

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Community Engagement Committee**  
**Tuesday, April 16, 2024 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 and City Council 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 – January 17, 2024
3. Strategic Plan – Committee Updates
  - a. High Spirited Citizens Program Nominations and Recommendations
  - b. Irving Schools Foundation Scholarship Update
    - i. Breakfast With The Stars, May 1
  - c. Committee Activation
    - i. Heritage Society Fish Fry on May 10
      1. Information Tent
      2. Shuttle Drivers/Greeters
    - ii. Irving Chamber Small Business Blitz on May 6-10
    - iii. Irving BAPS Charities Walkathon Benefiting Irving Cares on June 8
  - d. Volunteer Visitor Information Center – Program Sunset
4. National Travel & Tourism Week Proclamation – May 2
5. City Council Report

**6. 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

**7. Next Meeting – July 9, 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

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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, January 17, 2024**

Those in attendance were Committee Chair Colvin Gibson, Board Chair Richard Stewart, Jr., Board Vice Chair Herbert Gears; Stephanie Fenley-Garcia, Cambria Jones, and Joe Philipp – Committee members; David Cole – Board of Directors; Anabel Espinoza, Maura Gast, Diana Pfaff, Susan Rose, and Monty White – ICVB staff.

Committee Chair Colvin Gibson called the meeting to order at 9:01 a.m. There were no citizen comments.

Gibson asked for a motion to approve the Community Engagement Committee meeting minutes of October 17, 2023. On a motion from Board member David Cole, and a second from Board Chair Richard Stewart, Jr., the motion was unanimously approved.

**STRATEGIC PLAN – COMMITTEE UPDATES**

**HIGH SPIRITED CITIZEN PROGRAM**

- Nominations and Recommendations
  - There were no new nominations to review at this time. There is always caution in posting nominations, and names are only presented before the full Board for approval. Gibson has identified three nominations and there are three approved carry-over nominations from last year. He encouraged the Committee to be proactive and extend nominating to all Board members as part of their role on the Board. It was suggested to have a small flyer that identifies the HSC guidelines, where the nomination form is on the website and where previous honoree names are listed, with a QR code included for easy access to the on-line form. It was agreed nomination forms will be available at each Committee and Board meeting.

**ACTION ITEM:** Pastor Robert D. Robinson’s nomination was presented at the October 2023 Committee meeting. Pfaff to follow up and gather additional information before presenting for a formal nomination.

- Year-Round Cultivation & 2024 Preliminary Plans and Encouraging Nominations Throughout the Irving Community
  - Goal for 10-12 nominations to be submitted and approved by July for a full roster to warrant the fall luncheon.
  - It was suggested to utilize HOA groups, Rotary Clubs, and other active groups in Irving to tap into and get the ball rolling for an ongoing nomination process. If an application is completed with some missing information, it is still considered for a nomination and the Committee will follow up for additional information if needed.
  - Assistant Executive Director Diana Pfaff explained once approved, the nominee is emailed their completed nomination form along with a blank form and asked to make corrections and/or add missing information. It was noted some prior nominees have declined an award.

#### VOLUNTEER VISITOR INFORMATION PROGRAM

Gast reported Office Manager Carol Boyer submitted a report that is included in packet. There is a routine list of volunteers and some others that have indicated interest in volunteering. The challenge in general is floor space for the kiosk for some groups. The kiosk services the event needs, but it is hard to set up a calendar in advance and the program operates on short notice. Depending on the nature of event, the kiosk can get lost in the floor space. For crowded events, the kiosk gets lost and makes it hard to connect with guests. Other events are Irving attendees, and the kiosk is not needed. When no volunteers are available, the CVB staff is utilized to cover. At this point in the pilot program, it does not appear that the model is both sustainable with volunteers nor regularly desired by customers.

**ACTION ITEM:** Gast to meet with staff to discuss the need for this particular service moving forward and how to best provide it if that is the case.

#### STRATEGIES TO BETTER ENGAGE WITH VARIOUS CONSTITUENT GROUPS IN IRVING, INCLUDING CULTURALLY AND GEOGRAPHICALLY DIVERSE GROUPS

Gibson stated the objective of this strategy is to include both North and South Irving and all the diverse communities for engagement and create ambassadors across the City, so they feel pride in their community. An example might be the City's holiday parade with an excellent turnout from all communities. Gast noted that while the holiday parade provides for great community, it does not necessarily accomplish the committee's goals beyond participation. Discussion was held on opportunities with other events to create ambassadors. It was suggested to include previous HSC awardees to the annual luncheon to remind them of the circle that they are part of. It gives the Board and the HSC a chance to reconnect at a specific event. Depending on the weather and mobility of HSC, participation in the parade may continue to be limited.

