

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER Tuesday, April 5, 2022

Those in attendance: Committee Chair Karen Cooperstein, Committee Vice Chair Julia Kang, Board Chair David Cole – Committee; Sam Reed - Board member; Carol Boyer, Maura Gast, Diana Pfaff, and Carol Stoddard – ICVB Staff.

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

Cooperstein asked for a motion to approve the Community Engagement Committee meeting minutes of October 12, 2021, and January 11, 2022. On a motion from Board member Julia Kang, and a second from Board Chair David Cole, the motion was unanimously approved.

STRATEGIC PLAN – COMMITTEE UPDATES

Irving Schools Foundation ICVB Scholarship

The ICVB Scholarship will be presented on April 26 at the Irving Schools Foundation Breakfast with the Stars event.

Discussion was held on shifting the scholarship from an Irving School District student to a teacher in the future. It was noted the applications for the ICVB scholarship have not been from students seriously interested in a hospitality or culinary career, and only a few applications were received over the last few years. It was agreed the ProStart curriculum for educating teachers should be a priority in Culinary and Hospitality and incentivizing a teacher with scholarship funds to use may be a desirable alternative. It was suggested to offer scholarships for classes and camps.

Teacher scholarship programs:

- The National Restaurant Association “Choose Restaurants” has professional development programs.
- The Texas Restaurant Association has a culinary educators training conference designed for educators who want to increase knowledge and improve their skills. The program Back to Basics Boot Camp serves as a refresher course for existing culinary educators with a goal to train and deliver ideas that can be incorporated into the classroom. cooking camps and internship. There is also a professional development educational certification program.

Assistant Executive Director Marketing and Communications Diana Pfaff suggested working with the Jack E. Singley Academy on customer service classes to boost the hospitality industry.

ACTION ITEM: Cole to collect information on the Restaurant Association classes and camps.

ACTION ITEM: Diana Pfaff to discuss with Irving Schools Foundation for any changes needed to shift the scholarship to an educator instead of a student.

ACTION ITEM: Bring the item forward to the July Committee meeting and discuss educator scholarship options and create definition and specific language on how the scholarship funds are used and include culinary, hospitality and customer service at the high school level.

HIGH SPIRITED CITIZENS

High Spirited Citizen (HSC) Luncheon recap:

A list of comments from attendees was included in the packet and reviewed. Cooperstein added it was a phenomenally successful event and by changing the narrative of the program, the Mayor and City Council members who attended saw the value of the program and a solution to presentations and recognition.

The Committee agreed to go forward with the High Spirited Citizen program in an annual program forum.

Other program suggestions included:

- The program could be included as part of the ICVB Annual Meeting or in conjunction with the ICVB 50th anniversary in November 2022.
- It was agreed to move to annual recognitions with nomination applications available on the Visit Irving website and the Committee will review nominations as they are received.
- Discussion was held on a cap on ten approved nominations for the annual program.
- The Committee will be strategic in how to encourage City Council members to attend and seating arrangements. It was suggested to include Council members in the seating around the room and not all seated at one or two table, i.e., Table: 7 HSC nominee and guests, one nominator, 1 Board member and 1 Council member.
- Cooperstein suggested receiving a list of all the HSC nominee invited guests, so they feel part of the celebration and are recognized.
- It was suggested the Mayor talk briefly about the program and what the program and volunteerism means to the City.
- State specifically on the invitation the time doors to the lunch will be open for guests to be seated.
- Add photos to the program.

The Committee reviewed the HSC nomination of Annette French. On a motion from Cole and a second from Committee Vice Chair Julia Kang, the High Spirited Citizen nomination for Annette French was unanimously approved.

It was noted that Chris Arrington had been nominated previously but chose not to receive the award at that time.

Discussion was held on reaching out to former HSC awardees for nominations once the program has been outlined and moving forward.

ACTION ITEM: Senior Marketing and Communications Coordinator Carol Stoddard to update the language on the Visit Irving website for nominations to note the hold on accepting new nominations currently, and the backlog of current recognitions.

2022 CALENDAR DATES OF INTEREST

- May 5 – National Travel and Tourism Week. A proclamation will be presented at City Council Work Session. It was noted Cooperstein will be traveling at this time and Kang will be present to represent. The full Board will be invited to the Council meeting.
- November 10 – ICVB 50th Anniversary. It was agreed to table this discussion until the July Committee meeting, after the next round of American Rescue Plan Act funds are received.

ACTION ITEM: Cooperstein asked staff to come back with a plan for a cost-controlled event at the ICC with budget and guest list ideas.

ACTION ITEM: Pfaff to discuss with ICC General Manager Tom Meehan the possibility of a 50th anniversary tree in the office lobby.

ACTION ITEM: Executive Director Maura Gast to review possible dates around November 9, 2022, for a reception and confirm.

Cooperstein adjourned the meeting at 9:47 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director