

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Community Engagement Committee
Tuesday, July 9, 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 – April 16, 2024
3. Strategic Plan – Committee Updates
 - a. High Spirited Citizens Program Nominations and Recommendations
 - b. High Spirited Citizens Luncheon update
 - c. Irving Schools Foundation Scholarship Breakfast With The Stars Recap
 - d. Committee Activation
 - i. Heritage Society Fish Fry Recap
 - ii. Upcoming Opportunities
 - iii. City Holiday Parade Discussion
4. City Council Report

5. Committee Chair Report and Staff Comments

- a. Committee Charge Discussion
- b. Expanding Committee to Volunteers/Non-ICVB Board Members
- c. Irving 360 Academy – October 15

6. Next Meeting

- Possible Special Meeting – August 2024
- Regular Committee Meeting - October 8, 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, April 16, 2024

Those in attendance were Committee Chair Colvin Gibson, Board Chair Richard Stewart, Jr., Stephanie Fenley-Garcia, Cambria Jones, and Joe Philipp – Committee members; Carol Boyer, Anabel Espinoza, Maura Gast, Diana Pfaff, Susan Rose, and Monty White – ICVB staff; Tom Meehan – ICC staff.

Committee Chair Colvin Gibson called the meeting to order at 9:00 a.m. There were no citizen comments.

Gibson asked for a motion to approve the Community Engagement Committee meeting minutes of January 17, 2024. On a motion from Board Chair Richard Stewart, Jr., and a second from Board member Stephanie Fenley-Garcia the motion was unanimously approved.

STRATEGIC PLAN – COMMITTEE UPDATES

HIGH SPIRITED CITIZEN PROGRAM

Nominations and Recommendations

- Lazaro Alvarez – nomination form was reviewed by the Committee. Fenley-Garcia asked for information on the room nights generated from Irving Marathons. Executive Director Maura Gast noted Alvarez works with three local hotels. Also, one marathon is a Boston Marathon qualifier race and brings in visitors from across the country. This nomination was unanimously accepted.
- Gerald Farris – nomination form was reviewed by the Committee. Several Committee members offered additional information on Sowers Cemetery volunteer work Farris has done. This nomination was unanimously accepted.
- Leo Hull – nomination form was reviewed by the Committee. This nomination was unanimously accepted.
- Lee Mosty – nomination form was reviewed by the Committee. It was noted Mosty also served on the Irving School Board for multiple years and the Irving Schools Foundation Board of Directors. This nomination was unanimously accepted.
- Saeed Purcell – nomination form was reviewed by the Committee.
ACTION ITEM: Assistant Executive Director Marketing and Communications Diana Pfaff to contact nominator Board member Yasir Arafat for additional information on volunteer items outside of his employment.
- Robert Reichelt – nomination form was reviewed by the Committee. This nomination was unanimously accepted.
- Mark Zeske – nomination form was reviewed by the Committee. Several Committee members noted additional volunteer items that Zeske has performed. This nomination was unanimously accepted.

ACTION ITEM: Pastor Robert D. Robinson's nomination was presented at the October 2023 Committee meeting. Pfaff to follow up with nominator Pontress Tousant and gather additional information outside of his pastoral responsibilities.

Gibson asked for a motion to recommend to the full Board of Directors a slate of six High Spirited Citizen nominations. Purcell is not included in this round of nominations while further information is gathered. On a motion from Stewart, and a second from Fenley-Garcia the motion carried unanimously.

The slate of names for recommendation will be added to the April 22 Board of Directors meeting agenda and the nomination forms included in the Board packet.

IRVING SCHOOLS FOUNDATION SCHOLARSHIP UPDATE

- Pfaff reported there were two qualified applicants for the ICVB scholarship. Both had the same aspirations to open a restaurant and enter a restaurant/hospitality program at a four-year university. Pfaff expressed the difficulty of deciding for one recipient. Elizabeth Philips was selected. She is a senior at MacArthur high school with extra curricula activities and a strong GPA. Fenley-Garcia noted she is a remarkable young lady.
- The award is given at the *Breakfast of the Stars* event on May 1 at the Irving Convention Center. The event is now in the Exhibit Hall as they have outgrown the Ballroom. Philips has been notified of her scholarship award.

