

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Community Engagement Committee
Wednesday, January 17, 2024 at 9:00 AM
Irving Convention Center
500 W. Las Colinas Blvd, Irving, Texas 75039
First Floor Conference Room

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

1. Citizen Comments on Items Listed on the Agenda
2. Approval of Committee Meeting Minutes – October 17, 2023
3. Strategic Plan – Committee Updates
 - a. High Spirited Citizens Program
 - i. Nominations and Recommendations
 - ii. Year-round Cultivation & 2024 Preliminary Plans
 - iii. Discuss Ways to Encourage Nominations Throughout the Irving Community
 1. Requesting Committee and Board Members to each identify two prospects and nominators for same
 - iv. Engaging Awardees/Nominators as Advocates
 1. Heritage Society, Rotary Clubs, Homeowner Associations, Community Organizations and local Chambers of Commerce
 - b. Volunteer Visitor Information Program
 - c. Proactive Strategies to Better Engage with Various Constituent Groups in Irving, including Culturally and Geographically Diverse Groups
4. City Council Report

5. Committee Chair Report and Staff Comments

- a. Committee Charge Discussion
- b. Enhancing Communications Between Irving ISD Hospitality and Culinary Program Staff, Irving Schools Foundation and ICVB Regarding Scholarship Applicants and Recipients
- c. Expanding Committee to Volunteers/Non-ICVB Board Members
- d. Assess Partnership Opportunity with the City's Ambassador Program

6. Next Meeting – April 16, 2024

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

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 17, 2023

Those in attendance: Committee Chair Colvin Gibson, Board Chair Bob Bourgeois, Board Vice Chair Richard Stewart, Jr.– Committee; David Cole – Board members; Carol Boyer, Anabel Espinoza, Maura Gast, Susan Rose, and Monty White – ICVB Staff; Guest: CTE Director Zach Moore – Irving ISD.

Committee Chair Colvin Gibson called the meeting to order at 9:03 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 July 11, 2023. On a motion from Board member David Cole, and a second from Board Chair Bob Bourgeois, the motion to approve the minutes was unanimously approved.

FOLLOW UP ITEMS:

- Utilizing High Spirited Citizen awardees as advocates:
 - To date no quarterly email has been distributed to core groups to attend upcoming meetings and nominate future HSC candidates; however, a robust group of candidates were submitted for this quarter. Gast noted that a number of High Spirited Citizens do not have email addresses.
- Volunteer Visitor Information kiosk:
 - Program Coordinator and Office Manager Carol Boyer reported there is no kiosk for Preserve Halloween or USA Judo events, due to lack of client response and location space availability.
 - The kiosk may be available during The Navigators event.
 - Boyer attended the Volunteer Fair at the Irving Arts Center to recruit additional volunteers. Several applications were received, mostly by teenagers acquiring community service opportunities.
 - Boyer will reach out to Patty Landers and Judy Pearson as possible volunteers.

STRATEGIC PLAN – COMMITTEE UPDATES

- a. Irving Schools Foundation ICVB Scholarship
 - Executive Director Maura Gast introduced Irving ISD CTE Director Zach Moore. Moore gave a brief description of his background. Moore has a degree in hospitality management and worked for Club Corp for many years.
 - There are four restaurants managed by students at the Jack Singley Academy and catering is also available. A career and tech center is in the planning process. Automotive, welding, electrical, etc. will move to that facility. Engineering and robotics courses are also available,

Gibson acknowledged Irving Arts and Culture has used students for catering at some events. Moore to send Gast catering information.

Discussion was held on what situations are available to offer students as staffing for an event or a package to present to clients for a corporate give-back program and other ways to communicate with clients for a win-win opportunity. He noted a graphic design program might be another opportunity for partnership. The Facilities program could be an option to intern with the ICC Operations Department.

ACTION ITEM: Moore to discuss with his team to present a package. He noted those opportunities would be based on available time for students.