Gibson noted Committee Vice Chair Yasir Arafat asked to report he has stepped forward working with members of the Islamic community connection and facilitated a discussion with City Council. He is also working on bringing forward more HSC nominees for this year's roster.

Discussion was held on participation in South Irving event opportunities. Cole and Stewart added the Irving Heritage Society events are driven by volunteers and it represents their South Irving location and purpose. Gast noted the Heritage Society Fish Fry event sponsorship would be one possibility to engage with the community. The Board has an established presence there with a traditional Irving audience. Stewart cautioned asking the Board to volunteer for a full roster of events because the excitement dies down when it is too many. Cole noted Gary Westerman is the Chair of the sponsorship Committee for the Fish Fry.

Gast recommended the Committee thoughtfully define what success looks like for initiatives beyond being at events to build ambassadors and what is the best means to do so.

The ICVB is part of the City's 360 Academy on Economic Development at the ICC for a program that includes a tour of the building, including back-of-house and is eye-opening to many. The City fosters the program participants to be in their Ambassadors and work City events. The CVB and ICC has hosted the Leadership Irving class for a day every year as part of their Economic Development Day; the CVB does the same each year for Future Leaders of Irving.

There was consensus to pursue a more formal presence at the Heritage Society Fish Fry to better engage the South Irving community.

**ACTION ITEM:** Gast to reach out to Westerman for sponsorship information at the Heritage Society Fish Fry and a way to activate the ICVB presence there.

#### COMMITTEE CHAIR REPORT

#### ENHANCING COMMUNICATIONS BETWEEN IRVING ISD HOSPITALITY AND CULINARY PROGRAM STAFF, IRVING SCHOOLS FOUNDATION AND ICVB REGARDING SCHOLARSHIP APPLICANTS AND RECIPIENTS

Gibson noted the outcome of the last Committee meeting was to do a better job in communicating with students and staff regarding the opportunities to engage with the CVB and ICC outside of the hospitality industry. The Committee has made progress with applicants but need follow up with recipients to explain the possible breadth of industry opportunities and to generate additional interest in the scholarship. It was noted there are schools in Coppell and Carrollton-Farmers Branch ISDs that are not part of the scholarship program since it is administered by the Irving Schools Foundation. Gibson inquired about budget for including those schools. Gast noted it is not something that was budgeted for this fiscal year. She further explained that the Irving Schools Foundation scholarship was seeded twenty-five years ago and was funded with payments over the course of three years. This now would require \$40,000 a year per scholarship to endow them at a baseline level, and she is not aware of scholarships being offered to students in other districts that serve Irving residents. Cole mentioned Coppell ISD does not have hospitality and culinary programs.

The Committee agreed there are other ways to have an impact, which could include apprenticeship opportunities that could lead to full-time employment in the industry. Irving ISD offers over 20 programs in their Career and Technical Education (CTE) program that potentially could be beneficial beyond sales and culinary. Gibson mentioned that students are looking for somewhere to work right out of high school instead of aiming for college. Cole reminded everyone that he, Gast and ICC Food & Beverage Director Cori Black are part of the Irving ISD Hospitality and Culinary Advisory Board and will continue giving updates as appropriate and inform the committee when there are opportunities for the committee's engagement.

#### ASSESS PARTNERSHIP OPPORTUNITY WITH THE CITY'S AMBASSADOR PROGRAM

**ACTION ITEM:** Gast will add an opportunity in the City's 360 Academy program presentation to raise awareness for the HSC program. She noted, however, the City's Ambassador program is managed by the City Manager's Office.

EXPANDING COMMITTEE TO VOLUNTEERS/NON-ICVB BOARD MEMBERS

Gibson asked to table this item for next meeting.

CITY COUNCIL REPORT – No Report

Gibson asked for a motion to adjourn the meeting. On a motion from Stewart and a second from Board Vice Chair Herbert Gears, the motion was unanimously approved.

