

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING
IRVING CONVENTION CENTER
500 W. LAS COLINAS BLVD., IRVING, TEXAS 75039
TUESDAY, NOVEMBER 5, 2019**

Those in attendance were: Greg Malcolm – Committee Chair, Clem Lear – Board Chair, Bob Bourgeois, Julia Kang and Joe Marshall - Committee Members; Bob Bettis and Rick Lindsey – Board Members; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez and Susan Rose – Staff; Matt Tungett and Tom Meehan – SMG.

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

The Committee reviewed the Hotel Development Ordinance for revisions and updating language. The current Ordinance was put into place in 2006. Executive Director Maura Gast reviewed the concerns that led to the 2006 Ordinance, which were: development was flush and nearby cities were revisiting their zoning and pushing more development into Irving; rate, neighborhood and property integrity; underperforming properties and property flag changes were resulting in non-branded properties and thus no expectations and no brand quality control. She reviewed the hotel room inventory history: 7,000 to 9,000 hotel room range from 1996-1999 and then a significant and steady jump to 11,000 rooms from 2001-2017. The Committee reviewed the current Ordinance requirements and hotel development status. It was noted that variances are being considered for most of the projects. Gast reviewed the state of the Irving hotel market, supply and demand and issues that are appearing in data reports. Trends in the market were discussed, including corporate travel demand, narrow development radius restrictions, reinventions of existing brands and niche interests. She reviewed the emergence of short-term rentals into business travel space and multi-brand hotel complexes.

In 2018, Committee recommendations were to not make any changes and to keep the bar high throughout the City, protect rate integrity and protect neighborhood and property integrity. The Committee discussed overlay districts and noted that each area is very different. Malcolm commented that Hwy 114/161 tie into the Urban Center core, while DFW Airport North and the Texas Stadium site are both separate areas. Hotel height controls the destiny of the hotel, and the Urban Center should have nothing less than a six-story building to keep the ambience of the area. Price points in different areas are also a consideration. Discussion was held on sleeping room inventory requirements, and it was noted that 200 sleeping rooms for a property may be outdated, as most are coming through in the 150-175 room range.

Committee Recommendations:

- Six-story properties.
- Possible minimum number of years commitment for brand/franchise agreements.
- Notification of flag change.
- 125 rooms if six story height stays.
- Meeting room space: reduce to 3500 square feet contiguous space required for Urban Center and Stadium site and waive the others to minimum of 500 square feet.
- Parking: Variances per code of up to 35% can be approved by staff with proof of independent parking study. If parking is shared, property deed is required.

- Amenities: minimum requirement for continental breakfast either provided or for sale; required pantry food items for purchase.
- Recreational Amenities: 1,000 square feet combined; leave minimum lobby and combined area for recreation.
- City-wide “need/demand” study with third party assessment could be pursued
- No variances allowed.

Gast to research the cost of a study and will update the Committee. Future recommendation of property enhancement program as a separate item for long term. It was suggested to consider a City match program.

Next Steps:

- Present as an action item on the November 18, 2019 ICVB Board meeting agenda.
- Board recommendations presented to the City Planning and Development Committee at the December meeting that includes surrounding neighborhoods.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes from August 6, 2019. Board Chair Clem Lear made a motion to approve and a second from Board member Bob Bourgeois. With no further discussion, the motion was unanimously approved.

Future meeting subjects were discussed: a tour of the Irving Golf Club, Hidden Ridge development updates and tour of the Irving Arts Museum. Committee meeting dates for 2020 will be announced and communicated after Board Committee assignments have been made.

With no further discussion, Malcolm adjourned the meeting at 1:08 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director