

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
DECEMBER 16, 2019**

Those present for the meeting were: Rick Lindsey – Chair, Karen Cooperstein – Vice Chair, Kim Andres, Bob Bettis, Bob Bourgeois, Beth Bowman, David Cole, Herbert Gears, Debbi Haacke, Todd Hawkins, Chris Hillman, Jacky Knox, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, Joe Philipp, and Michael Randal – Members of the Board; Councilman John Danish, City Secretary Shanae Jennings-Conley, Assistant City Manager Philip Sanders, Mayor Rick Stopfer, City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ASM/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB Staff; Guest: Jon Lambeth – Civitas.

Board Chair Rick Lindsey called the meeting to order at 11:51 a.m. and noted no citizens had signed up for comments.

City Secretary Shanae Jennings-Conley conducted the swearing in of reappointed ICVB Board members: Bob Bourgeois, David Cole, Karen Cooperstein, Clem Lear, and Rick Lindsey. It was noted that Board member Julia Kang was not in attendance and will be sworn in at a later date. Jennings-Conley then conducted the swearing in of newly appointed Board member Herbert Gears. She congratulated all and wished them well in their service to the Board.

CONSENT AGENDA

1. APPROVING ICVB BOARD MINUTES FOR NOVEMBER 18, 2019
2. ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT FOR OCTOBER 2019
3. ACCEPTING THE ICVB FINANCIALS FOR SEPTEMBER 2019
4. REVIEW OF THE 2018-19 FOURTH QUARTER HOTEL OCCUPANCY TAX COLLECTIONS

Lindsey asked for a motion to accept the Consent Agenda as presented. Board member Debbi Haacke made a motion to approve and accept; second by Board member Bob Bourgeois. With no opposition and no further discussion, the Consent Agenda unanimously was approved.

PRESENTATION

Executive Director Maura Gast introduced John Lambeth from Civitas who gave a detailed presentation on the importance of travel and tourism and the evolution of Tourism Public Improvement Districts (TPID). He reviewed the vital role of destination promotion, the challenges and solutions nationally regarding tourism funding. Lambeth reviewed statistics for national TPIDs and national TPID 2017 survey results, noting that, on average, destinations increased their tourism funding by 192% after the formation of a TPID. He also reviewed results from a 2019 DestinationNEXT Futures Study and briefly reviewed case studies from San Diego, Memphis, and Newport Beach. The results of 10-year TPID success and the road map to a TPID formation were reviewed.

BOARD CHAIR REPORT

Lindsey congratulated ICVB Office Manager Carol Boyer on the success of the Irving Salvation Army Super Lunch event where she served as Chair. He reported the Artrageous Holiday Open House event at the Irving Arts Center was a great event, and there was a good turnout at the Irving Police & Fire Blue Christmas Pancake Breakfast. Lindsey reported he attended the Greater Irving-Las Colinas Chamber of

Commerce quarterly meeting and gained good insight. The ICVB hosted High Spirited Citizens on two horse-drawn carriages during the City's Holiday parade and he noted the Las Colinas Association holiday light project looks spectacular and thanked Las Colinas Association President Hammond Perot for their support. Lindsey complimented ICVB Accounting Director Marianne Lauda on her input and service to the City's accounting software conversion. He reported Gast made a presentation to the City Council Work Session updating them on the ICVB and he complimented her on an excellent job and there were good comments from the Mayor and City Council. Lindsey asked Board members to complete and return the Board of Directors Conflict of Interest form and the Committee sign-up form that were distributed as handouts. He encouraged all Board members to attend the Executive Committee meetings and noted the Board calendar of meetings and activities in the Board packet. The next Board meeting will be held on Monday, January 27 at the Irving Arts Center and February 14 is the Irving Hospitality Industry Annual Meeting at the Irving Convention Center.

BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke reported the Committee met on December 6 and received an update on the Citizen Comment procedures, discussed the TPID, and reviewed the Board Bylaws. The Bylaws review is important to ensure consistency with State and City law and the Board Strategic Plan. Most of the updates were in tightening up language for consistency. A requirement for voting Board members to participate in a Board Committee was added. The recommended updates will come forward to the Board for approval at the January 27 Board meeting. She reported the Committee newly appointed Vice Chair is Board member Bob Bourgeois and the next meeting will be held on March 14.

COMMUNITY ENGAGEMENT COMMITTEE

Lindsey reported the Committee continues to work on the Strategic Plan. The newly appointed Committee Chair is Bourgeois and no Vice Chair has been appointed to date. The next meeting will be held on January 14.

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm reported the next Committee meeting is scheduled for February 11.

CITY REPORTS

Councilman John Danish reported the City Council is working on the Bond proposal for the May 2 election. A vote in January yielded five affirmative votes on City Council to determine what will be included on the ballot. Each one will have a unique amount of funding to vote on.

Mayor Rick Stopfer reported there continues to be a tremendous amount of activity happening in the city. He commented in looking at the year in review, there were 69 ribbon cuttings and over 200 businesses opened in the City, and a visit from a delegation from Nepal. He thanked the ICVB Board for bringing the hotel development standards forward to the Council and providing guidance for the city. He appreciated Malcolm and the hoteliers for setting standards for Irving. He thanked Gast for discussing the TPID, and the challenge of giving back tax dollars but noted people in businesses are now giving back and need to understand that a third of the debt in the City is being paid for by Hotel Occupancy Tax. He is very appreciative and supportive of those efforts. He reported economic development is great and the City

continues to work on the bond program. He is working with the City Department Heads to get to a point to produce what to vote on. This year there was close to \$700 million on the tax roll and this is the first time it has been at that level. The single and multi-residential and business community are growing. He commended Live Nation's Mike Riley and Live Nation for being the anchor that puts together the entertainment venue at Toyota Music Factory. He noted they are doing a great job of bringing entertainment and success to the venue. Stopfer further reported that DART signed an agreement with an agency to evaluate ridership versus revenue. Each City will bring in 2-3 City Council members and hold 42 meetings during a timeframe to evaluate every route and ridership in each of those communities. There has been a decline in each category and the TRE line has had the most decline. He noted it is a major undertaking and change for DART service to the community.

City Manager Chris Hillman complimented the Bond Committee for their participation and vision. He thanked the Chamber for their leadership in working on the Microsoft Corporate expansion win. The Irving campus will be the second largest for Microsoft outside of their facility in Redmond, Washington. He reported the Williams Square redesign project is confirmed and he is looking forward to the process. It is a good investment by the City to provide gathering places for residents and visitors. The design will maintain the iconic nature of Williams Square. The City is also working on the Levy Plaza on Lake Carolyn and managing and accruing the Williams Square area and Water Street development. The objective is to have all three anchors around Lake Carolyn. He reported SmartAsset ran a study and uncovered the most livable cities in America. Looking at 100 of the largest cities, it considered seven metrics: walkability, violent crime rate, property crime rate, unemployment rate, population density, housing costs as a percentage of income and housing cost burden rate. Irving was named the seventh most livable city. Irving's unemployment rate is 3.4%, the lowest it has been since tracking began. Seven Irving-based companies were named to the Dallas 100 Entrepreneur list. Two Irving restaurants were mentioned in the Dallas Observer: Peak Restaurant and Bar and Cafemandu Flavors of Nepal. The Heritage District's Centennial Park has 60,000 lights for the holidays and the Holiday Parade had the highest attendance this year with over 3,000 people and 80 floats. The Irving Police and Fire Blue Christmas event has a great impact on the community, as well as the Animal Services Comfort and Joy Drive. He introduced newly appointed Assistant to the City Manager Tony Cao.

BUREAU MANAGEMENT AND STAFF

Gast thanked the Mayor and City Manager for the opportunity to present the semi-annual update for the ICVB. An update for the Hotel Development Ordinance was presented to the Council Planning and Development Committee and the next step is a discussion to full Council in either January or February. One item for discussion is if adopted no variances be allowed in the future. When presented there were questions for reasons why to uphold the no variances item and discussion will continue.