The next Engagement Committee meeting is scheduled for April 16, 2024. Gibson adjourned the meeting at 10:16 AM.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD  
NOMINEE BIOGRAPHY**

**Name:** Lazaro J  
**Address:** Alvarez  
**City:** Irving **State:** TX **Zip:** 75039  
**Phone:** 972-469-0805 **Email:** \_\_\_\_\_

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
*see notes attached		

**Please list nominee's honors and awards as a volunteer:**

- \*see notes attached
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Additional information:**

- \*see notes attached
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Number of years nominee has resided in Irving: 20

Nominated by: Rick Lindsey Date: 3.26.24

Email: rxlindsey@verizon.net Phone: 972-746-0494

Return to: Irving Convention and Visitors Bureau  
 c/o Diana Pfaff  
 500 W. Las Colinas Blvd.  
 Irving, TX 75039  
 dpfaff@irvingtexas.com

**Lazaro Alvarez**

**Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:**

Irving Las Colinas Rotary Club Board of Directors 2018 - Present Founder - Irving Running Club 2014 - present Board of Directors Baylor Scott and White Irving Foundation 2019 - Present Board of Directors Irving Hispanic Chamber 2021 - Present Dallas Chamber of Commerce Young Professionals 2016 - present Salvation Army Bell Ringer 2018 – Present

**Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:**

Excutive Director - Irving Marathon Running Series 2017 - Present Ambassador - Greater Irving Las Colinas Chamber of Commerce 2019 - Present Ambassador Irving Hispanic Chamber 2021 - Present Supports the Irving Schools Foundation - Ambassador / Volunteer 2018 - present Presents a \$1000 check for scholarship at each race awards ceremony - over 25 presented

**Please list nominee's honors and awards:**

Irving Las Colinas Rotary Club President 2023 - 2024 Honored with the Irving Schools Foundation - Alumni Spotlight Honored by Telemundo 39 with the - Hispanic Business Salute Entrepreneur Award - 2023 ATT&T Summit Top Producer Award 2010, 2011, 2013 Received the Irving Las Colinas Rotary Club Scholarship 2004

**Additional Information about the nominee:**

Attended Irving Middle School - Austin MS 2000 Attended Irving High School - Graduated 2004 Ran Track in High School Member of Jr ROTC IHS Member of Rotary INTERACT Club at IHS Member High School Juror Program Attended Schreiner University in Kerrville, Texas Started the Cross-country running team at Schreiner Big Brothers Big Sisters of America



**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD  
NOMINEE BIOGRAPHY**

**Name:** Gerald Farris  
**Address:** 1308 Mosewood Lane  
**City:** Irving **State:** TX **Zip:** 75061  
**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
*see notes attached		

**Please list nominee's honors and awards as a volunteer:**

- \*see notes attached
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Additional information:**

- \*see notes attached
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Number of years nominee has resided in Irving: 60

Nominated by: Debbi Haacke Date: \_\_\_\_\_

Email: dh@dhaacke.com Phone: 972-402-0002

Return to: Irving Convention and Visitors Bureau  
c/o Diana Pfaff  
500 W. Las Colinas Blvd.  
Irving, TX 75039  
dpfaff@irvingtexas.com

**Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:**

Irving City Council, Place 7 - 2010-2013 and 2013-2016; Deputy Mayor Pro Tem 2011-2012; Mayor Pro Tem 2012-2014

Served on Council Committees: Communications Committee 2007, Community Services Committee 2010, Ethics Committee, Chair 2011-2012, Development Advisory Committee 2012, Audit and Finance Committee Chair 2012-2016, Board & Committee Appointments Chair 2012-2016, Planning and Development Committee Chair 2012-2016

Council Liaison to ICVB Board and Building & Standards Commission; Liaison to North Central Texas Council of Government 2012-2016 and North Texas Commission 2012-2016

Appointed to Arts Board November 2020-2022 and reappointed November 2022-23

President to his neighborhood association 2007-2008

**Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:**

Sowers Cemetary Association, 20 November 2016, president starting 2017 to present - massive effort and expense to clean up the cemetary, install fence between IISD & the cemetary, and maintain the entire yard, annual meetings and dinner on the grounds. Additional information from Gary Westerman attached.

Ambucs of Irving chapter (not Ambucs of Irving Las Colinas) , 2018 - 2020 - attempting to get details from Charlotte Waldrum, but do not know how to reach her)

Wreaths Across America, Irving

Brown's Irving Hospital District Neighborhood Association, Prsident - attempting to get information from Joe Cleveland Irving Heritage Society, Director, 2016 – 2018

**Please list nominee's honors and awards:**

Karen Farris is not aware of anything specific.

