Davis, Bettye	April 2003	Finley, Phala	January 1991
<i>Deatherage, Mary Jo</i>	<i>January 1990</i>	Fisher, Cassandra	June 1995
DeHaes, Kathryn	December 1988	<i>Fisher, Linda</i>	<i>October 2006</i>
DeLoach, Beca	June 1993	<i>Flatley, Frank & Paula</i>	<i>October 1993</i>
<i>DeLoach, Clyde</i>	<i>June 1993</i>	<i>Fletcher, Billy James</i>	<i>January 1993</i>
Dickey, Carolyn	June 1992	Fulbright, Betty	August 1999
Dickey, Gene	April 1994	<i>Fulbright, Ed</i>	<i>August 1999</i>
<i>Dickson, Jan</i>	<i>May 1989</i>	Fuqua, Beverly	May 2009
Doan, Barbara	July 1991	Furbush, Darin	December 2015



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Name	Date	Name	Date
Fusco, Debbie	May 2007	Hence, Danielle	March 1996
Gamewall, Summer	April 1993	Henderson, Cody	October 1995
<i>Gardner, Mary</i>	<i>August 2009</i>	<i>Hendricks, Sally</i>	<i>June 1991</i>
Garza Jr., Paul	October 1994	<i>Henry, Dorothy</i>	<i>November 1998</i>
Gears, Herbert A.	October 1996	Herrington, Sylvia	December 1990
Gentry, Melissa	March 2022	<i>Hickey, Anita</i>	<i>May 1993</i>
George Cole Family	December 1990	Hicks, Kevin	March 1993
<i>Gibbs, Chet</i>	<i>July 1992</i>	Higbie, Mary	February 1998
Gibbs, Clara	July 1992	Higgins, Dottie	March 2000
Gibbs-Treuer, Sarah	January 1989	Hill, Marian	September 1991
Gibson, Colvin	April 1996	<i>Hinde, Lille</i>	<i>September 2004</i>
Gifford-Herrington, Connie	August 2012	Holub, Barbara	January 1998
<i>Gill, Louise</i>	<i>November 1998</i>	<i>Holub, Clarence</i>	<i>January 1998</i>
Goodwin, Cathy	August 1992	<i>Hooten, Bill</i>	<i>August 1992</i>
Gordon, Ken & Rosa	June 2007	<i>Howard, Clinton</i>	<i>June 1998</i>
<i>Gray, Jinx</i>	<i>April 1999</i>	Howard, Katherine	June 1998
Green, Debra	October 1994	<i>Howard, Mike</i>	<i>December 1989</i>
Greer, Dave	May 1990	Howman, Robin	April 1995
<i>Gregory, Doug & Joyce</i>	December 1994	Hubbard, Randy	July 2002
Grimes, Tony	February 2019	Huffstetler, Ronda	March 1998
<i>Guest, Ike</i>	<i>January 2009</i>	Hunt, Nell Anne	October 2003
Guy-Davis, Jennifer	April 1994	Hunter, Jim	June 1994
Hale, Pam	April 2014	In, Young	June 1994
Hall, Debbie	January 1996	Israel, Dr. Robert	September 2008
Hall, Travis	February 1998	Jensen, Don & Rosalie	April 1999
<i>Halsey, John</i>	<i>January 1989</i>	<i>Johnson, Jack</i>	<i>March 1993</i>
Hamberger, Steve	March 1992	<i>Johnson, Roberta H.</i>	<i>April 2006</i>
Hamilton, Mart	August 1989	Jones, Cela	December 1991
Hamrah, Sergeant Kevin	February 1994	<i>Jones, Genevieve "Smitty"</i>	<i>April 1996</i>
<i>Harmon, Jody</i>	<i>Oct/Nov 1991</i>	Jones III, Raymond C.	July 1991
Harmon, Karen	June 2009	<i>Joslin, Phyll</i>	<i>April 1999</i>
Hart, Jan	December 1989	Juarez, Lilly	September 2008
Hawkins, Karen	October 1995	Kelley, Bonnie	June 1991
Heady, Chance Daniel	June 1995	<i>Kelley, Troy</i>	<i>June 1991</i>