In response to a question from Gibson, Pfaff replied there was not a shortage of qualified applicants as in the past.

COMMITTEE ACTIVATION

Heritage Society Fish Fry – May 10

The ICVB Board will have a structured, organized presence at the event.

Items for the day may include: soft drinks, water, logoed ICVB tablecloths, tent on site to distribute High Spirited Citizen program information. Volunteers are needed between 5:00 – 7:00 p.m.

Other opportunities at Fish Fry include parking lot shuttle for guests and greeters.

Stewart noted he will be out of town, Fenley-Garcia, and Board member Cambria Jones volunteered for the event.

Other Community Opportunities

- Irving Small Business Blitz May 6-10. Information to sign up for this event is included in the packet. If interested, members can sign up for any day and wear Irving logo apparel. This is a chance to be seen in the business community in a casual meet-and-greet atmosphere.
- Irving BAPS Charities Walkathon benefiting Irving Cares on June 8. Information flyer included in packet. This is a chance to be seen in a part of the community where we are not normally visible (The Sound at Cypress Waters).
- Volunteer Visitor Information Center program. This pilot program does not meet the client's need sufficiently and there is normally not enough floor space for the kiosk to be available at events on a regular schedule. Scheduling volunteers is difficult as the days/times of shifts is sporadic and not enough notice to complete a shift calendar in advance. The program will sunset from a Board volunteer standpoint and if the client need arises in the future, the ICVB Convention Services staff will support as needed.

NATIONAL TRAVEL & TOURISM WEEK PROCLAMATION – MAY 2

Gast noted this will take place at the City Council Work Session this year. The proclamation will be presented at the start of the meeting and a photograph with the Mayor and Board members will be taken. A group picture with attendees can take place in a separate area after the presentation. The meeting begins at 1:00 p.m. on May 2.

ACTION ITEM: Gast to send out a reminder of the proclamation presentation to the Board as the date gets closer.

CITY COUNCIL UPDATE

There is no City Council update at this time.

CHAIR REPORT

Gibson noted there will be more High Spirited Citizen nominations received in the near future for consideration. The goal of 10-12 awardees to be honored will be met for this year's luncheon.

ACTION ITEM: Gast to review available dates in the Fall of 2024 at the Convention Center for a luncheon.

The next Engagement Committee meeting is scheduled for July 9, 2024. Gibson adjourned the meeting at 9:56 AM.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

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

Name: Juan Carlos "J.C." Gonzalez
Address: 2037 Durham Street
City: Irving **State:** TX **Zip:** 75062
Phone: 214-789-6509 **Email:** jc.gonzalez@wellsfargo.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.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
Irving Hispanic Chamber	Board Chair	2016-2017
Greater Hispanic Chamber	Young Professional Chair	2015
Mayor's Star Council	Member	2016
DISD Enterprise Board	Advisory Board	2016-2021
Regional Hispanic Contractors	Executive Board	2020
Prism North Texas	Board Vice Chair	2010-2016

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

- Irving Hispanic Chamber - Volunteer of the year (2021)
- Regional Hispanic Chamber - Volunteer of the year (2017)
- Texas Rangers Foundation - Community Hero Award (2016)
- Dallas Business Journal - "40 under 40" Award (2016)
- City of Dallas - Unity Award (2017)

Additional information:

- Parkland Foundation - Community First Award (2020)
- City of Irving - Townsell Award (2018)
- JC supports 12 Chambers of Commerce across the United States
- JC also supports small businesses in Texas, Oklahoma and New Mexico

Number of years nominee has resided in Irving: 10 years

Nominated by: Sam Reed, Jr. Date: April 18, 2024

Email: sreed@alphagraphics.com Phone: 214-675-6420

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

Juan Carlos “J.C.” González

Vice President / Senior Small Business Banking Relationship Manager
Regional Business Relationship Management
Wells Fargo & Company



Juan Carlos González, better known as J.C. González, has been in the financial and banking industry since 1997. With over 25 years of experience in business and community development, he guides small business owners in Texas, Colorado, and New Mexico to overcome obstacles and scale their organizations. Throughout his career, he has served on various boards, including the Irving Hispanic Chamber of Commerce as Board Chairman, Greater Dallas Hispanic Chamber of Commerce as Young Professionals Chair, Mayor's Star Council, Dallas Independent School District's Minority/Women Enterprise Advisory Board, Regional Hispanic Contractors Association's Executive Board, and Prism Health North Texas as Board Vice-Chair.