Discussion was held on the challenges in acquiring applicants interested in the Hospitality industry. It was noted that fewer students are applying for college. The diverse culture in Irving leans toward exiting high school and entering the workforce. The CTE program will hopefully fill that hole for acquiring experience to enter the workforce immediately from high school. Gast noted the need for better communication for the breadth of the industry and the roles involved, i.e., facilities, engineering, etc. There is almost no program at the CTE that might not be eligible. Cole noted worldwide there is a smaller number of applicants in the hospitality industry area. He stressed the need to educate teachers on the availability of scholarships and the responsibility to mentor students.

ACTION ITEM: Coordinate someone to visit Irving ISD teachers and introduce the ICVB scholarship and breadth of eligibility.

ACTION ITEM: Review the ICVB scholarship write-up and client network for opportunities. Discuss the possibility of an ancillary scholarship to include other categories that would involve hospitality.

Gibson asked about staying in contact with scholarship recipients. Gast replied recipients have been encouraged to stay in touch with ICVB management. Moore noted that after graduation 27% of students stay in their program field, and the rest switch to another pathway. Bourgeois added the Rotary scholarships are presented as a contract and the Irving Schools Foundation should maintain a list and stay connected.

- b. High Spirited Citizen Program
 - Gast noted there is one pending nomination.
 - The Fall timing of an annual recognition program works well with staff, Mayor, and City Council.
 - Nominations would be needed by June 30 every year.
 - Former recipients and Board members submit nominations.
 - The goal is to aim for 10-15 nominees annually, keep the energy positive and intimate setting with tables closer to the stage.

SUGGESTED: Invitation RSVPs with actual name(s) of who awardees are inviting to attend, up to seven guests.

SUGGESTED: Board members to attend and have HSC applications at Henry Holmes meetings, Homeowner Association meetings and Neighborhood Association roundtable meetings.

ACTION ITEM: Assistant Executive Director Administration and Finance Susan Rose to reach out to the City's Communications Department to coordinate distributing information for applications.

ACTION ITEM: Have HSC applications available at any Board/Committee meeting and gatherings during the year.

- Nominees and Recommendations:
 - It was noted that Gibson has three nominee names that are not submitted but will be in the pool of nominees for 2024.
 - Other nominee names suggested:
 - Pastor Rob Robinson – nomination form is included in the packet.
 - It was agreed to table discussion on Robinson and gather additional information from nominator for each volunteer category of service.

- Engage Awardees as Advocates:
 - Encourage awardees to nominate candidates and engage in available ICVB volunteer opportunities.
 - HSC applications will be available at the 2024 HSC luncheon.

ACTION ITEM: Marketing Director Monty White to email photographs from the luncheon to awardees.
ACTION ITEM: Add specific photo shot sheet for photographer.

Gast added it is worth thinking about adding an annual or bi-annual gathering of HSC awardees, depending on the 2024 luncheon attendance.

c. Volunteer Visitor Information Program

- The kiosk desk guide is being updated with current information for Irving activities, hotels, attractions, restaurants, and key points. The updated guide will be available at the kiosk and will always be a work in progress.
- The volunteer software program is being updated with new volunteers and calendar dates for available shifts.
- 2024 volunteer opportunities will be emailed to volunteer pool as they become available.

CITY COUNCIL REPORT

There was no report.

COMMITTEE CHAIR REPORT AND STAFF COMMENTS

Gibson congratulated the Committee, ICVB and ICC staff and nominators for an excellent execution and successful HSC luncheon.

Gibson charged the Committee with developing additional deliverables. The Committee's focus and time this year was on HSC work and the volunteer kiosk. Discussion was held on the City's annual holiday parade and different ways to engage with the crowd. Gast noted parade route safety falls with the City's Parks and Recreation department. Cole suggested encouraging participation from the Board and Committee for the Irving Marathon Series and expanding the 5K walking team. It was suggested to have a banner made to promote the ICVB Walking Club.

ACTION ITEM: Office Manager Carol Boyer to research Marathon Series discount team code and communicate to ICVB Board to encourage participation.

Discussion was held on expanding the Committee to non-Board members. The item was tabled until the next Committee meeting, as the Boards and Commissions appointments will not be known until November.

