



**IRVING CONVENTION AND VISITORS BUREAU  
MINUTES – DESTINATION DEVELOPMENT COMMITTEE  
IRVING CONVENTION CENTER – FIRST FLOOR CONFERENCE ROOM  
IRVING, TEXAS 75039  
TUESDAY, NOVEMBER 8, 2022**

Those in attendance were Committee Chair Greg Malcolm, Committee Vice Chair Nydia Hoskins, Board Chair David Cole, Board Vice Chair Bob Bourgeois, Yassir Arafat, Joe Philipp, Sam Reed, and William Mahoney – Committee members; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez, Diana Pfaff, and Matt Tungett – ICVB staff; Tom Meehan – ASM/ICC staff.

Committee Chair Greg Malcolm called the meeting to order at 11:30 a.m. There were no citizen comments.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes of August 8, 2022. On a motion from Board member William Mahoney, and a second from Board member Yassir Arafat, the motion passed unanimously.

**BUSINESS DEVELOPMENT INCENTIVE PROGRAM FUNDS**

Executive Director Maura Gast led a discussion on the use of ICVB Business Development Incentive Program (BizDIP) Funds for Hotel Occupancy Tax-exempt bookings. It was confirmed BizDIP is no longer utilized for airline crew business of 30 or more days. Further discussion was held on transient versus group offerings for BizDip funds. For Example: Groups that are tax-exempt (military and government groups) would be eligible for \$X a room, with a cap of \$XX. It was suggested to have \$1.00/room BizDIP for a tax-exempt group at a cap of \$10,000. It was the consensus of the group to review the BizDIP policy with further discussion at the next Committee meeting.

**ACTION ITEM:** Add item to next Committee meeting agenda for discussion.

**ICC BOOKING POLICY REQUESTED EXCEPTIONS**

The Committee proposed bringing a task force together with not more than four Committee members and two hoteliers to review and present a case requesting the ICC Booking policy be amended for booking ICC priority events so that a currently non-qualifying event might be able to book sooner than the policy requires. The task force recommendation would be presented to the full Committee.

**ACTION ITEM:** Coordinate a task force from this committee to meet as the need arises, and further detail the procedures and policies for the process moving forward. Add item to next Committee meeting agenda.

**IRVING HOTEL DEVELOPMENT**

Gast reviewed the Hotel Development report, as of August 2022.

- DFW Airport Hotel & Conference Center is currently closed to be re-opened as a Wyndham.
- Hawthorn Suites DFW North is currently closed and will be re-flagged as Candlewood.
- Embassy Suites is tentatively opening March 2023.
- Comfort Inn DFW North is permanently closed.

- Four Seasons Resort and Club will become a Ritz Carlton and undergo major renovations/improvements. The property will formally re-flag once all improvements are complete.
- It was noted the American Airlines campus hotel in Fort Worth will have its soft opening next month.

#### ICVB/ICC SALES PIPELINE UPDATE

Assistant Executive Director Lori Fojtasek presented the ICVB pipeline report, stating there has not been much change since the last Committee meeting. The booking pace is still short-term. There are 129,000 rooms in lead status for the current year, and she is confident most will convert to Definite. She reported Cvent event management software has changed the way lost business is reported, and it is inflating the Lost Business numbers. COVID cancellations appear to have stopped.

In reviewing the ICC pipeline, General Manager Tom Meehan noted 2022-23 is showing short-term bookings with 120 programs on the books. Bookings are coming within six months' time and the ICC should begin to average at least 225 bookings per year again. Meehan stated numbers are in line, if not better, than 2019 for FY2021-22. The event mix is different but was successful.

#### STRATEGIC PLAN UPDATE

Gast reviewed the Committee's 2021-26 Strategic Plan goals:

- Advocate for Destination-Enhancing Development
  - Work with the City to right-size hotel development by protecting the Hotel Development Ordinance.
  - Identify opportunities for additional retail in Irving.
  - Identify opportunities to generate more tourism revenues in the Heritage District.
  - Work to build Sports Tourism in Irving.
- Enhance the Visitor Experience
  - Engage DCURD, LCA and other stakeholders to support increased activation of Lake Carolyn and the Mandalay Canal.
  - Support the development of transportation solutions that would increase mobility through the City for visitors, workforce and residents.
  - Advise the City on initiatives that could enhance the aesthetics of the community from a Visitor perspective.
  - Encourage more diverse Arts and Culture attractions and events.
  - Advocate for policies to support the Tasting Economy.

Gast reported City Council has approved a new booking agreement for City sports facilities and the challenge will be the availability of the number of fields.

#### COMMITTEE CHAIR REPORT

The BizDIP funds for Hotel Occupancy Tax exempt bookings and the review of the ICC Booking Policy for Requested Exceptions will be added to the next Committee agenda. The next meeting date is TBD. With no further discussion Malcolm adjourned the meeting at 12:29 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director