**Additional Information about the nominee:**

Joe Cleveland - 972.579.1145, [joe@hospdist.net](mailto:joe@hospdist.net) Cece Castillo - 972.721.4901, [ccastillo@cityofirving.org](mailto:ccastillo@cityofirving.org)  
Gary Westerman - 972.254.4242, [gwesterman@brownmem.com](mailto:gwesterman@brownmem.com) Betsy Farris, sister, 214.693.0103

**From:** Debbi Haacke <[DH@DHaacke.com](mailto:DH@DHaacke.com)>  
**Sent:** Wednesday, April 10, 2024 1:47 PM  
**To:** Gary Westerman <[gwesterman@brownmem.com](mailto:gwesterman@brownmem.com)>  
**Cc:** Maura Gast <[mgast@irvingtexas.com](mailto:mgast@irvingtexas.com)>  
**Subject:** Re: Gerld Farris

Thank you, sir. I know ICVB appreciates your perspective. I have copied your friend, Maura Gast, to pass along your remarks to the team that puts together the High Spirited program.

Debbi



Debbi Haacke  
972.402.0002

**From:** Gary Westerman <[gwesterman@brownmem.com](mailto:gwesterman@brownmem.com)>  
**Date:** Wednesday, April 10, 2024 at 8:18 AM  
**To:** Debbi Haacke <[DH@DHaacke.com](mailto:DH@DHaacke.com)>  
**Subject:** RE: Gerld Farris

*Debbi, I am probably too late with your time limits, but I wanted to at least respond so you did not think I blew you off....just a busy last few days. I know Gerald in all the activities you mentioned in your test....but I would add as far of the Sowers Cemetery, well he has reached deep inside himself in tackling what was needed at the cemetery. Minimal records, graves and markers in disrepair, fencing in terrible shape and weeds, trees, shrubs that had not had care or maintenance in over a decade, and today a Garden of Eden compared to the first day of steeping up...and you add the community involvement, annual meetings with dinner on the grounds, fund raising, community groups workdays....I and I could go on. All this driven by a man that truly cared and wanted to make a difference !!!*

*Hope my rambling helps. (he is also an awesome Dad, Brother and Husband)*

*Again, sorry for my much belated comments*

**GARY LEE WESTERMAN**

Brown's Memorial Funeral Home / 707 North MacArthur Blvd., Irving,  
Texas 75061

24 hour

office: 972.254.4242 / Fax: 972.253.2602 / Email: [gwesterman@brownmem.com](mailto:gwesterman@brownmem.com)

*Funeral Director in Charge (FDIC)  
Certified Funeral Service Practitioner (CFSP)  
Certified Crematory Operator (CCO)  
Certified Pre-planning Consultant (CPC)*

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD  
NOMINEE BIOGRAPHY**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** Irving **State:** TX **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)

**Please list nominee's honors and awards as a volunteer:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Additional information:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Number of years nominee has resided in Irving: \_\_\_\_\_

Nominated by: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Return to: Irving Convention and Visitors Bureau  
c/o Diana Pfaff  
500 W. Las Colinas Blvd.  
Irving, TX 75039  
dpfaff@irvingtexas.com

Civic Affiliations in Irving and note if affiliations are past or present:

Active in several different organizations and causes, Leo donates his time with the following Civic Organizations; Joined the American Business Clubs (AMBUCS) Irving Chapter in 2014 and quickly became an active board member, served as President 2017 – 2018. Served as President of the Irving Las Colinas Chapter 2020-2021 and continues to serve on the board of directors.

Major volunteer accomplishments within their affiliations, and note if affiliations are past or present:

Over the last 10 years, Leo has committed to a Walking Fundraising campaign...thousands of miles... to raise thousands of dollars for the AMBUC / AMTRYKES for kids program. This program “creates mobility and independence for children with disabilities”. Leo is the lead and front man for his band, Leo Hull & The Texas Blues Machine performing throughout the SE United States. He regularly donates performances for the charities that impact the City of Irving: Irving Cares, Irving Schools Foundation, BS&W TX Fest, IPD for the Irving Family Advocacy Center and others. He has performed at the Plaza of Toyota Music Factory at a benefit for the AMTRYKES distribution program. For the last 17 years, Leo has hosted the Texas Blues Festival. Proceeds from this event go to an educational fund for the son of Leo’s bass player, who tragically lost his life in an automobile accident on the way to do a performance. Leo and Barb are actively involved in their church and ministry activities. He serves as the Master of Ceremonies for many organizations and occasions; University Hill of Las Colinas Annual Meeting, National Night Out event, Spring Fling Party and July 4th Music in the Hills, plus other city and neighborhood events. He serves as an Ambassador for the Greater Irving Las Colinas Chamber of Commerce for over 40 years; and for the Hispanic Chamber of Commerce since 2022. He has assisted with hosting Chinese and other delegates to Irving to discuss business opportunities in Texas and the USA. Leo Hull is eager to help promote activities and events in the community whether it is; Fishing tournaments on Lake Caroline, Cooking for the Homeless on New Year’s day, Clean up Sowers Cemetery or the Circle of Prayer Pastors breakfast, First Responders Cookout 2010-19 or the Salvation Army events... Leo is on the team planning, funding and making it happen. For the past 3 years, Leo volunteers to help with the Irving Marathon Running Series (8 races/yr). You will see him on the main stage as one of the Master of Ceremony or at the Start and Finish Line ... MC creating enthusiasm for the athletes and spectators at the running events. Leo’s donation of time, energy, talents and resources have and will continue to have a positive and lasting impact on the City of Irving and all the folks who make it their home.

Honors and awards:

In 2018, the Irving AMBUCS Chapter was recognized as the Number 3 Chapter in the nation. In 2020-21 was awarded the AMBUCS Superior Chapter Achievement Award. List of Awards and honors will be written and provided under separate copy / email to Diana Pfaff.

Additional info:

In 1980, Leo Hull relocated and established his Real Estate business and Office in downtown Irving, Texas. He and Barbara have always been involved and supported the restaurants, organizations and businesses located in the Heritage District. They have been residents of the City of Irving for over 30 years. Leo Hull is a Real Estate Broker in the State of Texas and is certified to teach Real Estate Courses across the State of Texas. Since 1985, He annually hosts and champions the Texas Real Estate Marketing and Legal Conference in Irving. .

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD**

**NOMINEE BIOGRAPHY**

**Name:** Lee Mosty

**Address:** 1500 Park Grove Drive

**City:** Irving      **State:** TX      **Zip:** 75060      **Email:** leeaamosty@gmail.com

Please list nominee’s civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual’s volunteer accomplishments.

<u><b>CIVIC AFFILIATION</b></u>	<u><b>VOLUNTEER ACCOMPLISHMENTS</b></u>	<u><b>DATE(S)</b></u>
<b>Crisis Ministry</b>	Three days a week he picks up from 4 grocery stores: milk from Kroger; bread from Walmart; produce from Sprouts and food from Albertson and deliver it to those in need.	Current
<b>Oak View Church</b>	Sunday School Teacher at Oak View Church. He provides plumbing support for the church buildings & performs a multitude of maintenance projects as needed.	Current
<b>Retired School Personnel</b>	Each month he pick up and donate books to all 20 Irving elementary Schools. The group places book plates on each book denoting they came from the Retired School Personnel. The books are purchased from the Friends of the Library.	Current
<b>Farine &amp; Townsell Schools</b>	Tutor students two times a week at Farine & Townsell Schools.	Current
<b>Heritage House</b>	With unwavering diligence and dedication, he works tirelessly to maintain the Heritage House. He checks the house at least two times weekly for any maintenance issues. He coordinate with city staff on any maintenance required that he cannot handle. He makes sure the outside decor of the house reflects the changing seasons & any special holidays.	Current

**Additional Information:**

Lee is a consummate volunteer, he is dependable, he has a giving heart & spirit and he is so worthy of the recognition as a High Spirited Citizen Awardee.

