



**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE
IRVING CONVENTION CENTER – FIRST FLOOR CONFERENCE ROOM
IRVING, TEXAS 75039
TUESDAY, FEBRUARY 14, 2023**

Those in attendance were Committee Chair Greg Malcolm, Committee Vice Chair Nydia Hoskins, Board Chair Bob Bourgeois, Board Vice Chair Richard Stewart, Joe Philipp, and William Mahoney – Committee members; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez, Susan Rose and Matt Tungett – ICVB staff; Tom Meehan – ASM/ICC staff.

Committee Chair Greg Malcolm called the meeting to order at 11:33 a.m. There were no citizen comments.

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

BUSINESS DEVELOPMENT INCENTIVE PROGRAM FUNDS

Assistant Executive Director Sales and Services Lori Fojtasek led a discussion on the use of ICVB Business Development Incentive Program (BizDIP) funds for Hotel Occupancy Tax-exempt bookings. The Committee viewed a chart of current groups who may or may not qualify for BizDIP. Fojtasek noted there were 1,075 entries and payments are made on the actual rooms picked up. She explained the BizDIP program was put in place to help hotels when they need it during their slow periods. ICVB withholding payment to hotels who are very delinquent on Hotel Occupancy Tax payments is a very small piece of available BizDIP funds.

IRVING HOTEL DEVELOPMENT

Executive Director Maura Gast gave an update on hotel developments.

- DFW Airport Hotel & Conference Center is currently closed and will reopen as a Wyndham after renovations in 2023. Only the restaurant has received a Certificate of Occupancy.
- Hawthorn Suites DFW North is currently closed and will be re-flagged as Candlewood.
- Embassy Suites is tentatively opening Summer 2023.
- Comfort Inn DFW North is permanently closed.
- Four Seasons Resort/Las Colinas will spend most of 2023 as a “white flag” undergoing major renovations and improvements; will formally flag as a Ritz Carlton once all improvements are complete. The majority of staff have stayed on but staff at the Sports Club have had turnover. Staff titles may change.
- Indigo is under construction as a six story, 151-room property.

ICVB/ICC SALES PIPELINE UPDATE

- Fojtasek presented the ICVB pipeline report, stating ICVB sales are ahead of pace this year but behind for the next few years.

- ICC General Manager Tom Meehan reported there were 120 short-term bookings three months ago, currently there are 163 for this year, and 43 of those were booked in the last three months. Further out, most tentative/prospects are on hold for repeat business and still very short-term booking.

Board member Joe Philipp asked for feedback regarding travel. Fojtasek replied the COVID fear has for the most part disappeared, but Corporate business is not back to 2019. Gast added Corporate business has a normal behavior of short-term booking. Committee Vice Chair Nydia Hoskins added business travelers are booking regardless of rate. Malcolm noted he is seeing Corporate travel coming back better and some pop-up travel.

Discussion was held on office space and occupancy. Gast noted office space reporting is reflective of leases and not occupancy, i.e. remote work, job market, etc. is making the numbers skewed for reporting. Fojtasek added building occupancy in August for Las Colinas was down .05% for FY2022-23 Quarter 2 at 84%, Valley View was 66.4% and South Irving shows 85.5%. Industrial and Retail was 92%.

STRATEGIC PLAN UPDATE

Gast reviewed the Committee's 2022-26 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.

COMMITTEE CHAIR REPORT

- The City will revise the Smoking Ordinance at the request of the American Heart Association to include patios, bingo parlors, and restaurants. Vaping and hookah lounges will also be addressed.
- The R-AB Update:
 - A copy of the Ordinance was distributed.
 - The Ordinance was revised by City Council for 40% food and 60% alcohol citywide, except:
 - Urban Business Overlay District, Heritage Crossing Districted and PUD 6 at 30:70 ratio.
 - Minor amendments may be made administratively.
 - City-owned properties and HOT-funded facilities now allowed as an accessory use.
 - Reporting changed to annual.
 - Definitions have been updated and revised.

The next Committee meeting will be held on May 9.

Suggested future Committee meeting topics:

- Update on Mandalay Canal changes – invite Dallas Burke to present.
- Williams Square Plaza
- Toyota Music Factory booking strategy with Tommy DeBeaudry.
- Invite corporate level management of Brookfield Asset Management the next time they are in town for a presentation at a Committee meeting or Board meeting.
- Smoking Ordinance Update

Malcolm asked for an update on the new booking agreement for City sports facilities and the number of fields that the Parks and Recreation Department will manage.

ACTION ITEM: Gast will invite Parks and Recreation Department Director Joe Moses to the next Committee meeting to address the changes to the Committee.

Discussion was held on The Pavilion at Toyota Music Factory and the level of acts and number of nights in contract with the City. Hoskins noted the events do not translate into hotel room nights but may impact the restaurants in the area; therefore, they are good for the area. The walkability of the restaurants is a big draw and the Water Street area and Toyota Music Factory. Fojtasek noted booking private event meeting space is limited at The Pavilion on what they can book and Live Nation approval is needed.

Bourgeois noted the first Irving Marathon series race of 2023 is on Saturday, February 18. He encouraged everyone to register and walk with the ICVB team in the 5K.

Malcolm adjourned the meeting at 12:12 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director