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Name	Date	Name	Date
<i>Kensinger, David</i>	<i>March 1994</i>	Malone, Jerry	July 1989
Kensinger, Eileen	October 1989	Manale, Bernard	June 2008
Kerley, Judy W.	August 1992	Mancini, Fabrizio	April 2000
<i>Killen, Jan Maxwell</i>	<i>Oct/Nov 1991</i>	Mannon, Diane	September 2003
King, Frank	October 2000	Marcom, Tom	June 1989
Kirk, Chuck	October 2019	<i>Markwood, Tim</i>	<i>April 1990</i>
Kitchens, Brent	July 1996	<i>Martin, Arnold & Alice</i>	<i>February 1999</i>
Kitchens, Bruce	May 2000	Martin, Karen	May 2000
Kitchens, Debra	August 1991	Martin, Karl	November 1996
Knowles, Alice	June 1993	<i>Martin, Pat</i>	<i>January 1994</i>
Korkmas, Marguerite	November 1990	Martinez, Robert & Jill	February 2018
Krehbiel, Sigrid	November 1989	Matkin, R. Dan & Earlene	January 2010
Kubula, Clarice	June 1990	McCarty, Edward "Ed"	April 2016
Kumar, Rosalyn	February 1996	McCrary, Melissa	June 1995
Kunstadt, Mrs. Gerri	January 2008	McDonald, Daniel Scott	August 1994
<i>Langley, Eugene "Buddy"</i>	<i>November 2001</i>	McGee, Kevin & Jeff	February 1993
Laredo, Melissa	February 1994	McKee, Erin Brosch	July 1996
<i>Lear, Dick</i>	<i>December 1994</i>	McKee, Mark	March 2022
Lear, Jolene	December 1994	<i>McKinney, Kenneth</i>	<i>January 1995</i>
Lee, Alice	July 1997	McMillian, Louise	March 2022
Lee, Barbara	April 1990	<i>McMurry, Martha</i>	<i>March 2009</i>
<i>Leibensberger, Dorothy</i>	<i>March 1989</i>	<i>McMurry, Norman E.</i>	<i>June 2001</i>
Lemman, Shelly McClendon	April 2001	<i>Meler, Jim</i>	<i>March 2018</i>
Lerma, Delfina "Del"	December 1996	Meler, Virginia	March 2018
Letart, Mandy	July 1993	Menchaca, Richard	December 1993
Lincoln, Randall	November 2002	Mercer, Myrna	September 2005
Little, Carol	December 1991	Miller, Jearlene	March 2022
Littleton, Carmen	September 2012	Monday, Dick & Jolene	July 2012
Lively Swingers	March 1991	Monty, Bill	June 1991
Loerwald, Patricia	June 1989	Moon, Sue Hwan	June 1992
Long, Kellie	March 1996	Moore, Melvina	September 1989
Lovell, Jan	September 2016	Moreno, Mandy	June 1996
<i>Lovell, Mary Ann</i>	<i>September 2016</i>	Morgan, Julie Gail	July 1997
Maddox, Wayne	December 1997	Morgan, Sandy	September 1992



