

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Community Engagement Committee**  
**Tuesday, January 17, 2023, at 9:00 AM**  
**Irving Convention Center**  
**500 W. Las Colinas Blvd., Irving, Texas 75039**  
**First Floor Conference Room**

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NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors may be present at this committee meeting.

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1. Citizen Comments on Items Listed on the Agenda
2. Approval of Committee Meeting Minutes – October 11, 2022
3. Strategic Plan – Committee Updates
  - a. Irving Schools Foundation ICVB Scholarship Update
  - b. High Spirited Citizens Program
    - i. Nominations and Recommendations
    - ii. Recognition Luncheon
    - iii. Program Updates/Next Steps
4. Brand Assessment Project – Executive Director
5. Committee Chair Report
6. Next Meeting – April 11, 2023

**CERTIFICATION**

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

\_\_\_\_\_ at \_\_\_\_\_ and remained so posted at least 72 hours before said meeting convened.

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.

## **MINUTES – COMMUNITY ENGAGEMENT COMMITTEE**

### **IRVING CONVENTION CENTER Tuesday, October 11, 2022**

Those in attendance: Committee Chair Karen Cooperstein, Board Chair David Cole, Board Vice Chair Bob Bourgeois, and Colvin Gibson – Committee; Carol Boyer, Maura Gast, Diana Pfaff, and Susan Rose – 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 July 12, 2022. On a motion from Board member Colvin Gibson, and a second from Board Vice Chair Bob Bourgeois, the motion was unanimously approved.

#### **ICVB 50<sup>TH</sup> ANNIVERSARY CELEBRATION**

Discussion was held on plans for the ICVB 50<sup>th</sup> Anniversary Celebration:

- ICC fourth floor pre-function area
- Menu with substantial appetizers
- Time – 5:30 – 7:30 p.m.
- Mayor will present a Proclamation at reception
- Program - Remarks from Board Chair David Cole, acknowledge former Board members with special recognition for former Mayor and Board member Dan Matkin.
- ICTN to put together a special retro video highlighting ICVB accomplishments and building of the ICC.
- Collateral and display boards around the room with media campaigns, aerial photos, and yellow page listings.
- Save the Date notification to be delivered electronically later this week.
- Printed and electronic invitations to go out shortly after the Save the Date.
- Anticipating 200 people
- All former executive directors will be invited

**ACTION ITEM:** Assistant Executive Director Marketing and Communications Diana Pfaff to order extra printed invitations for Committee members to distribute personally.

Gast noted she will be giving a presentation of the anniversary at the Irving-Las Colinas Rotary meeting the following week. Anyone can attend the presentation in person or by Zoom.

#### **STRATEGIC PLAN – COMMITTEE UPDATES**

Irving Schools Foundation Scholarship Update

Discussion was held on converting the Irving Schools Foundation / ICVB Scholarship from a student to a teacher scholarship in the Culinary and Hospitality category. Pfaff spoke with Crystal Scanio who

suggested awarding the scholarship to a student whose parent comes from the hospitality industry, regardless of what path the student takes in college for their major. Cole stated this scholarship for a teacher could be used for certification in the ProStart program and could be a benefit in encouraging participation in the program. He suggested to table the discussion until after the Texas Restaurant Association Foundation Scholarships committee can resume [in](#) 2023. Suggestions were made on spreading the word about the scholarship on Facebook, staff of local hotels and restaurants, and reach out to culinary and advisory taskforce.

**ACTION ITEM:** Bring the item forward for further discussion at the next Committee meeting.

#### HIGH SPIRITED CITIZEN PROGRAM

Two High Spirited Citizen nominations were reviewed:

Susan Motley – nominated by Annette French. Motley volunteers for several Irving committees, she is an attorney and has several honors and awards. Cole commented Motley is strong, smart and she will be honored to receive the award.

Cooperstein asked for a motion to approve the High Spirited Citizen nomination for Susan Motley. On a motion from Cole and second from Bourgeois, the motion was unanimously approved.

Ernestine Chipman – nominated by Annette French. Chipman is highly active in Irving, she is delightful and does a lot of volunteer work under the radar. Gibson noted she is active with Irving-Farmers Branch chapter of the NAACP.

Cooperstein asked for a motion to approve the High Spirited Citizen nomination for Ernestine Chipman. On a motion from Gibson and second from Cole, the motion was unanimously approved.

It was noted that a date is still pending for the 2023 HSC luncheon. Pfaff recommended avoiding the first through third week of March 2023.

**ACTION ITEM:** After the City Council schedule is confirmed, Gast will confirm a date and inform the Committee.

The nominations will be brought forward for approval at the November ICVB Board meeting.

Cooperstein noted the next Committee meeting is TBD and will be confirmed to the Committee and listed on the Board portal.

With no further discussion the meeting was adjourned at 9:33 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director