

DRAFT

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING
IRVING CONVENTION CENTER
500 W. LAS COLINAS BLVD., IRVING, TEXAS 75039
TUESDAY, FEBRUARY 11, 2020**

Those in attendance were: Greg Malcolm – Committee Chair, David Cole – Committee Vice Chair, Rick Lindsey – Board Chair, Karen Cooperstein – Board Vice Chair, Julia Kang, Clem Lear, Kim Limon and Joe Philipp - Committee Members; Bob Bettis, Bob Bourgeois and Herb Gears – Board Members; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez and Susan Rose – Staff; Matt Tungett and Tom Meehan – ASM.

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

There were no citizen comments.

Update on Irving Hotel Development Ordinance

- Executive Director Gast reviewed the Irving Hotel Development Ordinance Recommendations for Changes from the Irving CVB that will be presented at the February 12 City Council Work Session.
- The recommendations were presented to the City Council Planning and Zoning Committee in December.
- City staff suggested seven or eight story height in Urban Center and Stadium site.
- Initial reaction to changes was positive, except for Board recommendation for no changes to the current ordinance if Council desires the ability to grant variances.
- The most current Hotel Status report and current Hotel Development Ordinance were distributed and reviewed.
- A list of upcoming hotels was also distributed for review.

Religious Conference Management Association (RCMA) Recap

ICVB Assistant Executive Director/Sales and Services Lori Fojtasek gave a recap of the Religious Conference Management Association (RCMA) event.

- Some statistics from the event were shared:
 - 96 Convention Services Associate hours were logged
 - 130 Bus hours
 - 99 new planners attended
 - Sales team collected six Request for Proposals (RFPs).
 - Nimitz High School created and assembled 100 floral centerpieces.
 - Over the course of the conference, 2 million steps were logged by planners, which earned \$2,000 for Help Hands organization.
 - Irving Family Advocacy Center received \$1,000 plus games.
 - Brighter Tomorrows received \$800 and books.
 - A total of 263 service hours for four different charity organizations were logged.
- The conference attendees commented on the support of the ICVB Board and the event left with a very good impression of Irving.
- This event is all about word-of-mouth and it was well worth it from all of the excellent comments.

- A post-con meeting with event hotels will be done to gain insight on some results and see what can be done differently in the future.
- ICC Director of Sales Matt Tungett commented the tour and work Behind the Scenes had attendees working the process from banquet and kitchen and they got to see the ripple effect from planner to facility staff.
- General Manager Tom Meehan reported it was a tough few days with a lot of long hours with short turnaround times between events. Event planners who worked the turnaround events had a great time working with staff. The event at the Toyota Music Factory was incredible and they got a true feeling of Irving and Texas.

Board Vice Chair Karen Cooperstein thanked the ICVB and ICC staff and noted the feedback was overwhelming and comments were wonderful about the hospitality of Irving and the food at the ICC. She further commented the ICVB staff is an epidemic of what ever CVB should strive to be. Board member Bob Bourgeois noted the RCMA President's great comments were the same on Opening Day as Closing Day and Executive Chef Eduardo Alvarez was recognized at the closing dinner.

Smith Travel Research Reports

- An example of the Smith Travel Report (STR) was distributed and a review was given by Malcolm explaining the different components of the report for the Committee, including:
 - acronyms, competitive set and index.
- Cooperstein asked how often adjustments are made to hotel rate based on the STR data. Malcolm replied it depends on revenue and projections from history. During busy periods (Tuesday-Wednesday) peak nights can be adjusted daily and changes are software driven.

R-AB Ordinance

In reviewing the R-AB Ordinance, Board member David Cole commented the community tried to change the Ordinance before the Toyota Music Factory was built to help be successful in lowering the alcohol/food ratio from 60:40. In order for restaurants to be successful the changes needed to keep up; 30:70 for the Urban Center and 50:50 for the rest of the City. To help with new developments in the City, ratios needed to be 30:70 City-wide. Gast commented City staff is looking at changes to the Ordinance as well and make things consistent City-wide, but it will not be a discussion until after the elections in May. That will allow us to pull together the data needed to have those conversations and lay out a fact-case case to support the 30:70 ratio and the Restaurant Association will lead the charge. The suggestion was made to gather input from data and City staff and then have a formal recommendation from the Restaurant Association for a conversation in the summer with City Council. Cole noted we now have the success to moved forward with 30:70. Board member Herb Gears noted to move forward with caution. If the Ordinance is altered to become less restrictive, you can never go back. If too much is changed the Ordinance could be eliminated.

Update on AT&T Byron Nelson Championship

- Gast gave a brief overview of articles on the AT&T Byron Nelson Championship.
- The ICVB is working closely with the Four Seasons Resort and Club and the Salesmanship Club for the return of the tournament; however, it is not a one or two-year deal.
- There could be come Capital Improvements requested.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes from November 5, 2019. With a motion from Lindsey made the motion and a second from Cooperstein, the minutes were unanimously approved.

Malcolm noted the next Committee meeting is scheduled for May 5, 2020.

With not further comments or discussion the meeting was adjourned at 12:52 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME
Executive Director