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Name	Date	Name	Date
Morris, Gary	February 1989	<i>Pierce, Bob & Dana</i>	<i>May 1991</i>
<i>Murphy, Dr. Thomas</i>	<i>April 1995</i>	Pieschel, Frank	July 2002
Nachimson, Dr. Harold	January 1995	Porath, Bernhard & Margarete	February 1995
<i>Nelson, Bob</i>	<i>May 1991</i>	Power, Becky	October 1997
Newman, Benny	March 1994	<i>Power, Bob</i>	<i>October 1997</i>
Ngo, Chi	June 1994	<i>Price, Phil</i>	<i>September 1995</i>
Nguyen, Cecilia Ann	August 1997	<i>Primo, Giorgio "George"</i>	<i>April 2007</i>
Nicodemus, Marilyn	March 1989	Prince, Kass	April 2013
Niemeier, Elaine & Dan	April 2017	<i>Proctor, Vernon</i>	<i>October 2016</i>
Norman, Irene	January 1991	Putnam, Joe	January 1992
Norman, Pat	October 1994	Ragsdale, Julie Michelle	August 1997
Novinski, Lyle & Sybil	April 2019	Ralstin, Amy	June 1996
<i>Oberlin, Donald</i>	<i>January 2005</i>	Ramirez, Christina Jane	August 1997
Oberlin, Mary	July 1990	Ramos, Genevieve	May 1990
O'Brien, Pat	March 1999	Randle, Caroline	April 1991
Olafsen, Mrs. Gene	August 2006	Randle, Marvin	April 1991
<i>Olson, H. Ted</i>	<i>April 2009</i>	<i>Ratteree, Betty</i>	<i>July 1998</i>
Ortiz, Thomas "Tom"	March 2013	<i>Ratteree, James</i>	<i>July 1998</i>
<i>Orton, Francis</i>	<i>June 1992</i>	Reese, David	February 1994
<i>O'Teter, Nancy</i>	<i>November 1989</i>	Reinders-Blankenship, Jill	October 1996
Owens, Caroline	March 2001	Reinhardt, Shea	June 1995
Owens, John R.	February 1997	Revis, Tonya	July 1993
<i>Paige, Hazel</i>	<i>July 1991</i>	<i>Rice, Joseph</i>	<i>December 1989</i>
Parks, Sandra	October 1996	<i>Riley, Dale</i>	<i>February 1989</i>
<i>Parrish, Marge</i>	<i>March 1990</i>	<i>Riley, Joy</i>	<i>February 1989</i>
<i>Parrish, Morris</i>	<i>February 2005</i>	Riley, Tiffany	July 2012
<i>Patterson, Sue</i>	<i>September 1989</i>	Ripps, James	September 1991
<i>Peck, Don</i>	<i>October 1990</i>	<i>Ripps, May Tom</i>	<i>September 1991</i>
<i>Peck, Ruth</i>	<i>November 1989</i>	Rissing, Nancie	July 2001
Pennington, Kathrine	September 1990	Rissing, Rhea	July 1996
Pentz, Sarah	August 1991	Roach, Stephanie	June 1995
Perez, Rudi	September 1990	<i>Robert, Debby</i>	<i>April 1990</i>
Peters, Gigi	February 2016	<i>Roberts, Dr. Joe</i>	<i>September 1993</i>
Pfaff, Anne	March 1997	Robertson, Vicki	November 1990



To recognize and encourage the spirit of
volunteerism within the city of Irving

High Spirited Citizen Award Recipients - Alphabetic

Name	Date	Name	Date
<i>Romanyshyn, Janet</i>	<i>December 1989</i>	<i>Smith, Jennings</i>	<i>June 2000</i>
Rome, Rebecca	December 1989	Smith, Judy	August 2004
Romero, Sammy	March 2022	Smith, Phil	January 1991
Rubealcaba, Officer Harvey	February 1994	Smith, Ralph	October 1993
Rucjaz, Rosalie	November 1992	So, Sekta	July 1993
Rudderow, Nancy	November 1989	So, Tika	November 1994
<i>Sale, Mr. & Mrs. Robert</i>	<i>July 1995</i>	Song, Ja Young	November 1995
Sandoval, Juanita	April 1994	Soto, Faustino	July 1995
Saunders III, Clarence	October 2012	Spann, Linda	March 1998
Schecht, Kay	August 1995	<i>Spann, Oscar</i>	<i>March 1998</i>
Scheibel, Jeff	September 1989	<i>Sparks, Gene</i>	<i>December 1992</i>
Schell, Stefani	August 1994	<i>Spencer, Harry</i>	<i>November 1988</i>
Schiller, Donald	August 1993	Spriggs, Carolyn	September 2001
<i>Schulze, Catherine</i>	<i>March 1990</i>	Spruiells, Steven	July 1989
Schober, Woody	May 1989	Spurlock, Jack	March 2004
<i>Schorn Jr., Adolph</i>	<i>October 1990</i>	Stambaugh, James	April 1998
<i>Schulze, Charles & Catherine</i>	<i>March 1990</i>	<i>Staniford, Alma Lou Roach</i>	<i>December 1998</i>
Scott, Barbara	November 2007	<i>Stanton, Norma</i>	<i>February 1991</i>
Seppy, Maria	December 1990	<i>Stavelly, Gerald</i>	<i>April 1991</i>
<i>Seppy, Rudy</i>	<i>April 1997</i>	Stayer, Dr. David	August 1995
Sevcik, Ruby	March 2022	Stehman, Burnell	April 2004
Sharp, Beverly	June 1990	Stephens, Robin & Jill	February 2015
<i>Shelton, Fannie</i>	<i>December 1997</i>	Stephenson, Juanita	September 1990
<i>Sheppard, Rev. Joseph</i>	<i>February 1992</i>	<i>Stevenson, Charles</i>	<i>January 1999</i>
Sherlock, Jo Anne	December 1992	Stevenson, Marquette	February 2000
Shlipak, Carole	January 2004	Steward, Marlene	February 1993
Simmons, Sandy Jean	August 1997	<i>Stewart, Aprill</i>	<i>July 1992</i>
<i>Sims, Phil</i>	<i>May 2006</i>	Stewart, Richard	March 2022
<i>Singley, Jack</i>	<i>May 2009</i>	Stewart, Tamara Lee	May 1994
Skaer, Sharon	December 1998	<i>Stinson, Betty</i>	<i>November 2000</i>
Slaughter, Pamela	October 2003	<i>Stipes, John</i>	<i>October 2001</i>
Slaughter, Scott	March 1994	Stipes, Larry	August 1993
Smith, Dot	September 2006	Stipes, Margie	October 2001
Smith, Eckey	August 1990	<i>Story, George</i>	<i>August 2008</i>

