

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER

Tuesday, April 6, 2021

Those in attendance: Committee Chair Clem Lear, Committee Vice Chair Julia Kang, Board Chair Karen Cooperstein, Board Vice Chair David Cole, Stephanie Fenley-Garcia and Clare Venegas – Committee; Bob Bourgeois, Rick Lindsey, Sam Reed - Board members; Carol Boyer, Maura Gast, Diana Pfaff, Susan Rose, and Carol Stoddard – ICVB Staff.

Committee Chair Clem Lear called the meeting to order at 11:30 a.m.

Lear asked for any citizen comments and there were none.

Discussion was held on the Irving Industry Hospitality Annual Meeting. Executive Director Maura Gast reported there are no new alternative meeting options that make the costs both practical and manageable based on the current financial situation. The Committee discussed postponing the event until the financial situation for the ICVB has stabilized. Ideas were suggested to potentially utilize some of the Annual Meeting components for Travel and Tourism Week as an alternative.

National Travel and Tourism Week (NTTW) is May 2-8, 2021, discussion items:

- Logo/theme from U.S. Travel – “The Power of Travel”
- Possible video produced to view during the May 6 City Council Travel and Tourism Week proclamation presentation and coincide with the ICVB semi-annual update and department budget overview to Council scheduled during this week.
- Use “The Power of Travel” language as a guide.
- Present Spirit of Irving awards at the May 6 City Council meeting.
- Chalk event at Irving Convention Center, as scheduling allows.
- Produce a chalk event with National Nurses and Hospital Week (May 10) at both Irving hospitals.

Discussion was held on the Spirit of Irving awards and the timing challenges to meet the May 6 City Council meeting and not providing enough advance notice to the recipients. The Committee discussed postponing the presentation of awards to Council to focus on the importance of the awards and give appropriate recognition. It was decided to postpone the Spirit of Irving award discussion until the July 13 meeting, to see where the financial picture for the CVB was by then.

Cooperstein mentioned the possibility of an event for National First Responders Day – October 28.

Gast informed the Committee that, in conjunction with NTTW, the Irving CVB will be presenting each week during May at Irving Rotary Club meetings held at the Las Colinas Country Club. Anyone can attend in-person or by video conference.

Presentations are as follows:

- Assistant Executive Director Sales/Services Lori Fojtasek – May 6
- Director of Marketing Monty White – May 13
- Assistant Executive Director Marketing/Communications Diana Pfaff – May 20
- ICC General Manager Tom Meehan – May 27

Activities for Board members during National Volunteer week April 18-24 were discussed.

- April 10 – Keep Irving Beautiful
- Irving Cares Food Drive
- Catholic Charities Food Distribution – April 18

Additional volunteer opportunities:

- Olympic Days in June
- Fiesta De Mayo Marathon – May 22
- Butterfly Garden
- Rotary Flag projects on two Saturdays each month
- Las Colinas Association “Paws Colinas” Grand Opening in June
- Possible volunteer opportunities at University of Dallas
- There is still interest in the Visitor Information Booth and looking at ZestFest in June for a re-kick off if it is appropriate to do so

Board members can choose volunteer opportunities. Volunteering will encourage camaraderie outside the Board setting and encourage Board members to be advocates for the ICVB in the community.

Lear asked for a motion to approve the Committee meeting minutes for February 3, 2021. On a motion from Board member Bob Bourgeois and a second from Board member Julia Kang, the motion was approved unanimously.

The next Committee meeting will be held on July 13. Future topics for discussion are:

- September 11 Anniversary Remembrance
- Irving Hospitality Industry’s 50th Anniversary – November 9, 2022

Lear adjourned the meeting at 12:29 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director