

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Destination Development Committee
Tuesday, November 5, 2019 at 11:30 AM
Irving Convention Center, First Floor Conference Room
500 W. Las Colinas Blvd.
Irving, Texas 75039

NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors may be present at this committee meeting.

1. Citizen Comments on Items Listed on the Agenda
2. Discussion on Irving Hotel Development Ordinance
3. Approval of August 6, 2019 Minutes
4. Committee Chair's Report
5. Next Meeting TBD

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.

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING
IRVING CONVENTION CENTER
500 W. LAS COLINAS BLVD., IRVING, TEXAS 75039
TUESDAY, AUGUST 6, 2019**

Those in attendance were: Greg Malcolm – Committee Chair, David Cole – Committee Vice Chair, Clem Lear – Board Chair, Ron Mathai – Board Vice Chair, Bob Bourgeois, Joe Marshall, Joe Philipp – Committee Members; Bob Bettis and Debbi Haacke – Board Members; Carol Boyer, Lori Fojtasek and Maura Gast – Staff; Matt Tungett and Tom Meehan – SMG; Guests: Parks and Rec Director Joe Moses and Capital Improvement Program Planning Manager Gene Moulden.

Committee Chair Greg Malcolm called the meeting to order at 11:30 a.m.

City of Irving Parks and Rec Director Joe Moses gave an update for the department that included the Irving Golf Club and Parks Master Plan. He reported the heavy rain in April and May postponed the Irving Golf Club course opening and impacted repairs. The management contract was approved at City Council on August 1. Kitchen updates for the facility include electrical, new flooring, plumbing updates and grease trap installation and all have been completed. The installation of a vent hood for the grill/fryers will be completed in September. A dishwasher, sinks, grill, fryers, prep table, refrigerator and freezer are being purchased. The golf club will be the only full-service restaurant on the Champion Trails and a potential destination spot. In response to a question, Moses replied Elite Golf has been hired to manage the course with clear expectations and performance measures. Elite Golf has a higher level of customer service than the previous management company. Moses noted that the drainage on the course has been improved and some tees are elevated. Board Member Joe Philipp asked in modeling after the top ten golf courses in Texas, what are the specific set of factors being targeted. Moses reported there is a target plan and the key is funding, a cart path expansion, club house, and improving the overall appearance of the course. The flood repairs were funded through insurance and the renovation was funded with bond funding. He noted that tournament play will begin soon and there has been considerable interest. Committee Vice Chair David Cole asked if Elite Golf is responsible for marketing the course. Assistant Executive Director/Sales and Services Lori Fojtasek added that groups booking stays in local hotels will ask for tournament courses. She noted that transportation to the golf course for the group could be applied from Business Development Incentive Plan funds. Some junior and college level tournaments have had interest in coming to Irving and the CVB sales staff would love to bring them here. Moses reported it is a \$5 million total renovation budget and yearly updates will continue to make the golf club better. Philipp encouraged the Committee and CVB staff to support the course and group participation from visitors to Irving. Executive Director Maura Gast commented staff will look for ways to co-promote the course and amplify the City's messaging strategy. It was noted Fred Leonard is the General Manager from Elite Golf. He has been onsite since the beginning of construction and has been instrumental in the project.

Moses gave an update for the Parks and Recreation Master Plan. He reported the last overview of the park system was conducted in 2000, as an update to the City's original 1996 Park, Recreation and Open Space Master Plan. The Master Plan scope includes community profile, plan vision and goals, parks and open space assessment, indoor recreation and aquatics, operations and maintenance assessments and recommendations, and implementation action plan. He reported that engagement online input was the overall best for public input and comments. Moses reviewed the plan goals and vision and noted that currently cricket fields are the number one demand, along with trails and bikeway improvements and an

interest in soft and nature trails. Aquatic facilities reviewed usage numbers, cost per user, average daily attendance. Key recommendations for overall Parks and Open Spaces were presented. Moses reported the Master Plan will be presented to City Council on September 4 and will look for City Council adoption on the October 3 agenda.

Irving Capital Improvement Program Planning Manager Gene Moulden then presented the plans for the Levy Event Plaza and Heritage Park renovations. David Cole asked about the availability of electricity at Heritage Park to accommodate the food trucks, as well as ATMs. Moulden indicated that had not previously understood the ATM need but would evaluate that. Dr. Bettis asked about the installation of permanent restrooms at the Levy Plaza. Moulden indicated that the plans provide a pad for portable restrooms but had not previously considered providing electricity for that pad to allow for the more upscale portable restrooms, but they will revisit that. The availability of parking was also discussed, with Moulden indicating the City has arrangements with the nearby garages for event uses, as those garages are typically not used much evenings and weekends. Debbi Haacke asked if there was a designated area for Uber/ride share drop offs at either of the event sites; Moulden indicated that had not been determined.

Gast then reviewed the most recent hotel development report and noted the significant number of projects that are either rumored, proposed, in development or under construction, many of which will require variances to the hotel development ordinance.

Fojtasek then reviewed group booking patterns, showing Leads and Definites by Year, Convention Center Bookings by Size and Convention Center Bookings by Market. Philipp asked if the ICVB checks total room nights by property, as well as Lost Business reasons. Fojtasek indicated that we do and can share a sample lead and definite report at a future meeting.

With no further discussion, Malcolm adjourned the meeting at 1:26 p.m.

Respectfully submitted

A handwritten signature in black ink, appearing to read "Maura Gast". The signature is fluid and cursive, with a large loop at the end.

Maura Allen Gast, FCDME
Executive Director