How do we measure success?

Why measure success:

Measuring outcomes will assist the program to be more customer-focused, gather information in order to make changes where needed, expand and/or enhance volunteer involvement, share success stories, and volunteer efforts will be more effective. The outcomes help identify both the program strengths and limitations.

Program Focus:

Outcome Objective – visitors who request volunteer support will receive qualified volunteers who are able to provide appropriate services.

- All of our volunteers were well qualified; Board members and High Spirited Citizens who were knowledgeable about Irving attractions, visitor destinations, transportation, etc.
- Each volunteer was computer savvy and the kiosk was equipped with ipads that were pre-loaded with apps on the home screen to easily find information.

Outcome Measure – follow-up survey, questionnaire

- Visitors contact information was not asked for or received.

Performance Standard – 90-100% (realistic?) of visitors requesting support will report satisfaction with the quality of the volunteer and provision of service.

- Visitors contact information was not asked for or received.

Visitor Focus:

Outcome Objective – Visitors assisted by the VIV Program will have a positive, friendly experience.

- Comments at the Visitor Information kiosk were particularly good.
- Visitors verbally reported being thankful for the information they were given.
- Visitors verbally commented on being thankful to be greeted by a friendly, smiling face with a welcoming attitude – easy to approach.
- Visitors verbally commented on the kiosk itself with positive notes.

In the future:

Outcome Measure – Assessment after six and twelve months and administer a questionnaire is for results to measure success.

Performance Standard – have a goal of 90% or greater for visitor satisfaction experience in connection with a volunteer.

Volunteer Focus:

Outcome Objective - Volunteers will be well-trained and feel prepared to provide direction when answering phone calls or walk-in questions.

- FAQ's document in the Visitor Kiosk Desk Guide was helpful
- Event resume' gave additional information about ICC events.
- TMF map was helpful and colorful.
- An email with each event to be worked was sent to the volunteer(s) before the event with any pertinent information.
- The training session was successful – not all volunteers attended.
- Some volunteers trained others who did not attend the training session.

Outcome Measure – Information received from volunteers after 6-12 months participating in the program.

- **Volunteer Survey Results: Ten surveys were sent and six responded**
100% of Volunteers said they rated their overall satisfaction with the Visitor Information kiosk volunteer program as Excellent
- 100% of the Volunteers replied this is not their first on-going volunteer position
- 66.67% replied they Strongly Agreed they felt valued as a volunteer in this program; 33.33% Agreed.
- 83.33% replied they Strongly Agreed they were given adequate support, training, clear instructions, resources, timely information and technical support; 16.67 Agreed
- 83.33% said their motivation for volunteering in this program was to Support a Mission They Believed In; 16.67% said it was to Help the Public.
- 100% of the Volunteers would be willing to continue to volunteer in this program.

Observations:

The kiosk was used only for public events at the ICC when the client had agreed to have it set up and volunteers present, as such it became more of an information booth for the ICC facility itself and the event.

It was helpful for attendees to have a centrally located place to ask questions about the event itself and the facility, as well as the entertainment options and restaurants at the Westin/Texican and TMF.

Next Steps:

Recruit more volunteers.

Decide if the kiosk should be an ICC/event operation or utilize it to the fullest as an Irving Visitor Information Center

If the latter, then it would be best to move locations outside of the ICC; Mustang Museum, TMF, or mobile unit (with shared overhead costs)

If only ICC/event operation, work with ICC sales to identify events and request their permission.

Utilize opportunities when events offer the ICVB free booth space at their event and utilize our volunteers to promote the ICVB and Irving as a destination.

