

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER

Tuesday, October 12, 2021

Those in attendance: Committee Chair Clem Lear and Board Vice Chair David Cole – Committee; Bob Bourgeois, Sam Reed - Board members; 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.

The Committee reviewed the recommendation of Melissa Gentry for the High Spirited Citizen award. The nomination form was reviewed, and discussion was held on her volunteer accomplishments. The committee concluded that more information is needed from nominator Annette French regarding past honors and awards. Melissa Gentry's nomination was tabled pending the Committee's review of the additional information.

Discussion was held on the High Spirited Citizen awardees in the pipeline that have been on hold during the pandemic for presentation at a City Council Meeting. There are nine nominations in the pipeline; they are with the Mayor's office, who indicated he does not want to honor them all at one council meeting. Staff will follow-up on other options to get caught up.

The ICVB/Irving hospitality industry 50th anniversary is November 9, 2022. Ideas for a celebration recognizing the industry across Irving were discussed. At the previous Committee Meeting there had been a discussion about a possible internship perhaps with the Convention Center's food and beverage department. Maura discussed this idea with Tom Meehan, ICC General Manager, and he feels it would be very well received.

Gast and Board Vice Chair David Cole have met with Dallas County College District on possibilities to provide a program the necessary structure to make it worthwhile to the prospective apprentices, as well as to the ICC. A goal would be to endow the program for future years in some ways, perhaps through a 50th anniversary or annual fundraiser event of some sort. However, as any American Rescue Plan Act (ARPA) funds that could be applied to the costs of producing the fund-raising event wouldn't be received until April/May 2022 at the soonest (when the City is scheduled to receive its second tranche of ARPA funds and make decisions regarding its allocation), the anniversary celebration was tabled until Spring 2022.

Following the Strategic Plan Retreat, the Committee discussed the importance to educate the City Council now on the hospitality industry's tax revenue benefits. Since the industry is not projected to recover for several more years, the CVB needs to reinforce their need for future support will not end on September 30, 2022. Any strategic plan items for community engagement in the future will be presented to the Board for adoption in November.

Previous discussion has been held to update past ICVB Board members on what's going on with Irving's hospitality industry, as well as outreach in the community. Discussion included offering a free meal or free item, however, at this time there is no money in the budget for gifting. Other ideas discussed include:

- Board member invitation: Invite a select few previous board members to attend a Board meeting as a special guest. A different group could be selected each month.
- High Spirited Citizens Christmas float: Invite previous board members to ride on the High Spirited Citizens' horse-drawn wagon in Irving's annual Holiday Extravaganza parade. In years past, it has been necessary to hire two wagons to accommodate the High Spirited Citizens and their families. Since TexasFest and the Las Colinas Association Tree Lighting are also scheduled on the same date as the Holiday Parade, it was discussed to pare down to one wagon.

ACTION ITEM: Diana's team to glean interest in December's parade participation by posting a query in the High Spirited Citizen (HSC) Facebook page.

Lear asked for a motion to approve the July 13, 2021, minutes. On a motion from Bourgeois, and a second from Cole, the motion was approved unanimously.

Lear gave her best wishes to whomever will Chair the Committee in 2022 and thanked everyone for the opportunity to fill the Chair position again.

Lear adjourned the meeting at 12:15 p.m.

Respectfully submitted,

Maura Allen Gast, FCDME
Executive Director