**Number of years nominee has resided in Irving: 45**

**Nominated by:** Carol Huntley Little

**Date:** April 1, 2024

**Email:** [little822@aol.com](mailto:little822@aol.com)

**Phone:** 972-402-9092

**Return to:**

Irving Convention and Visitors Bureau  
c/o Diana Pfaff  
500 W. Las Colinas Blvd.  
Irving, TX 75039  
dpfaff@irvingtexas.com

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD  
NOMINEE BIOGRAPHY**

Name: SAEED PURCEL  
 Address: 1700 JABIR CT  
 City: Irving State: TX Zip: 75061  
 Phone: 972-399-9484 Email: imamsaeed@irvingmasjid.org

Please list nominee's civic affiliations in Irving. In addition, list major volunteer accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
NTFB	- WEEKLY FOOD DISTRIBUTION	2022-2024
ISLAMIC CENTER OF IRVING	- Organizing volunteers	2022-2024
	- maintaining social media posts	2022-2024
	- Attended NTFB trainings	2022-2024
	- Ensured timely food distribution	2022-2024
	- Distributed more than 400k (lb)	2022-2024
	- Put the community first before his health	2022-2024

2 years

Please list nominee's honors and awards as a volunteer:

- 
- 
- 
- 
- 

**Additional information:**

7 years

- Imam Saeed is a graduate of Irving Citizens Academy.
- He has lead Outreach program of the Islamic Center of Irving.
- AS a lead for the Prison outreach program he has helped inmates getting information about Islam and spiritualism.

Number of years nominee has resided in Irving: 7

Nominated by: YASIR ARAFAT Date: 2/26/2024

Email: yar.arafat1@gmail.com Phone: 469-845-5462

Return to: Irving Convention and Visitors Bureau  
 c/o Diana Pfaff  
 500 W. Las Colinas Blvd.  
 Irving, TX 75039  
 dpfaff@irvingtexas.com

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD  
NOMINEE BIOGRAPHY**

**Name:** Robert (Bob) Reichelt  
**Address:** 330 Las Colinas Blvd. E.#1708  
**City:** Irving **State:** TX **Zip:** 75039  
**Phone:** 972-402-0222 **Email:** \_\_\_\_\_

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
*see notes attached		

**Please list nominee's honors and awards as a volunteer:**

- \*see notes attached
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Additional information:**

- \*see notes attached
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Number of years nominee has resided in Irving: 35

Nominated by: Nell Anne Hunt Date: 04/04/2024

Email: nellhunt@ebby.com Phone: 9727435044

Return to: Irving Convention and Visitors Bureau  
 c/o Diana Pfaff  
 500 W. Las Colinas Blvd.  
 Irving, TX 75039  
 dpfaff@irvingtexas.com



*Robert Reichelt*

**Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:**

Our Redeemer Lutheran Church (Present) Salvation Army Texas Historical Society (Present) Baylor Scott & White Hospital Board (Past) College Board of Trustees (past) Grand Treviso Board (past) Irving Schools Foundation (past) Great Flag Caper (past)

**Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:**

Irving Symphony Orchestra Board-served in many capacities as donor, board member and volunteer Our Redeemer Lutheran Church-served in numerous roles such as on the church board Salvation Army donor Texas Historical Society- board member responsible for preserving the landmarks of Texas Baylor Scott & White Board- participated in fundraising for the hospital College Board of Trustees- set goals and oversaw the budget and curriculum Grand Treviso Board- Created policies for the condominiums Irving Schools Foundation- Contributed to the food fund for students during the Pandemic Great Flag Caper- Put out flags in Windsor Ridge on the 4th of July

**Please list nominee's honors and awards:**

I know he has received numerous awards but I don't know what they are.

**Additional Information about the nominee:**

Bob puts his whole heart into anything he believes is a good and worthy cause. Often no one knows his involvement because he often goes about quietly doing what needs to be done to create an outcome that will benefit the most people. When we first went into the Pandemic, I was so concerned about the children in Irving ISD not getting fed. When I mentioned that concern to Bob, he wrote a generous check on the spot that I delivered to the Irving Schools Foundation. He has handled many needs for his Lutheran church through the years and continues to do so.

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD  
NOMINEE BIOGRAPHY**

**Name:** Mark Zeske  
**Address:** 2405 Salmon St.  
**City:** Irving **State:** TX **Zip:** 75062  
**Phone:** 9722573335, 2149186630 **Email:** \_\_\_\_\_

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
City Council, District 3	Community Services & Public Services Committees	2020-2023
Planning & Zoning Commission		2015-2020
Library Board	Includes being President, started N. TX Teen Book Fair-largest in world;built two libraries	2009-2015
Cable TV Board		1999-2005
Holy Family Nazareth Catholic Church	Taught children's liturgy 30 years, served on Parish Advisory Council, and School Board HFN and h	
	has coached or officiated youth sporting events in Irving for 40 years.	40+ Yrs
Irving Heritage Society	Member along with his wife,his team was the winner Of 2024 Irving Triva Contest	

**Please list nominee's honors and awards as a volunteer:**

- Has also been involved with the Irving Arts Center Grant Review Panel, Irving 360, and the
- Friends of the Irving Archives and Museum. He has served as a judge at the Ben Washington
- Baptist Church High School Senior Essay & Oratorical Scholarship Contest.
- Professionally, he is an award winning journalist for national and local publications.
- Earned a BA in English, University of Dallas; a Master in Journalism, Univ. North Texas.

