

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER

Tuesday, April 11, 2023

Those in attendance: Committee Chair Colvin Gibson, Board Chair Bob Bourgeois, Beth Bowman, and Karen Cooperstein – Committee; David Cole – Board member; Carol Boyer, Anabel Espinoza, Maura Gast, Diana Pfaff, Susan Rose, and Monty White – ICVB Staff.

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 January 17, 2023. On a motion from Board member Beth Bowman, and a second from Board Chair Bob Bourgeois, the motion to approve the revised minutes was unanimously approved.

STRATEGIC PLAN – COMMITTEE UPDATES

Gibson led a follow-up discussion on previous Committee action items:

- a. Irving Schools Foundation ICVB Scholarship – review to identify students for the ICVB scholarship is completed. The Committee adopted the recommendation to review and recommend Irving ISD parents with students in the Hospitality Program for possible scholarship.
- b. High Spirited Citizen Program
Nominations and Recommendations – Nominee Brad LaMorgese has noted that the candidate he was going to nominate has declined.
- c. Brand Assessment Project – The survey to Irving residents has been distributed. The survey results deadline has been extended to April 21.

ACTION ITEM: Gast to distribute a reminder email for survey completion.

- d. Engaging new Council Members – Councilman John Bloch was extended an invitation and did attend an Executive Committee and full Board meeting. Gibson is communicating with Councilman Brad LaMorgese and noted that LaMorgese's schedule is not conducive to attend meetings on Fridays, but he is engaged in the Board's initiatives and is supportive.
- e. Extending invitations to military groups to see the "Fighting for the Right to Fight: African American Experiences in World War II" exhibit at the Irving Archives & Museum. Gast noted there have not been any military groups visiting recently to whom the invitation could be extended.

STRATEGIC PLAN COMMITTEE UPDATE

Irving Schools Foundation Scholarship:

Assistant Executive Director Marketing and Communications Diana Pfaff reported in the past several years, students have not met criteria for the ICVB scholarship. The Committee has discussed several options and approved extending the scholarship to the parent of an Irving ISD student whose household

income depends on the Hospitality industry. One application was flagged for the Hotel Management industry and a few others who met the new criteria. Pfaff suggested keeping both criteria options for an ICVB scholarship. Gibson agreed with the options and added he hoped that faculty members in the district will identify those candidates.

ACTION ITEM: In follow up for outreach efforts for next year's scholarship, Gast to extend invitation to Zach Moore, CTE Director for Irving ISD to attend an upcoming Committee meeting.

ACTION ITEM: Board member David Cole to speak to seniors in the four Irving high school hospitality classes in August or September to spread the word.

Gibson asked for an update on the ICC working with students. Gast replied ICC Food and Beverage Director Cori Black is working with the Jack Singley Academy students and enjoys the interaction. It is important for students to see Executive Chef Eduardo Alvarez in his leadership role.

HIGH SPIRITED CITIZEN PROGRAM

There are three awardees that have been approved since last year's luncheon. Pfaff reported no new nominations have been received since the last Committee meeting. Ideally, would like at least ten new honorees for the High Spirited Recognition luncheon. Gibson noted the Committee meets again in July and encouraged everyone to ask people to submit nominations. Discussion was held on Board members who attend community events to speak about the High Spirited Program and recommend nominations. Pfaff suggested reaching out to directors of non-profit groups for nominees. It was noted that Chris Arrington previously has declined the nomination and Rick Lindsey is a possible nomination suggestion.

Focusing on when there are several honorees, the Committee will consider dates for the recognition luncheon at the ICC in September or October.

Discussion was held on engaging High Spirited Citizen awardees as advocates. Two previous awardees, Charles "Chuck" Boyce and Maggie Evans, have recently passed away and both acknowledged the award in their obituary. Gibson suggested finding ways to keep a core group of awardees engaged and connected and deploy them into the community as our advocates. Bourgeois suggested a quarterly email to a core group informing them of the Committee's upcoming meetings and encouraging them to also nominate candidates.

VOLUNTEER VISITOR INFORMATION PROGRAM

The Committee discussed the function and need of the program and the potential need to utilize Convention Services associates and ICVB staff members, along with Board members and High Spirited Citizens, in order to get sufficient participation to be able to commit this service to groups. Board member Karen Cooperstein noted a core group of volunteers is needed to get the program back off the ground. It would be important for new Board members to volunteer for shifts and see the ICC in action. Board member Beth Bowman suggested high school students that need volunteer hours as possible volunteers.

Gibson asked for a motion to restart the Volunteer Visitor Information Program. On a motion from Cole and a second from Bowman, the motion unanimously passed.

ACTION ITEM: Program Coordinator and Office Manager Carol Boyer to send out invitations for volunteers to Board members, former Board members and High Spirited Citizens. List of respondents and event opportunities will be reviewed at the next Committee meeting.

NATIONAL TRAVEL & TOURISM WEEK 2023

The week of May 7-13, 2023, is the 405h Anniversary of the National Travel & Tourism Week. The theme this year is #TravelForward. A proclamation will be read at City Council on May 4. Discussion of community groups for outreach was held. Bowman suggested including small businesses.

COMMITTEE CHAIR

Gibson noted the Irving ISD Breakfast with the Stars program helped make the case that we have a strong school district and talented students. He encouraged the Board and Committee to continue to find ways to engage and work with Irving ISD. They are doing an outstanding job of programming and have capabilities that are not well known but need to be promoted.

STAFF COMMENTS

Gast noted the Committee's charge to engage advocates and recommending adding working bodies to this Committee. In the case of adding non-Board members, Gast recommended adding to the High Spirited Citizen program first and then adding to the Committee. Cooperstein noted that there is an advantage to adding people to the Committee to get innovative ideas around the table and some former Board members and current High Spirited Citizens would make great additions. Gibson agreed and suggested adding a maximum of four non-Board members to the Committee. It was agreed to have nominations to staff for approvals and then present to Executive Committee.

ACTION ITEM: Reach out to Councilman Kyle Taylor for list of people who applied to serve on the ICVB Board and were not assigned.

The Committee was in consensus that the meeting was successful. The next Committee meeting is scheduled for July 11.

With no further discussion, Gibson adjourned the meeting at 9:59 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director