Marketing campaign to raise awareness; social media, place on ICVB, City, IAC websites.

Irving Convention and Visitors Bureau

Schedule - Visitor's Center Help Desk Organized by Activity: 11/1/2019 - 4/11/2020

Date	Start	End	Name
Battle of Texas			
Sat 12/14/2019	2:00 PM	6:00 PM	Higbie, Mary
Fiber Fest			
Sat 4/4/2020	10:00 AM	2:00 PM	Cole, David
Sat 4/4/2020	10:00 AM	2:00 PM	Stallings, April
Great Amer Franchise & North Texas Comic Book Show			
Sat 2/15/2020	9:00 AM	1:00 PM	Cooperstein, Karen
Sat 2/15/2020	1:00 PM	5:00 PM	Bourgeois, Donna
Sat 2/15/2020	1:00 PM	5:00 PM	Martinez, Jill
Sun 2/16/2020	10:00 AM	1:00 PM	Boyer, Carol
Las Colinas Bridal Show			
Sat 11/9/2019	2:00 PM	6:00 PM	Higbie, Mary
Sun 11/10/2019	10:00 AM	2:00 PM	Martinez, Jill
Sun 1/12/2020	11:00 AM	3:00 PM	Martinez, Jill
Sun 1/12/2020	2:00 PM	5:00 PM	Higbie, Mary
Legacy Dance			
Sat 2/29/2020	10:00 AM	2:00 PM	Cooperstein, Karen
Sun 3/1/2020	10:00 AM	2:00 PM	Cole, David
Sun 3/1/2020	10:00 AM	2:00 PM	Martinez, Jill
Sun 3/1/2020	2:00 PM	6:00 PM	Kang, Julia
Sun 3/1/2020	2:00 PM	6:00 PM	Lear, Clem
Lone Star Wrestling			
Fri 1/31/2020	5:00 PM	9:00 PM	Stallings, April

Sat 2/1/2020	10:00 AM	2:00 PM	Cooperstein, Karen
Sat 2/1/2020	2:00 PM	6:00 PM	Stallings, April
North Texas Teen Book Festival			
Sat 3/7/2020	8:00 AM	11:30 AM	Martinez, Jill
Sat 3/7/2020	8:00 AM	11:30 AM	Stallings, April
Sat 3/7/2020	11:30 AM	3:00 PM	Higbie, Mary
RCMA			
Tue 2/4/2020	10:00 AM	1:30 PM	Martinez, Jill
Tue 2/4/2020	1:30 PM	5:00 PM	Cooperstein, Karen
Tue 2/4/2020	1:30 PM	5:00 PM	Lear, Clem
Wed 2/5/2020	10:00 AM	1:00 PM	Cooperstein, Karen
Wed 2/5/2020	10:00 AM	1:00 PM	Lear, Clem
Texas Prime			
Fri 1/17/2020	10:00 AM	2:00 PM	Lear, Clem
Sat 1/18/2020	10:00 AM	2:00 PM	Stallings, April
Sat 1/18/2020	2:00 PM	6:00 PM	Stallings, April
Sun 1/19/2020	10:00 AM	2:00 PM	Martinez, Jill
Sun 1/19/2020	2:00 PM	6:00 PM	Higbie, Mary
USA Judo			
Sat 11/23/2019	10:00 AM	2:00 PM	Lear, Clem
Zest Fest			
Fri 1/24/2020	1:00 PM	3:30 PM	Lear, Clem
Fri 1/24/2020	1:00 PM	3:30 PM	Martinez, Jill
Fri 1/24/2020	3:30 PM	6:00 PM	Lindsey, Rick
Sat 1/25/2020	10:00 AM	2:00 PM	Cooperstein, Karen
Sat 1/25/2020	2:00 PM	6:00 PM	Higbie, Mary

Sat 1/25/2020	2:00 PM	6:00 PM	Martinez, Jill
Sun 1/26/2020	2:00 PM	5:00 PM	Kang, Julia
Sun 1/26/2020	2:00 PM	5:00 PM	Lear, Clem