**Additional information:**

- Mr. Zeske has also served as a teacher at ISD and at UD. Married to Dr. Karen Zeske who
- worked at ISD for 27 years.
- 
- 

Number of years nominee has resided in Irving: 40+ years

Nominated by: Colvin D. Gibson Date: 4/9/24

Email: xcolvin@aol.com Phone: 972-754-5709

Return to: Irving Convention and Visitors Bureau  
c/o Diana Pfaff  
500 W. Las Colinas Blvd.  
Irving, TX 75039  
dpfaff@irvingtexas.com

**From:** [Don Williams](#)  
**Subject:** Volunteer For The Small Business Blitz May 6-10, 2024  
**Date:** Wednesday, April 3, 2024 11:25:37 AM  
**Attachments:** [image001.png](#)

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## Small Business Blitz - Call for Volunteers May 6 – May 10, 2024

In celebration of National Small Business Week, the Irving Economic Development Partnership will host its 6<sup>th</sup> Annual Small Business Blitz May 6<sup>th</sup> -10<sup>th</sup>. Our Presenting Sponsor for this year's Blitz is **Wells Fargo** who is committed to helping customers and neighborhoods across the country thrive.

The goal of the Blitz is to visit 1,000 small businesses in Irving to express appreciation for them choosing Irving as their business home, creating jobs for our residents and meeting the needs of our community. You will provide each business visited a Resource Box to help them along their journey to success.

For this program to be successful, we need approximately 100 volunteers to go to the businesses to express appreciation for them by simply saying "Thank You" for all you do to serve our community. Volunteers will go in teams of two to assigned businesses (which have been verified) during a two-hour time slot to visit approximately 20 pre-assigned businesses.

Available shifts include Monday, Tuesday and Wednesday 9-11 a.m. or 1-3 p.m.; Thursday and Friday 9-11 a.m. only. **Please volunteer by April 15<sup>th</sup> for one of these shifts by clicking [Volunteer Registration](#).**

You may volunteer as an individual and you will be assigned a "partner" for your visits, or you may designate a partner, but please be sure that they are agreeable to the dates/times you select. Last year, we had several volunteers who had so much fun that they volunteered for multiple shifts! On the day(s) you volunteer, enjoy lunch at a great Irving restaurant provided through the generosity of **North Dallas Bank and Trust**.

You are invited to the Kick-Off, sponsored by **BioWorld Merchandising**, on Monday May 6<sup>th</sup>, 9:00 at the Huffman Auditorium, 801 W. Irving Boulevard, next to City Hall. You will also want

to attend the Celebration of Irving's Small Businesses on May 9<sup>th</sup> 4:30-6:30 p.m. at **The Rayleigh Underground** in the **Toyota Music Factory**, who is sponsoring complimentary parking. The Celebration will include the announcement of our **Best In Irving** winners, a **Resource Fair** for small businesses, and a fantastic **5-Star Business Mixer** networking experience with light bites and a variety of beverages.

Additional sponsors for the Small Business Blitz include the **Irving Economic Development Partnership, Mavich Branding Group, Lone Star Park, City of Irving, Irving Convention & Visitors Bureau**, and the **Las Colinas Association**.

Your service to the Irving-Las Colinas business community is greatly appreciated. **Volunteer today!** ([Volunteer Registration](#))\_You do not want to miss this fun opportunity!

**Don Williams**

Special Projects Manager

Irving Economic Development Partnership

5215 N. O'Connor Blvd Ste 200

Irving, TX 75039

214-507-5091

[www.irvingchamber.com](http://www.irvingchamber.com)

**From:** [Kyle Taylor](#)  
**To:** [Maura Gast](#)  
**Subject:** FW: Invitation: In The Joy Of Others: Walk-Run to Support Local Causes - RSVP!  
**Date:** Monday, April 1, 2024 3:06:01 PM  
**Attachments:** [image001.png](#)

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Hey Maura –

I don't know when the Irving Marathon walk is in June, but here is another opportunity for the ICVB folks to walk and support to good organizations. If you have not done this walk it is a colorful good time.

