

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER Tuesday, January 11, 2022

Those in attendance: Committee Chair Karen Cooperstein, Committee Vice Chair Julia Kang, Board Chair David Cole, Board Vice Chair Bob Bourgeois, Colvin Gibson – Committee; Yasir Arafat and Sam Reed - Board members; Carol Boyer, Maura Gast, Diana Pfaff, Brice Petty, and Carol Stoddard – ICVB Staff.

Committee Chair Karen Cooperstein called the meeting to order at 11:30 a.m. Cooperstein asked for any citizen comments and there were none.

STRATEGIC PLAN REVIEW AND COMMITTEE NEXT STEPS

GOAL: Increase community outreach and collaboration

Objective A: Enhance Community Awareness, Appreciation and Support of the ICVB and the Impact of the Visitor Economy on Irving.

MODIFICATION: The Committee agreed it to modify “As part of the Board Member orientation, consider requiring (requesting?) a shift worked at the Volunteer Visitor Info Center” noting the Volunteer Visitor Info Center is on hiatus until people feel safe in crowds at events.

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.

- Board member Sam Reed suggested Board members meet and partner with a City Council member or City leader to keep the ICVB at top of mind. Executive Director Maura Gast added in addition, have a presence at the more casual groups that meet on a regular basis as well.
- Cooperstein asked if Irving has a large enough social media presence to highlight what is coming to Irving. She used the Chamber’s “Three Things Your Chamber Did For You Last Week” section in the *The Monday Business Report* email as an example. A short email with similar message could be an option.
- Committee Vice Chair Julia Kang added there could be an opportunity to invite a City official to participate in one convention event per year and give them a first-hand look at what happens here. Gast suggested ICC back-of-house tours could also be included.

Objective C: Increase community outreach & collaboration

- Cooperstein suggested a once per year recap letter to the community of what the ICVB has done or a thank you for your leadership letter to former Board members coming from the ICVB Board Chair and Executive Director.
- Gast suggested adding invites to Council meeting ICVB quarterly updates and Travel and Tourism Week activities.
- The Committee agreed to move the bullet point “Increase inter-agency communication between Chambers, Economic Development and others to maximize opportunities and eliminate duplication” to a staff function and not a Board Strategic Plan item.

- It was agreed to move “Identify the top 100 thought leaders in the community for personal contact by Board Members” to Objective A or B.
ACTION ITEM: Gast to reword the language.
- It was agreed to move “Work with Parks & Rec to develop a plan for the pursuit of sports tournaments” to the Destination Development Committee goals.

The Committee agreed to all suggestions and changes.

GOAL: Maximize Organizational Sustainability & Growth

It was recommended that Objective B on this Goal move to the Community Engagement Committee with Objective B, under “Increase community outreach and collaboration.”

Gast reviewed the Community Engagement activities from prior years. The Committee has previously discussed the idea of a ICVB 50th Anniversary Celebration event as a longer-term impact than a one-time event, i.e., scholarship or apprenticeship fundraiser. There is currently no funding for an event to happen in November 2022.

ACTION ITEM: Gast to include the event on the ARPA fund list for FY2022-23.

ACTION ITEM: Assistant Executive Director Marketing and Communications Diana Pfaff to check on the possibility of using the ICVB scholarship for Irving ISD for a culinary or hospitality teacher, versus a student scholarship, as there have been challenges in identifying students for the scholarship each year.

ACTION ITEM: Add bus tour, Travel and Tourism Week, and the Las Colinas Association Bowl-a-thon under Community Service efforts.

HIGH SPIRITED CITIZENS

Gast reviewed the High Spirited Citizen program initiatives and gave a brief program history. The backlog of presentations due to the pandemic now has ten previously approved recipients and two current pending nominations.

On a motion from Board Chair David Cole and a second from Reed, the High Spirited Citizen nomination for Melissa Gentry was unanimously approved.

On a motion from Cole and a second from Board Vice Chair Bob Bourgeois, the High Spirited Citizen nomination of Ruby Sevcik was unanimously approved.

Discussion was held on holding one single function to present all the awards at once. The Mayor, City Council and ICVB Board members will be invited to attend. The event would be held at the ICC with a luncheon program and picture opportunities immediately following the program. The Committee discussed the role for ICVB to play in recognizing volunteers in the community. Suggestions of additional elements to the recognition including ways to engage recipients on a regular basis (similar to the former Board member letter previously discussed) and invite recipients to attend an ICVB Board meeting.

ACTION ITEM: Pfaff to ask ICTN to attend the luncheon and cover the event.

ACTION ITEM: Gast to check the Mayor and the ICC calendars for available dates.

The Committee agreed to put a hold on further nominations and add a note to the ICVB website that nominations are on hold until further notice.

2022 CALENDAR DATES OF INTEREST

- January 25 – Plan Your Vacation Day (same day as State of the City)
- January 27 – Pending ICVB Semi-Annual Council Meeting Update
- April 8 – Global Meetings Industry Day
- May 1-7 – National Travel and Tourism Week
 - May 5 – Proclamation at Council Meeting and Pending ICVB Semi-Annual Council Meeting Update
- April 22-24 PGA TOUR Club Corp Classic at Las Colinas Country Club
 - Marking and Communications is collaborating with their team in the media room. The tournament is looking for volunteers. This is a wonderful opportunity for Irving and the ICVB.
- Other upcoming dates of interest:
 - 2022 USA Triathlon Multi-sport National Championships Festival Event in April will bring big economic impact and will be looking for volunteers
 - An International Triathlon is looking at dates later this year for the first triathlon cup and Irving would be the U.S. site for the event and will be looking for volunteers.

It was agreed to table the approval of the October 12, 2021, Committee minutes until the next meeting. Cooperstein adjourned the meeting at 1:07 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director