J.C. received the Wells Fargo Service Award for his work with the Irving Hispanic Chamber of Commerce and Regional Hispanic Contractors Association, and the Volunteer of the Year Awards from both organizations. He was recognized as the "Héroe de la Comunidad" (Community Hero) by the Texas Rangers Foundation and Dallas Business Journal's 40 Under 40. Other awards include the Unity Award from the City of Dallas, Townsell Award from the City of Irving, Community First Award from Parkland Foundation, and the President's Choice Award from the Irving Hispanic Chamber of Commerce.

Wells Fargo & Company is an American multinational financial services company headquartered in San Francisco, California, with central offices throughout the United States. It is the world's fourth-largest bank by market capitalization and the fourth largest bank in the U.S. by total assets. Wells Fargo provides banking, investment, mortgage products and services, consumer, and commercial finance through 7,600 locations and more than 13,000 ATMs.

**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

Nancy Payne

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

I believe Nancy volunteered with the Irving Green Club. Fatema Biviji may have some details regarding this organization and Nancy's possible work. She may be reached at fatema@biviji@gmail.com.

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

Please see attached description of her work with the Valley Ranch Green Club

Additional Information about the nominee:

Nancy may be recognized by DFW Community Associations Institute on 1 June 2024 for her work.

Nancy Payne is an enthusiastic and self-motivated business professional, combining an MBA and extensive management experience with a passion for the environment. She has focused on improving urban communities by bringing Nature closer to all - designing and installing habitat landscapes that attract birds, butterflies and other pollinators with native plants and water features.

Using her skills as a Summa Cum Laude MBA graduate, Nancy has devoted her last two decades to building Habitat Landscapes that attract birds, butterflies and other pollinators using native plants and water features. She has spent countless hours with Valley Ranch association management, landscapers, residents, commercial and retail owners to educate and motivate them to beautify our surroundings. With 50-year old live oaks throughout our community, Valley Ranch has experienced a loss of ground cover under them. She has worked closely with landscapers to select different trees, native ground covers and shrubs to minimize erosion into our flood-controlled canals.

In her many walks around the area, she counted existing and lost trees. She realized that the loss of more than 20% of our large tree canopy affected the aesthetics and value of our properties. What did she do? She spent hours reading, consulting about and editing our Valley Ranch's Architectural Guidelines and Compliance Standards. Her idea of a multi-year beautification project has resulted in a commitment from the Valley Ranch Association to invest in 150 new trees in the next 3 years.

[Note that this commitment is anticipated by the fall, but I wanted to include the very real possibility while the Community Engagement Committee reviews this application. I will be happy to confirm this with ICVB later this fall.]

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

Name: Dixie Morton Caraway
 Address: 420 Gilbert Rd
 City: Irving State: TX Zip: 75061
 Phone: 972-790-8232 Email: theworriedwriter85@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.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
Shady Grove Cementary	She has been the main Adminstrator for the collection of funds for the upkeep of the cemetary and the coordination of the grave site for the community	1970- current
Ben Washington Baptist	Her effort for 85 years Mother to the Church and the preserversation of the church history.	1940 current
West Irving Community	Aid in the efforts clean up and other projects	1970-1988

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

- She was Nominated for the Oldest member of the Irving Chapter of the NAACP award
- She was the President of the Socialites club for their contributionsf to the children of bearcreek community for providing lunches and any needs of the community for over 17 year
-
-

Additional information:

- Contributor of the Exhibit for "Im Every Women " - donations to the Jackie Townsell house
- A member for the West Irving Community - Yellow Building and the efforts to support the need
-
-

