

## **MINUTES – COMMUNITY ENGAGEMENT COMMITTEE**

### **IRVING CONVENTION CENTER**

**Tuesday, July 12, 2022**

Those in attendance: Committee Chair Karen Cooperstein, Committee Vice Chair Julia Kang, Board Vice Chair Bob Bourgeois, Beth Bowman and Colvin Gibson – Committee; Sam Reed - Board member; Carol Boyer, Maura Gast, Diana Pfaff, and Carol Stoddard – ICVB Staff.

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

Cooperstein asked for a motion to approve the Community Engagement Committee meeting minutes of April 5, 2022. On a motion from Board member Julia Kang, and a second from Board member Colvin Gibson, the motion was unanimously approved.

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

##### **Irving Schools Foundation Scholarship Update**

Discussion was held on converting the Irving Schools Foundation / ICVB Scholarship from a student to a teacher scholarship in the Culinary and Hospitality category. Assistant Executive Director of Marketing and Communications Diana Pfaff spoke with Crystal Scanio and confirmed there has never been a teacher to submit an application in the Hospitality program. She did not feel it was something that would generate interest; however, she did think offering paid training would be a good fit and it has not been supported by the district. A public recognition could be presented at “Breakfast with the Stars” program if requested for the ICVB training scholarship and invite the recipient to an ICVB Board meeting to be recognized. An amount of \$2,000.00 per year was agreed to by the Committee for paid training, based on the funding in place for the scholarship.

**ACTION ITEM:** Bring the item forward for further discussion at the next Committee meeting.

#### **HIGH SPIRITED CITIZEN LUNCHEON AND PROGRAM RECAP**

The Committee agreed at the last meeting to move forward with the luncheon program once a year. Discussion was held on the schedule and agreed that February would be a good month, however, weather could be a risk. A theme to tie into Valentine’s Day, i.e., *Love of Community* was discussed.

**ACTION ITEM:** Executive Director Maura Gast to identify available dates in February at the Convention Center.

**ACTION ITEM:** Retool the language for the High Spirited Citizen section on the Visit Irving website.

#### ICVB 50<sup>TH</sup> ANNIVERSARY CELEBRATION

The date for a 50<sup>th</sup> anniversary celebration is confirmed for November 9 at the Convention Center.

Discussion was held around invitees:

- Current/former Board members
- Elected officials
- Current/former hoteliers
- Top clients
- Neighborhood Associations
- Roundtables
- Chamber Board
- Arts and Museum Boards
- Las Colinas Association Board
- DCURD Board
- TIF Board
- Parks and Recreation
- Former Employees
- Current ICVB Staff

Irving-Las Colinas Chamber of Commerce President Beth Bowman agreed to help with new Corporate executives and Caterpillar HoltCAT point of contact.

Other discussion topics were:

- ICTN to do a retrospective video
- Contact Kevin Kendro in Archives for Irving history, various articles and ICC history articles
- Celebration theme in the color gold
- Present a 50<sup>th</sup> Anniversary program at Rotary (November 17) the following week
- Past sales campaigns could be highlighted

ACTION ITEM: Gast to reach out to Kevin Kendro for ICVB Board and original City Council articles.

Discussion was held on having an Irving/ICVB timeline to include CVB offices, restaurants and hotels.

ACTION ITEM: Senior Marketing Coordinator Carol Stoddard to research Dallas Morning News articles with Irving restaurants 50 years and older.

ACTION ITEM: Pfaff to request incorporating 50<sup>th</sup> Anniversary holiday décor at the Convention Center.

Discussion was held on collaborating during 2023 Economic Development and Travel and Tourism Week with the Chamber for their 90<sup>th</sup> Anniversary celebration to springboard and encourage businesses to get engaged and amplify the message at the Chamber's Annual meeting with vignettes spread out throughout the year and celebrate successes in 2023.

CHAIR REPORT

The next meeting is scheduled for October 11 at 9:00 a.m. at the Convention Center.

With no further discussion, the meeting was adjourned at 9:41 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director