Just seeing if the ICVB walkers would be interested in participating and supporting

Kyle Taylor  
CEO  
[ktaylor@irvingcares.org](mailto:ktaylor@irvingcares.org)  
972-721-9181 ext. 203  
214-6419690 (mobile)



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**From:** BAPS Charities Walkathon Committee <dfw.outreach@gmail.com>  
**Sent:** Monday, April 1, 2024 1:39 PM  
**To:** Kyle Taylor <ktaylor@irvingcares.org>  
**Cc:** Paresh Patel <DFW.OutReach@gmail.com>  
**Subject:** Invitation: In The Joy Of Others: Walk-Run to Support Local Causes - RSVP!

Greetings Kyle Taylor,

BAPS Charities is proud to announce its Annual Walkathon (**In the Joy of Others: Walk | Run**) on **8<sup>th</sup> June 2024** starting at 8:15am at The Sound at Cypress Waters, Dallas TX.

The walk is organized to celebrate the most fundamental element of any community – families – and inspires tens of thousands of people to carry forth the spirit of service. Along with our continuous activities and programs, BAPS Charities is proud to support [Irving Cares & Metrocare](#). The walk, like all BAPS Charities activities, is driven by the belief that In the Joy of Others, Lies Our Own. I am reaching out to you to invite you to attend the event as an Invited Guest. The event represents a fantastic opportunity to support the local community and local charities. Our stage presentation will finish by 9:45am but you are welcome to stay thereafter to complete the Walk/ Run if your schedule permits. To help our efforts on providing great hospitality, please can you complete this form - [RSVP Form](#)

When: Saturday 8<sup>th</sup> June 2024 (8:15am - 9:45am)  
Where: The Sound of Cypress Waters, Dallas TX ([3111 Olympus Blvd, Dallas, TX 75019](#))

For more information, please visit: <http://www.bapscharities.org/WalkRun2024Dallas> or take a look at this [video](#) of the event from previous years.

Sincerely,

Paresh Patel  
BAPS Community Outreach Committee  
[Email:dfw.outreach@gmail.com](mailto:dfw.outreach@gmail.com)  
Phone: [9728411727](tel:9728411727)  
[website](#) | [media](#) | [services](#) |  
[Facebook](#) | [Twitter](#) |  
**Annual Walk: [2022](#), [2021](#), [2020](#), [2019](#), [2018](#), [2017](#)**  
[5 Talk Street - NBC 5 #667 BAPS Charities Walk Green 2019](#)

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## Carol Boyer

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**From:** Maura Gast  
**Sent:** Wednesday, February 28, 2024 9:48 AM  
**To:** Yasir Arafat; Colvin Gibson; teambuild@aol.com; stephaniefenleygarcia@protonmail.com; rgstewartjr@sbcglobal.net; Cambria Jones; Herbert A. Gears (hgears@aol.com)  
**Cc:** Diana Pfaff; Monty White; Carol Boyer; Susan Rose  
**Subject:** ICVB Community Engagement Committee: National Travel & Tourism Week Proclamation - May 2

We are confirmed with the Mayor's office for our National Travel & Tourism Week Proclamation at the City Council Work Session on Thursday, May 2, at approximately 1 p.m. at City Hall in the Council work room. It will still be broadcast on ICTN and will take place at the beginning of the work session, which should give us a larger in-person audience.

As there continue to be a lot of citizen comments at the evening council session where comments are allowed on anything NOT on the agenda that evening, this should also allow for a much more efficient time slot for our working board members.

### **POWERED BY TOURISM - IRVING'S DESTINATION MARKETING DELIVERS:**

**Cash-in-Hand Economic Development | Delivered Immediately By Visitor Spending**

**4.01 million visitors annually in Irving | \$3.04 billion in annual visitor spending in Irving | 25,104 Irving jobs**

### **Maura Allen Gast, FCDME**

**Executive Director**

972.401.7706 d

500 W Las Colinas Blvd

Irving, TX 75039

[mgast@irvingtexas.com](mailto:mgast@irvingtexas.com)

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