Number of years nominee has resided in Irving: 90

Nominated by: Phyllis Franklin Date: 04/07/2024
 Email: theworriedwriter85@gmail.com Phone: 972-898-2993

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: Karen Cooperstein
Address: 6729 Barcelona
City: Irving **State:** TX **Zip:** 75039
Phone: 972-953-8314/214-632-1814 **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		

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

- *see notes
- _____
- _____
- _____
- _____
- _____

Additional information:

- *see notes
- _____
- _____
- _____

Number of years nominee has resided in Irving: 20

Nominated by: Debbi Haacke Date: 05/30/2024

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

Karen Cooperstein

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

Past ICVB Director and Chair; past first female President of Rotary Club; past position on Irving Animal Services?; past Board of Directors, The Family Place; check with Carter Holston, NEC, re Operation Finally Home

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

Founder and director of Coop's Kids - many fundraisers with top radio sports hosts; Catholic Charities' food drives - weekly during Covid; organized 3-5 food drives for Irving Cares during Covid; Honorary Chair, Shriners' Hospital Treasure Street, 2023

Please list nominee's honors and awards:

Not sure about actual awards

Additional Information about the nominee:

Endless volunteer hours for LCA events, various civic leaders, Greater Irving Chamber - whatever organization needs help. Check with Maura Gast re coordination of work sessions and panels for various tradeshow - Economic Development Council / Women's program at Byron Nelson, etc. Check with Chuck Cooperstein regarding foster parent to 11? dogs, failed foster parent to 3 of them. In recent years, her love of alpacas has resulted in countless hours and weekends away from family and friends to encourage people of all ages to learn about husbandry (not sure this is the right word since alpacas are not for food), agriculture, sheering, breeding programs; volunteer at Alpaca Owners' Association's shows. All around cheerleader for any person or business who needs marketing, business and strategic expertise

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

Name: Delia Watley
Address: 2116 Cay Court
City: Irving **State:** TX **Zip:** 75060
Phone: 817-714-2429/972-600-6130 **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		

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

- *see notes
- _____
- _____
- _____
- _____

Additional information:

- *see notes
- _____
- _____
- _____

Number of years nominee has resided in Irving: 22

Nominated by: Annette French Date: 6/14/24

Email: french.annette@gmail.com Phone: 214-676-4883

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

Delia Watley

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

Outside of her daytime job as a Program Director of Irving ISD, Delia Watley proudly serves in a voluntary capacity, as Education Chair for the Irving Chapter of the NAACP, a member and/or supporter of the League of Women Voters, Irving Hispanic Chamber of Commerce, and the Irving Schools Foundation. She also volunteers with Chase and Proyecto Immigrante.

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

Founded the first 4H Club in Irving. -past Expert Reviewer for the Barbara Bush Reading Resource Library - past & present Facilitated voter registration drives in Irving as well as recruited high school students to serve as poll workers. -past and present Most notably, she has shared on her own time and dime, a Telling Stories through History series for the community-at-large. She spoke at churches and private rooms, about her family history documented from slavery. Her family is referenced and shared in a book from the Library of Congress. Both events were well attended, and all participants won prizes for remembering key details and facts in the pop quiz afterwards! What a fun and memorable event.

Please list nominee's honors and awards:

Barbara Bush Dyer Perl Literacy Award Work force Solutions Trailblazer Award 4H Volunteer of the Year Award. XPRIZE award recipient for registering the most web tool users in a single day.

Additional Information about the nominee:

She has been a guest speaker, moderator, and presenter on several occasions to various organizations and events, including state and national conferences. She participated in the Big BANG Conference in Dallas to "promote humanity, human agency, and shared connectness in our digital world", representing Irving. it was a social impact conference, and she was better able to connect and work with workforce systems for immigrants.

**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

Saeed Purcel

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

- Saeed is the Vice Chair for the Civil Service Commission of Irving.
- Provides personal advice, and couples advice privately.
- Does independent referrals for Social Service help.
- Has a private consultancy for community outreach and DEI; specifically as it relates to the Muslim community.