

## **MINUTES – COMMUNITY ENGAGEMENT COMMITTEE**

### **IRVING CONVENTION CENTER**

**Tuesday, July 11, 2023**

Those in attendance: Committee Chair Colvin Gibson, Board Chair Bob Bourgeois, Beth Bowman, and Karen Cooperstein, Board Vice Chair Richard Stewart, Jr. – Committee; David Cole and Sam Reed – Board members; Carol Boyer, Anabel Espinoza, Maura Gast, Diana Pfaff, 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 April 11, 2023. On a motion from Board Chair Bob Bourgeois, and a second from Board Vice Chair Richard Stewart, Jr., the motion to approve the minutes was unanimously approved.

#### **FOLLOW UP ITEMS:**

- In follow up for outreach efforts for next year's Irving ISD Hospitality scholarship, Gast to extend invitation to Zach Moore, CTE Director for Irving ISD to attend an upcoming Committee meeting:
  - Gast reported Moore is attending a conference this week but will attend the October Committee meeting and discuss outreach to students for scholarship opportunities.
- Board member David Cole to speak to seniors in the four Irving high school's hospitality classes in August or September to spread the word:
  - Cole is confirmed to speak to Irving High School seniors in September or October.
- 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.
- Program Coordinator and Office Manager Carol Boyer to send out invitations for volunteers to Board members, former Board members and High Spirited Citizens at the Visitor Information kiosk. List of respondents and event opportunities will be reviewed at the next Committee meeting:
  - An email was sent with an invitation to reply with interest in volunteering at the Visitor Information kiosk. There are a few dates confirmed at ICC events for the kiosk to be set up.
  - Probable future events by end of 2023: Heart of Texas Body Building, FiberFest, Ultimate Women's Expo, USA Judo and Preserve Halloween.
- Adding non-Board members to ICVB Committees is a work in progress.

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

##### **High Spirited Citizen Program**

- Assistant Executive Director Marketing and Communications Diana Pfaff reviewed the nominations and recommendations, and discussion was held on each candidate for consideration.
  - Mary Bongfeldt – nominated by Craig Boleman and Kass Prince
  - Kamal Hassan – nominated by CVB Board member Yasir Arafat
  - Clem Lear – nominated by CVB Board member Karen Cooperstein

- Richard Lindsey – nominated by Robert Allsup
- Fran Mathers – nominated by Councilman Kyle Taylor
  - LaNita Norman Johnson – nominated by Jearlene Miller
  - Judy Pierson – nominated by Patty Caperton
  - Walter O. Theiss – nominated by CVB Board member Colvin Gibson
  - Chris Wallace – nominated by CVB Board member Karen Cooperstein
  - Oscar and Kaye Ward – nominated by Robert Bettis
  - Gary Westerman – nominated by Mary Higbie
  - Linda Wood – nominated by Mary Higbie

Gibson asked for a motion to approve the slate of High Spirited Citizen nominations. On a motion from Cooperstein, and a second from Board member Sam Reed, the motion to approve the slate of nominations was unanimously approved.

ACTION ITEM: Pfaff to follow up and receive more detailed information for biography of Kamal Hassan regarding his volunteerism and years of service with his affiliations.

ACTION ITEM: Pfaff to send out letter to all the nominees with the luncheon invitation and information.

a. Recognition Luncheon – September 5, 2023

Gast noted a Save the Date notice went to City Council members for the September 5 High Spirited Citizen celebration luncheon. Honorees will fill eight of the ten table seats and the remaining two seats will be filled with CVB Board members or City Council members to interact with the honorees and their families/friends. They will receive their HSC certificate; souvenir program and a photographer will take photos during and after the event. Included in the program will be a pitch for the Volunteer Visitor Information program and the kiosk will be set up outside the Junior Ballroom for viewing.

b. Engaging Awardees as Advocates

Discussion was held on how to turn people who are already supporters into ambassadors for the hospitality and tourism industry. The Volunteer Visitor Information kiosk is a good piece of that effort. Joining the Community Engagement Committee is also important. Likely candidates would be Clem Lear and Richard Lindsey, both are former CVB Board members and will be new High Spirited Citizens. Gibson noted it is a good start to building ambassadors and more are needed. It is a good opportunity to give back to the community.

c. Volunteer Visitor Information Program Update

The kiosk will be stationed in the Grand Ballroom for the July Board meeting. A call-out to Board members for volunteers will be included in the Chair Report and responses are to be given to Office Manager Carol Boyer. Suggestions for recruiting new volunteers were discussed: Leadership Irving program, Irving Ambassadors, and a flyer will be distributed at the High Spirited Citizen luncheon. Boyer is attending the Volunteer Fair at the Irving Arts Center in September.

CITY COUNCIL REPORT

There was no report.

#### COMMITTEE CHAIR REPORT AND STAFF COMMENTS

Gibson suggested inviting students who received the CVB scholarship to attend a Board or Committee meeting. This will give them additional development in the hospitality industry and an opportunity to volunteer.

a. Committee Charge Discussion

Gibson charged the Committee with reimagining how to have an impact in South Irving for ambassadors to see themselves in the visitor economics and how it helps in bringing in revenue that reduces taxes. Board member David Cole added a lot of people work hard and do not have the time to volunteer or do community service. Cooperstein noted we have a relevant story to tell but need to find a unique way to tell it. There is a disconnect between a core group of people who do everything in Irving and the ones who do not. Creativity in identifying people to be ambassadors is critical. Bourgeois added people must have a servant's heart and the time to spare. How economic value affects everyone will resonate in telling the story in South Irving. It was noted that two of the new HSC nominees live in South Irving. Cooperstein asked if groups visiting Irving request community service opportunities. Gast noted a few have requested opportunities and we have information in a database for service opportunities.

Discussion was held on the City's Fourth of July parade. The CVB has opted out of this parade but will be participating in the Christmas parade. Is there a different approach for the parade instead of the horse-drawn wagon? Pfaff noted children love to see the horses.

b. Expanding Committee to Non-ICVB Board Members

It was noted that Lear and Lindsey are viable candidates for this Committee. New HSC Judy Pierson is another viable candidate and would also ask former HSC Patty Caperton, too. They are particularly good friends and would work well together.

**ACTION ITEM:** Gast to reach out to Pierson and Caperton, Cooperstein to check with Lear and Gibson will contact Lindsey, following the HSC luncheon.

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

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director