

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, December 13, 2021, at 11:45 AM**  
**Irving Convention Center, Third Floor Junior Ball Room C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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NOTE: A possible quorum of the Irving City Council may be present at this committee meeting.

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1. Citizen Comments on Items Listed on the Agenda
2. Swearing in of New & Re-appointed Board Members

**Consent Agenda**

3. Approving ICVB Board Meeting Minutes for November 15, 2021
4. Accepting the ICVB Financial Reports for September and October 2021
5. Reviewing the Hotel Occupancy Tax Collections
6. Review of ICVB Cash Flow Report
7. Accepting the Irving Convention Center Financial Report for October 2021

**Presentation**

8. Tourism Economics Irving Hotel Outlook Recap

**Board Reports**

9. COVID-19/American Rescue Plan Act Update
10. Board Chair Report
  - a. Strategic Plan – Board Committee Assignments
  - b. Call for Board Committee members
  - c. Schedule of Upcoming Meetings and Activities
  - d. Next Board Meeting – January 24, 2022

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## AGENDA - Continued

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### 11. Board Committee Reports

- a. Board and Business Development – Richard Stewart, Jr.
  - Next Meeting – January 7, 2022 – 9 a.m.
- b. Community Engagement – Karen Cooperstein
  - TENTATIVE Next Meeting – January 18, 11:30 a.m.
- c. Destination Development – Greg Malcolm
  - TENTATIVE Next Meeting – February 8, 11:30 a.m.

### 12. City Reports

- a. Update on Pension Obligation Bonds for TMRS and SBP – Financial Services Director Bret Starr
- b. Council Liaison – Mayor Pro Tem Kyle Taylor
- c. Mayor & Other Council Members
  - DART/Transportation and Infrastructure – Mayor Rick Stopfer
- d. City Manager – Chris Hillman
  - Visitor Development Updates
  - Toyota Music Factory
  - Other City Updates

### 13. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
- c. Marketing and Communications – Diana Pfaff
- d. Administration and Finance – Susan Rose
  - Smith Travel Research and AirDNA Monthly Reports

### 14. Convention Center Management Report – Tom Meehan/Matt Tungett

### 15. Industry Partner Reports

- a. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
- b. Restaurant Industry Update – David Cole

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## AGENDA - Continued

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### 16. Partner Organization & Stakeholder Reports

- a. DCURD and Irving Flood Control Districts – Dallas Burke
- b. Chamber of Commerce – John Nicks/Beth Bowman
- c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
- d. The Las Colinas Association – Hammond Perot
- e. TIF – Michael Randall
- f. University of Dallas – Clare Venegas

### CERTIFICATION

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

\_\_\_\_\_ at \_\_\_\_\_ and will remain so posted at least 72 hours before said meeting convened.

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.