Gibson led a discussion on involving the far North side of Irving with scholarship information. Cole suggested gathering teacher information, including surrounding area school districts who have students that live in Irving. Encourage Board/Committee members to visit classes and meet with teachers to spread the word about the scholarship and how the CTE programs can work for the hospitality industry. The goal is to not leave any students out who live in Irving. It was noted that if students are not part of Irving ISD, but live in Irving, they do not receive scholarships from Irving Schools Foundation. Carrollton-Farmers Branch area schools also fall into the cracks for scholarships.

With no further discussion, Gibson adjourned the meeting at 10:25 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

VOLUNTEER VISITOR INFORMATION KIOSK
CURRENT OVERVIEW

15 Current and Former Board members, excluding staff Maura, Carol and Susan

- Bob Bourgeois
- Donna Bourgeois
- David Cole
- Karen Cooperstein
- Clem Lear
- Rick Lindsey
- Greg Malcolm
- Kelly O'Briant +1
- Sam Reed
- Richard Stewart
- Stephanie Fenley-Garcia
- Yasir Arafat
- Michael Basoco +1

Adding:

- Debbie Fleck
- Alan Fleck
- Linda Shotwell - Maybe
- Ernestine Chipman – Maybe
- Sharon Barbosa Crain - Maybe

Reached out to:

- Patty Caperton
- Judy Pierson

Deleted:

- Mary Higbie
- Jill Martinez
- Marilyn Willems
- Connie Gifford

Feedback and Observations from volunteers:

- Kiosk placed on first floor lobby area by the Information desk if at all possible for groups
- Most of the information requested is for the event occurring in the ICC building; breakout meeting locations, food, rest rooms, lost and found, parking – thought is that the kiosk looks more like an information booth for the event.
- How can we separate ourselves and show more of what information we have to offer?
- Can we have a give-away to attract people to approach kiosk, i.e., Irving sticker, lapel pin, pen?
- Is this the right location for a Visitor Information center?
- Everyone is pleasant and thankful for information when assisted.
- Events are fun to work and see the different types of things happening at the ICC.
- The information volunteers are provided is very helpful.
- Carol is available and quick to respond to questions or when assistance is needed.

In progress:

- Better Impact Software – set up and implementation for volunteer scheduling and communication.
- Volunteer break room with coat rack, refrigerator, water and snacks, wireless printer
- Updating the Volunteer Information Handbook
- Updating the “At Your Fingertips” information notebook that is kept at kiosk (will always be a work in progress)
- Ordering volunteer name badges and updating wearable inventory

Final thought:

Brainstorm for a better way to book events/dates for kiosk to be available and then staff. Right now going thru CVB Convention Services Mgr who is offering the service to certain clients.



Admin. Software Program

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2. Hours by Category
3. Hours by Volunteer
4. Hours by Activity
5. Manage Activities
6. Home
7. Create Phone List
8. Home
9. Manage Activities
10. Home

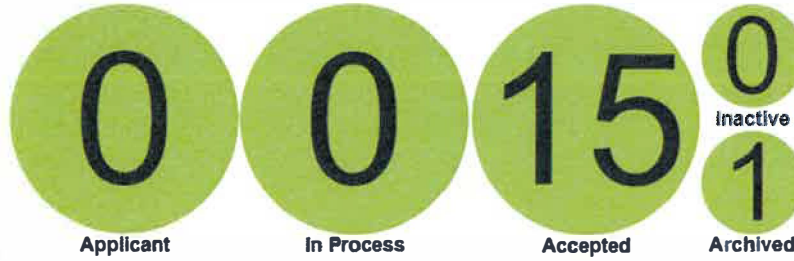
Status Update

Birthdays (0)

Anniversaries (1)

Volunteers

Administrators



- 0 Custom Field Approvals
- 0 Expiring Qualifications
- 0 Hours Approvals
- 0 Pending Signups

- 0 Qualification Approvals
- 0 Expired Qualifications
- 0 Volunteers on the Clock

We're here to help!

Current system status:
All Systems Operational
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Carol Boyer
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VOLUNTEER HOURS

This Week
0

This Year
0

Lifetime
8

Irving Convention and Visitors Bureau

News

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