

## **MINUTES – COMMUNITY ENGAGEMENT COMMITTEE**

### **IRVING CONVENTION CENTER**

**Tuesday, January 17, 2023**

Those in attendance: Committee Chair Colvin Gibson, Board Chair Bob Bourgeois, Board Vice Chair Richard Stewart, Jr. – Committee; Carol Boyer, Maura Gast, Diana Pfaff, and Monty White – ICVB Staff; Tom Meehan – ICC Staff; Guest – Councilman Oscar Ward.

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

Gibson asked for a motion to approve the Community Engagement Committee meeting minutes of October 11, 2022. Board Chair Bob Bourgeois asked for an adjustment of wording and replacing the words “to table.” The minutes have been adjusted to read: “He suggested **resuming** the discussion until after the Texas Restaurant Association Foundation Scholarships committee can resume in 2023.” On a motion from Board Chair Bob Bourgeois, and a second from Board Vice Chair Richard Stewart, Jr., the motion to approve the revised minutes was unanimously approved.

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

#### **a. Irving Schools Foundation ICVB Scholarship Update**

Assistant Executive Director Marketing and Communications Diana Pfaff reported the scholarship qualifications have not been changed for this year. This year’s scholarships are in the reviewing process to identify students to receive the current ICVB scholarship. There will need to be a vote from the ICVB Board of Directors to adopt the revised scholarship for ICVB to present to a student’s parent who is in the hospitality industry for training. Another option is to present to an Irving ISD teacher for training.

**ACTION ITEM:** Add is to January 23, 2023, Board meeting agenda to expand the scholarship to parents of a student who are in the hospitality industry for approval.

#### **b. High Spirited Citizen Program**

- I. Nominations and Recommendations – There are three High Spirited Citizen Awards to be presented: Annette French, Susan Motley and Ernestine Chipman. It was noted that Councilman Brad LaMorgese has a nomination to submit but it has not been received to date. Pfaff indicated there were other names that had also previously been approved but not yet recognized that will need to be included.
- II. Recognition Luncheon – There are several dates available in May at the Convention Center. The calendar is full prior to May. There was a conflict on May 11 with an Irving ISD event. The City of Irving staff training program on May 12 should not be a conflict. It was also noted that May 5 may not be a good option as Election Day is May 6.
- III. Next Steps – Action Items

ACTION ITEMS:

- Gast to reach out to LaMorgese for his HSC nomination.
- Gast to send out available May 2023 dates for luncheon to Board/Committee and City Secretary's Office.
- Expedite new nomination recommendations to the Board in time for recognition and attendance at luncheon.

**BRAND ASSESSMENT PROJECT**

Gast gave an overview of the recent Brand Assessment meetings. Believable Brands Gary Sherwin and Destination Consultancy Group Don Anderson met with several groups that included Board members, ICVB and ICC staff, City of Irving leadership, Las Colinas Association, and the Irving-Las Colinas Chamber. Those meetings were completed last week. Surveys will be sent out to those participants and to Irving residents, as well as clients, stakeholders, industry partners and site selectors/commercial real estate professionals. Gast asked the Committee for their support in encouraging residents to respond to the survey. Talking points and/or a QR code with information will be provided to share at local groups, Homeowners Associations, neighborhood Facebook pages, NextDoor, etc. for resident input. Gibson commented that the sessions with the consultants were productive, and time well spent.

**COMMITTEE CHAIR**

Gibson requested ending each Committee meeting discussing the productiveness of the meeting and if the ball was advanced. It is a suitable time to reflect on the importance of taking action and following through to advance the mission and message. Stewart suggested pointing out from the previous meeting's minutes any action items or previous conversations that needed follow-up.

Gast noted the January Executive Committee meeting has several ICVB and ICC financial reports and Hotel Tax Occupancy collection review that would be a good meeting to reach out to Councilmen John Bloch and LaMorgese to attend.

**ACTION ITEM:** Gibson to reach out to LaMorgese and Gast to contact Board member David Cole to reach out to Bloch for an invitation to attend.

Councilman Oscar Ward gave a shout out to Mary Higbie for publishing a "Things to Do In Irving" brochure with map and shared copies of the brochure with attendees. He noted the Irving Archives and Museum are attracting visitors from across the country and beyond with their popular exhibitions. The Green Book Exhibit brought visitors from Peru and Europe. The book is being sold in the Museum Gift Shop and staff have re-ordered multiple times to keep up with demand. He noted energizing Irving citizens should be a big part of the Committee and Board mission. The upcoming World War II exhibit at the Museum will attract a large veteran and military crowd.

**ACTION ITEM:** Gast to extend information of the exhibit to military groups in Irving.

Ward also noted there is a Planning and Zoning Work Session tonight at 6:00 p.m. at City Hall to discuss the R-AB Ordinance.

Pfaff added the MarComm team attended a team building event in the Bishop Arts District and she feels there are similarities to South Irving in the area. The small businesses, arts and crafts shops and restaurants are an attractive model and attract people to the area. It would be a good model for South Irving.

Discussion was held on foot traffic and parking issues and the road construction project in the Heritage District, which will be complete in early 2024. The branding assessment meetings identified needing some "home runs" in South Irving. It is important for the residents in the area to be positive about the improvements. Ward noted that the Heritage Square project will include a vertical parking garage with multi-family residential units. It is an exciting project and moving forward. Bourgeois echoed Ward's comments that what people would like to see in South Irving requires a lot more density than we have.

The Committee was in consensus that the meeting was successful.

With no further discussion, Gibson adjourned the meeting at 9:35 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director