Assistant Executive Director Sales/Services Lori Fojtasek reported the Religious Conference Management Association (RCMA) event will be hosted by the ICVB on February 1-7. The organization is for religious conference meeting planners and there will be opportunities for Board members to participate in welcoming the group. The ICVB will sponsor an opening reception at The Pavilion at the Toyota Music Factory, and a breakfast and closing dinner at the Irving Convention Center. More information will be sent to the Board when available. The event is ahead of pace with approximately 500 registrants thus far. The economic impact for local hotels and restaurants and future business in Irving is priceless. They will also partner with five local charitable organizations for giving back projects.

Assistant Executive Director Marketing/Communications Diana Pfaff noted there is a link included in the Marketing report in the packet for a video with ICVB Sales Manager Katherine DiPietro and the RCMA event. She reported November was a very good month with 106 RFPs, which equates to 46,000 associated room nights. There are several articles included in the packet that were generated from media tours. A 12 Days of Christmas social media giveaway was promoted on Instagram and there are just under 99,000 followers on social media. It will be an exciting milestone to reach 100,000 total social media followers. Pfaff complimented the City for making the downtown area beautiful for the holidays, and thanked Perot and The Las Colinas Association for the holiday lights in the Urban Center and Las Colinas area. She also complimented the Irving Convention Center and the Irving Arts Center for their beautiful decorations and noted how much it adds to the community. She thanked Live Nation and Mike Rilley for assisting with hosting a writer from USA Today who attended the Christmas Vacation event with Chevy Chase.

Assistant Executive Director Susan Rose noted the STR reports are included in the packet for October and noted the Hotel Occupancy Rate remained higher than Texas and the U.S. at 79.1%. AirBNB had 417 available listings which is a 35.0% increase over last year's figure of 309.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported he attended an event in Las Vegas and this past week in Austin, Texas to honor and celebrate ICC Executive Chef Eduardo Alvarez. Last week the event took place in the Driskill Hotel in Austin, Texas and Chef Alvarez prepared a phenomenal lunch in their kitchen. Their team loved having him there and it was an honor to participate. He reported ICC financials for October are incredible, reporting \$127,000 better than budget and almost \$1 million gross in Food and Beverage revenue for the month of October alone. There are several projects in the building: rebuilding the cooling tower, which is ten years old with stainless steel to last another 15-20 years; new TV monitors around the building; and new parking equipment will be installed to match the Westin Irving Convention Center Hotel garage equipment. The LED lighting project is progressing both inside and outside the building. ICC Director of Sales Matt Tungett reviewed the October measurables, reporting October ended with 100% customer satisfaction rating and 5,000 guest rooms booked in conjunction with programs at the ICC. The goal for the year is 42,000 guest rooms booked and to date the results are on pace. Public shows recently held in the ICC were a cheerleading event and body building. January has scheduled the Las Colinas Bridal show, Texas Prime Meet and Zest Fest, also marking its tenth. The RCMA final planning meeting was held with a final walk through of the facility and a tasting. Sales Managers Collista Cooper and Casey Villaseñor were recognized nationally by ASM.

LIVE NATION

Mike Rilley reported there is a lot happening and he thanked everyone for their kind comments. He reported there have been over 120 shows this year in The Pavilion, in addition to 25 other private events, which is considerably more than 2018. October was a monumental month with 26 events in 31 days. This year five events were booked directly from artists either traveling to or from Austin, Texas. Highlights included Mariah Carey rehearsing for eight days at the facility. The Pavilion hosted special company events for Southwest Airlines, Verizon, Vizient, Toyotathon, and Las Vegas hosted an event for Dallas business. In looking at 2020, he is proud of the quality of events that will be coming. There is one more show this year: Mannheim Steamroller, which is sold-out. He thanked everyone for their support.

