

## **MINUTES – COMMUNITY ENGAGEMENT COMMITTEE**

**IRVING CONVENTION CENTER  
Wednesday, February 3, 2021**

Those in attendance: Committee Chair Clem Lear, Committee Vice Chair Julia Kang, Board Chair Karen Cooperstein, – Committee; Bob Bourgeois - Board member; Carol Boyer, Maura Gast, Diana Pfaff, Susan Rose, and Carol Stoddard – ICVB Staff; Council Liaison Deputy Mayor Pro Tem Kyle Taylor.

Committee Chair Clem Lear called the meeting to order at 11:34 a.m.

Lear asked for any citizen comments and there were none.

The Committee reviewed the High Spirited Citizen nominations for Fatema Biviji, Mark McKee, Wanda Zamorano and Elouise McMillian. Discussions were held on each, reviewing their presence in Irving and volunteer contributions to the community.

Lear asked for a motion to approve the nomination of Fatema Biviji for the High Spirited Citizen award. On a motion from Board Chair Karen Cooperstein, and a second from Committee Vice Chair Julia Kang, the motion was approved unanimously.

Lear asked for a motion to approve the nomination of Mark McKee for the High Spirited Citizen award. On a motion from Board member Bob Bourgeois, and a second from Cooperstein, the motion was approved unanimously.

Lear asked for a motion to approve the nomination of Wanda Zamorano for the High Spirited Citizen award. On a motion from Board member Bourgeois, and a second from Cooperstein, the motion was approved unanimously.

Lear asked for a motion to approve the nomination of Elouise McMillian for the High Spirited Citizen award. On a motion from Board member Bourgeois, and a second from Cooperstein, the motion was approved unanimously.

The Committee agreed to make the recommendation and present to the full Board for approval on February 22.

Discussion was held on holding High Spirited Citizen recognition presentations via Zoom at the ICVB Board meetings and having recognition with family members at City Council meetings when in-person meetings resume, and the possible need for more frequency of these in the short-term until we can get caught up, as there are two other awardees whose presentations were postponed in 2020. Executive Director Maura Gast noted there may be health issues for some nominees and asked for flexibility in scheduling.

**ACTION ITEM:** Assistant Executive Director Marketing and Communications Diana Pfaff to make note on the Visit Irving website for nominations that delays in High Spirited Citizen nominations are in effect and extenuating circumstances should be noted on nominations.

**ACTION ITEM:** Deputy Mayor Pro Tem & ICVB Council Liaison Kyle Taylor and Cooperstein to follow up with Mayor Rick Stopfer on possible increased frequency of Council meeting dates for future presentations.

The Committee reviewed the Spirit of Irving awards that are given annually at the Irving Industry Hospitality and Tourism Annual Meeting. A new award was proposed in remembrance of ICVB Sales Manager Kelly Roche. The award would be presented to a local hotel-sales and/or catering professional, restaurant or other hospitality-related company who exhibits the traits that made Roche so special. Nominations would be received from hoteliers, clients and ICVB staff.

Possibilities for a 2021 Annual Meeting were discussed, with a priority of keeping with the importance of the industry and the information presented each year, ensuring whatever might be delivered meets or exceeds the standards we have always put in place. Digital-only delivery of the meeting would still have an estimated cost of \$30,000, even with significant discounts from suppliers. It was suggested that the meeting could be held in conjunction with National Travel and Tourism week in May. The objective of the meeting would still highlight the good things in the industry from the last year and accomplishments of the team and scale down the year-in-review portion. Possible speaker options were discussed.

Cooperstein noted some positivity is needed and suggested holding the meeting in the Fall and start of new fiscal year with a hybrid event. Vaccination schedules should be complete and additional Hotel Occupancy Tax collections would be available by Fall. Awards could be presented separately in-person and videoed at a Council meeting in May with proclamations if that timing was critical, depending on safety concerns of all involved.

Gast noted the ICVB has an agenda item on the next City Council meeting for CARES Act marketing funds and results and proposed interfund loan. Typically, one of the two semi-annual ICVB updates to Council is scheduled in May. The objective will be the reinforcement of data points to Council and presented in a different structure to provide information on ICVB results. There may be a way to use this setting and timing – which would also coincide with the NTTW proclamation – to accomplish some of these priorities.

**ACTION ITEM:** This topic discussion is postponed until the April 6 Committee meeting. Staff will continue to look for other ways to accomplish the same priorities while continuing to be fiscally responsible.

Lear asked for a motion to approve the Committee meeting minutes for October 13, 2020. On a motion from Cooperstein and a second from Kang, the motion was approved unanimously.

The next Committee meeting will be held on April 6. Future topics for discussion are:

- Follow up discussion on Annual Meeting and National Travel and Tourism week.
- Review of qualifications for High Spirited Citizen awards for exceptions or new Spirit of Irving awards.
- This year is 20<sup>th</sup> anniversary of September 11 – possible volunteerism recognition opportunity.
- Keep Irving Beautiful activity for Board, Board alumni, High Spirited Citizens and Staff.
- Discussion on ways to keep former Board members engaged and informed – possible Facebook alumni page.

Lear acknowledged the Board portal reorganization project and the ease of use for Board members.  
Lear adjourned the meeting at 12:28 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director