Irving Convention and Visitors Bureau

Activity Totals: 11/1/2019 - 3/11/2020

Category	Activity	Hours	Volunteers	Average
Visitor's Center Help Desk	Crown Cheer and Dance	8.00	1	8.00
	Great Amer Franchise & North Texas Comic Book Show	19.50	4	4.88
	Las Colinas Bridal Show	8.75	2	4.38
	Las Colinas Bridal Show	4.00	1	4.00
	Legacy Dance	8.00	2	4.00
	Lone Star Wrestling	12.00	2	6.00
	North Texas Teen Book Festival	15.50	4	3.88
	RCMA	19.00	3	6.33
	Texas Prime	22.39	4	5.60
	USA Judo	3.00	1	3.00
	Zest Fest	32.00	7	4.57
	Category Total Hours		152.14	
Total Hours		152.14		

EVENT NAME	ATM?	CONCESSIONS?	PARKING?	TICKET INFO	EVENT ?	FOOD/RESTAURANTS	MUSTANGS	MISC. ICC	SURVEYOR	BOX OFFICE LOCATION	WIFI	VENDING
ZEST FEST	1		1	22	14			6	4	18		
TEXAS PRIME		1		11	2	5		2	1			3
BRIDAL SHOW - LC		2				2						
CHEER	8	10	3	17	10	2	1					
LONE STAR WRESTLING	22	18	4	39	24	22	2	5				
GREAT AMERICAN FRANCHISE												
COMIC BOOK SHOW	4	10	2	3	53	11						1
LEGACY DANCE		6			55	8						1
NORTH TX TEEN BOOK FESTIVAL	1			37	76	3						1
RCMA					7							
	WESTIN	STARBUCKS	TEXICAN	ARTS CENTER	SHOE SHINE	AIRPORT	DIRECTIONS	DART	LOST AND FOUND	INCIDENT REPORT	ENTERPRISE	FIRST AID
ZEST FEST							2 - TMF					
TEXAS PRIME		1						2		7		
BRIDAL SHOW - LC		1						4				
CHEER	2	3	1	1	1					1		
LONE STAR WRESTLING		1						4		4 1*		1
GREAT AMERICAN FRANCHISE												
COMIC BOOK SHOW		3					1- TMF / 1 - GEN			1		1
LEGACY DANCE		2					1 - TMF / 1 - GEN			1		
NORTH TX TEEN BOOK FESTIVAL		2		1			11			7		2
RCMA										1		1
INQUIRIES:												
WATER REFILL STATION												
FIRST AID KIT												
PHOTOS												
WEDDING - ICC SALES												
WHEELCHAIRS												
TRYING TO CAPTURE GUEST INFO: MAY NEED A GIVEAWAY STICKER, PROMO FREEBIE												
NEED TO "SPREAD THE WORD" VISITOR CENTER IS AVAILABLE/OPEN												
RIGHT NOW ONLY WORKING ICC PUBLIC EVENTS												

Event Name	Company	Date	Attendance	Total Room
TASC Annual	Texas Association of Student Councils	04/19/2023 - 04/23/2023	4,000	2890
Southwest	Southwest Drycleaners Association	04/26/2023 - 04/30/2023	1,245	737
Texas Fright	Texas Frightmare Weekend, LLC	05/25/2023 - 05/28/2023	10,000	1000
Texas Funeral	Texas Funeral Directors Association	06/11/2023 - 06/14/2023	540	720
Handbell N	Handbell Musicians of America	07/11/2023 - 07/16/2023	400	1306
The Church	The Church Network	07/16/2023 - 07/22/2023	600	1825
Texas Federation	Texas Federation of Republican Women	10/10/2023 - 10/14/2023	1,235	949

Possible Events	5/18/2023
Hall of Fame Dance Competition	5/31-6/5/2023
A-Kon 2023	6/9/2023
Express Cheer	6/14/2023
Synergy Dance	6/21/2023
KidzCon	7/7-7/9/2023
Tx Cornhole	8/10/2023
Body Building	9/8-9/9/2023
FiberFest	9/13-9/17/2023
Ultimate Women's Expo	9/29-10/1/2023
Fan Days 2023	10/19/2023
Tx Bridal Show (Tentative)	10/28/2023

Volunteers:

Karen Cooperstein

Mary Higbie

Clem Lear

Rick Lindsey

Julia Kang

David Cole

Donna Bourgeois

Carol Boyer

Jill Martinez – Moved out of state

On the list:

Bob Bourgeois

Kathy Howard

Connie Gifford

Sharon Barbosa-Crain

Bob Whitney

James Dunkley

Karen Martin

Interested:

Debbi Haacke

Pat Nicks

Patty Caperton

Kay Heldman

2 new volunteer recruits from the Volunteer Fair last year

New recruiting possibilities:

Board of Directors