



**IRVING CONVENTION AND VISITORS BUREAU  
MINUTES – DESTINATION DEVELOPMENT COMMITTEE  
IRVING CONVENTION CENTER – FIRST FLOOR CONFERENCE ROOM  
IRVING, TEXAS 75039  
TUESDAY, AUGUST 9, 2022**

Those in attendance were Committee Chair Greg Malcolm, Committee Vice Chair Nydia Hoskins, Board Vice Chair Bob Bourgeois, Michael Basoco, Julia Kang, Joe Philipp, Sam Reed, and William Mahoney – Committee members; Colvin Gibson – Board member; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez, and Diana Pfaff – ICVB staff; Guest: Code Enforcement Director Shane Diller, Director Planning and Development Joycelyn Murphy, Assistant City Manager Philip Sanders, and Senior Manager Housing and Redevelopment Imelda Speck.

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 May 10, 2022. On a motion from Board member Julia Kang, and a second from Board member Bill Mahoney, the motion passed unanimously.

**R-AB ORDINANCE UPDATE**

Assistant City Manager Philip Sanders and Director of Planning and Development Jocelyn Murphy gave a presentation on the R-AB Ordinance. Sanders reported the concept of the process to remove the R-AB and have the Texas Alcohol Beverage Commission (TABC) regulate the Ordinance has been presented to City Council on a few occasions. It then went to the Planning and Zoning Committee with required public hearings. There was significant opposition with people who did not want alcohol in the City at all and people who thought it too radical a departure from the current R-AB Ordinance. A Frequently Asked Questions document and workshops were created but the support was not there. Planning and Zoning decided to table the discussion indefinitely. In a March workshop with City Council, five fundamental questions related to decision points were asked of the Council. The responses gathered were brought to City Council last week and asked for direction and consensus going forward. There was a lot of discussion and broad support for the Arts Center and museums to be able to sell alcohol. There was support for expanding the alcohol to food ratios in some areas but not ready to let go of it completely. The challenge is how far to expand. An audit of alcohol sales is reported twice a year currently. The next step, based on what was heard from feedback, is a refined concept. Murphy added it will be presented at Work Session and draft Ordinance will be presented to Planning and Zoning Committee for recommendation and then brought to City Council for final decision. It has been delayed to after the elections and to update new City Council members with all the information and surveys. Gast noted there will be some progress and Board members may be asked to write letters of support to Planning and Zoning and Council members.

#### HERITAGE DISTRICT PROJECT UPDATE

Sanders introduced Senior Manager for Housing and Redevelopment Imelda Speck. Speck gave a presentation on the Heritage District Project with an overview of the Vision, Current and Future Projects and Next Steps.

- Public Improvements include:
  - Irving Blvd. reconstruction (over \$26 million)
  - Heritage Park – completed December 2021
  - Senter Park Rehabilitation
  - Irving Archive Museum
  - Main Street Plaza
- Next Steps include:
  - Develop additional programs and incentive – neighborhood empowerment zones
  - Consider future HCD zoning amendments – update regulations and extend district
  - Consider rezoning of areas per housing study
  - Review Alcohol Ordinance

In response to a question from Board member Colvin Gibson, Speck replied the City partnered with housing channels to build affordable units for sale. Other funding streams are rehabilitation projects and not targeted for downtown. Bear Creek is \$250,000 or 50% of homes allocated for affordable housing.

Discussion was held on special programming and the ability for ICVB to sell the area with retail and events. Gast noted that much of the land the City acquired in the Heritage District was inherited and has a lot of issues that compound the challenges for a vision. Parking is a fundamental need for the area to accommodate events. Murphy added it is important for businesses to be coordinated and organized to be at the table with input for a solution. Speck noted coordination will be imperative with DART and the TRE.

In response to questions, it was noted input for a new Fire Station design will be on August 25 and City Hall move or remodel is in the preliminary stages. The Delaware Creek Phase I project happened very quickly, and Phase II is sold out. That project is wrapping up.

#### SHORT-TERM RENTALS UPDATE

Sanders introduced Code Enforcement Director Shane Diller. Diller gave a presentation on the Short-Term Rental status. Driven by the need for good contact information, the City has adopted a Short-Term Rental registration program. The goal is to ensure single-family homes do what is best and required to keep the character of the neighborhood. The Ordinance does not impose additional rules but does require compliance to standards and the City has the ability to revoke or deny the Short-Term license. The program has been adopted and requires registration by October 1, 2022. Missed deadlines will lead to more aggressive notification and possible legal action. Confidentiality in the data is a challenge and incentive programs will be considered as a benefit for complying. Apartment sub-leasing are not registering but are data is captured in another area. Registration is \$200 per year, per property.

#### IRVING HOTEL DEVELOPMENT

Gast gave an overview of the hotel development, reporting there are 1,500-1,800 rooms reflected on new and rumored properties.

- The Embassy Suites Hotel is under construction.
- The Element Hotel has opened.
- Extended Stay on Greenway Drive is 21 stories tall and has no specific flag.
- The Four Seasons is rumored to be keeping most of their staff during the \$60-70 million year-long renovation. The golf course is still for sale with one interested buyer. Adding 14,000 square foot ballroom, guest room and pool bar area renovations. It may be challenging to book business there during construction.

ACTION ITEM: Gast to send the Hotel Development chart to Committee members.

#### ICVB/ICC SALES PIPELINE UPDATE

Assistant Executive Director Sales and Services Lori Fojtasek reported on the ICVB/ICC pipeline, noting the Corporate market has not turned around yet, but rates are up, and Occupancy is slowly growing. There have been a few cancellations. The ICC sales team is fielding a lot of leads and prospects, but it is hard to find space in the Convention Center right now and hard to get sleeping rooms that coincide with availability. In response to a question from Board member Michael Basoco, Fojtasek stated the Grand Prairie cricket stadium will be interesting and can produce opportunities. The team is hoping that it will be a large influx of rooms and will include local people as well wanting to stay overnight.

#### STRATEGIC PLAN UPDATE

Gast reviewed the 2021-26 Strategic Plan Vision, Mission, and Board Mission. The Destination Development Committee Goals were reviewed:

- GOAL: Advocate for Destination-Enhancing Development
- GOAL: Enhance the Visitor Experience

#### COMMITTEE CHAIR REPORT

Malcolm reported the Frisco, Texas Tourism Public Improvement District (TPID) will launch October 1.

The next Committee meeting is November 8 at the Irving Convention Center.

Malcolm adjourned the meeting at 1:10 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director