HOTEL REPORTS

Malcolm reported for November, South Irving had Occupancy of 72.4%, up 1% to last year. RevPAR was 94.79, down 2.8%. the Hilton Garden Inn at DFW South is doing renovations in the lobby area, which will include the front desk with a fresh look and hopes to be completed mid-January.

Board member Kim Limon reported the Hampton Inn Las Colinas finished with 64.4% Occupancy and Average Daily Rate of \$120.46, up 10.3%. RevPAR is \$77.01 with a 126.6% index. Starting the end of the month, the breakfast serving area will be renovated and should be completed mid-January. AT&T is moving antennas out of view and will make the property more inviting. Limon was congratulated by the Board for her appointment as Chair of The Hotel Association beginning in January 2020.

RESTAURANT REPORT

Board member David Cole reported he is honored to serve on the City's Bond Committee with Board member Bob Bourgeois. He noted the Southern Junction Restaurant is re-opening.

DCURD

Board member Jacky Knox reported weather is always a factor but there have been no major impacts in the last few weeks. The Williams Square Plaza full design effort was approved by City Council. This is a TIF #1 funded project that will greatly improve the interface of the Plaza with the new dynamics of the Plaza. Construction has started on the emergency generators for the Lake Carolyn storm water pump station and Pier 1 drilling is underway. The first quarter of 2021 is the scheduled completion date for the project, and it is a TIF #1 funded project as well. The extension of TIF #1 helps ensure that these needs will continue being addressed in the proper manner. Waterway maintenance and flood control facilities projects are underway, including dredging, wall construction to protect adjacent properties as well as stabilizing shorelines and updating improvements to flood control pump stations. DCURD has been investing in new equipment to maintain Irving waterways and flood control facilities.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman congratulated Lindsey on his election as Board Chair. She thanked Gast and Meehan for hosting the recent Chamber retreat after the Irving Salvation Army Super Lunch event and complimented Chef Alvarez for the food and his accomplishments. Since October 1, the Chamber's Economic Development team has secured six total project wins, 900 jobs and \$44 million in capital investment, and 200,000square feet in commercial space. The retention and expansion of the Microsoft facility in Irving was a big win and Bowman thanked the team who worked together on the nationally competitive project. She reported the team is looking toward legislative needs and the importance to make local decisions. There are 40 active projects in the pipeline and a few are corporate headquarter opportunities. Irving's unemployment rate is 2.9% and running favorably with Texas at 3.4% and U.S. at 3.5%. The Chamber is working with North Lake College and Irving ISD to work with companies in hiring interns in order to build relationships with students and business industry. Bowman shared a success story of Allstate and MacArthur High School making commitments to students getting licensing and assuring jobs in Irving. The Share Tank celebration will be held on December 18 hosted at the Irving Arts Center. It is an opportunity for non-profit organizations to pitch their needs to local companies for contributions. She thanked Gast for her leadership, Rilley and team for their award-winning hospitality

and bringing business to Irving and showcasing the City. Stumpy's Hatchet House ribbon cutting is scheduled for December 17, and January 16 is the State of the City.

IRVING ARTS CENTER

Executive Director Irving Arts and Culture Todd Hawkins introduced Kim Andres as the new Chair of the Arts Board. The Art Plaza on Main Street is being installed this week. December 19 is the sneak peak event for the Irving Arts Museum and Spark! Lab. The Smithsonian exhibit *Patios, Pools and the Invention of the American Backyard* is being installed for the opening event. The Spark! Lab will be open and there will be a food truck and indoor/outdoor games. Everyone is invited to celebrate the Sweet 116 Birthday of Irving.

LAS COLINAS ASSOCIATION

Las Colinas Association President Hammond Perot reported construction on the dog park has begun. Commercial permits are up, as well as property values, hotels under construction and reviewed, number of restaurants opened, property citations are all up, and occupancy for commercial office space is up 2%. Criminal activity is up as well. There are three new members on the Las Colinas Association Board, out of seven. A vote on signage on top of buildings is on the next LCA agenda. There has been a lot of positive feedback on the holiday lights and decorations in the Urban Center.

Lindsey adjourned the meeting at 1:53 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director