

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING
ZOOM CONFERENCE CALL
TUESDAY, NOVEMBER 10, 2020**

Those in attendance were: Greg Malcolm – Committee Chair, David Cole – Committee Vice Chair, Rick Lindsey – Board Chair, Karen Cooperstein – Board Vice Chair, Beth Bowman, Julia Kang, Clem Lear and Joe Philipp - Committee Members; Debbi Haacke – Board Members; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez, Brice Petty, Diana Pfaff and Susan Rose – Staff; Parks and Recreation Director Joe Moses, City Attorney Carolyn Mathis, Planning and Community Development Assistant Director Jocelyn Murphy and Planning and Community Development Director Steve Reed – Guests.

Committee Chair Greg Malcolm called the meeting to order at 11:31 a.m. There were no citizen comments. He thanked everyone for joining the meeting.

Director of Parks and Recreation Joe Moses gave an update on the Irving Golf Club. He noted the hard work by everyone at the City over the one-year renovation operation. Moses gave a historic overview of the project:

- \$5 million renovation project
- Elite Golf is the new management company.
- 29,575 rounds of golf and over \$1 million in golf course revenue.
- City Council approved kitchen construction, netting \$250,000 in F&B revenue since re-opening.
- Total Revenue: \$1.3 million; Operation Costs: \$1.2 million; resulting in \$47,000 in the black, which includes 86 days of closures due to weather and COVID-19.
- Honorable mention in Avid Golfer Magazine this year versus prior “worst in Metroplex” rating.

Executive Director Maura Gast commented the Destination Development Committee had planned to have a meeting at the golf course before the pandemic and will try again when the board and its committees resume in-person meetings. In response to a question from Board member Joe Philipp, Moses replied golf cart rental currently is allowed with more than one person if they live in the same household. There are social distancing guidelines in place at the Clubhouse, one entrance and one exit, on-course restrooms currently are closed due to limited cleaning opportunities, masks are required, and a sneeze guard is in use for food and beverage items.

Discussion was held on the Restaurant and Alcohol Beverage (R-AB) zoning requirements regulating the sale, serving and storage of alcoholic beverages. Committee vice chair David Cole gave an overview of the current requirements. He noted that certain areas of Irving have a 50% ratio of food-to-alcohol in place, and the Urban Center was able to pass a 30:70 ratio. Cole stated he believes the 30:70 ratio should be allowed throughout the City. It was noted that cigar and wine bars may not be able to develop food sales. The Toyota Music Factory has the 30:70 ratio and has proven it works. The challenges for restaurants are with capacity restrictions in place from COVID-19 at 25%, some restaurants cannot get to that percentage with social distancing guidelines in place, however, some have made it work with outdoor dining. It was noted that zoning requirement changes are not as simple as just saying “yes.” Planning and Community Development Director Steve Reed added the difficulties are recognized by the City staff and Council has allowed expansion in some cases. Gast added that site plan zoning requirements are not as simple as changing an Ordinance. Reed noted that the Ordinance is grandfathered into State of Texas law and any

change is a “forever change.” Irving-Las Colinas Chamber of Commerce President and CEO Beth Bowman complimented the 30:70 opportunity and stated it is working well at Water Street, but some are struggling due to the pandemic. For Irving to be more competitive in the market, it must be friendly to the type of businesses that add value to the community. The Chamber is 100% supportive of the 30:70 R-AB ratio citywide. She added it will take a lot of education with messaging to get certain categories of restaurants with a revised Ordinance, but we will have to be prepared for resistance.

Discussion was held on the process to support a 30:70 R-AB ratio citywide. Reed noted City Council would need to approve a zoning Ordinance. The Committee agreed to have specific conversation with City Council and Planning and Development Committee in support of an Ordinance change.

ACTION ITEM: Item will be kept on a To Do list for the Committee and Board of Directors to work together to bring the subject forward at the best time, partnering with the Chamber, city staff and the Council as appropriate.

Irving Hotel Update:

- Hotel survey of proposed ordinance changes was to begin a year ago, now will wait until the first quarter of 2021 to consider doing the survey.
- Rapid rise in hotel room inventory over time, almost all were in select service properties.
- Concern over time as market softens as to what will drive demand if there is limited or no meeting space.
- Gast gave an overview of current hotel development projected openings and status.
- The prior Board recommendations and requirements for hotel development were reviewed.

COVID-19 Impact:

- Hotel Occupancy assumptions were reviewed.
- Both September and October assumptions are slightly better than August estimates.
- September numbers include hurricane evacuees; October include some remaining evacuees as well as a boost from Major League Baseball for divisional championships and the World Series.
- November and December are historically soft for Occupancy, due to the impact of the fall holidays on corporate travel.
- It will be a slow recovery in occupancy through the end of 2021 calendar year, especially until or unless a vaccine becomes readily available and taken, and until corporations are provided some form of liability protection.

Assistant Executive Director of Sales and Services Lori Fojtasek gave an overview of sales with the COVID-19 impact:

- Leads lost due to COVID, Definites Cancelled and Rescheduled were reviewed.
- Cancelled events are climbing and rescheduled event numbers are shrinking.
- The ICVB analysis shows impacts that the CVB is aware of but does not show the full impact citywide.

Fojtasek reminded the Committee that Irving is a short-term market, including for the convention center.

- Last year, at this time, according to a PricewaterhouseCoopers survey, 31,862 room nights were still available to book in the year-for-the-year. This year there are 1,304.
- For Definite bookings last year for-the-year 2020, the ICVB had booked 138,875 rooms. This year bookings are 65,749.

- 2021 leads for next year are 68,966 in lead status, which is significantly lower than the estimate.
- Two years out looks to be at the same pace.
- Next year will be a slow climb.
- The pattern reflects the short-term status of the market.
- Hybrid meetings will continue in the future.

Gast stated estimates for Occupancy continue to be on the conservative side and will continue to be revised as data becomes available. Malcolm noted that some differences are being seen in marketplace locations and the entrance into the holiday season.

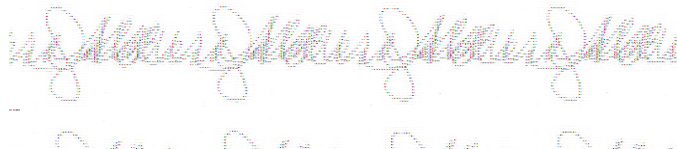
Board Chair Rick Lindsey made a motion to approve the Destination Development Committee meeting minutes from February 11, 2020. With a second from Board Vice Chair Karen Cooperstein and no further opposition, the motion carried unanimously.

Malcolm shared future Committee agenda items will include R-AB Ordinance update, Project Blue Star development update, and a Toyota Music Factory update.

Lindsey thanked Malcolm for his leadership of the Committee and continuing to support the Board with a positive attitude and his assistance in moving forward to monthly Hotel Occupancy Tax collections.

With no further discussion, Malcolm adjourned the meeting at 12:24 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director