

**IRVING CONVENTION AND VISITORS BUREAU  
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING  
ZOOM CONFERENCE CALL  
TUESDAY, FEBRUARY 9, 2021**

Those in attendance were Greg Malcolm – Committee Chair, David Cole – Board Vice Chair, Karen Cooperstein – Board Chair, Nydia Hoskins, Julia Kang, Clem Lear, Bill Mahoney, and Joe Philipp - Committee Members; Bob Bourgeois – Board Member; Carol Boyer, Lori Fojtasek, Maura Gast, and Susan Rose – Staff.

Committee Chair Greg Malcolm called the meeting to order at 11:30 a.m. There were no citizen comments. He thanked everyone for joining the meeting.

Executive Director Maura Gast gave a COVID-19 Impact Update:

- Hotel Occupancy assumptions were reviewed.
- Both September and October assumptions are slightly better than August estimates.
- September numbers include hurricane evacuees; October includes some remaining evacuees as well as a boost from Major League Baseball for divisional championships and the World Series.

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

- The room nights lost and canceled have increased, the number of rescheduled rooms has decreased to 14,473, most rescheduled rooms have now canceled.
- The Sports market has returned slightly.
- Cheerleading event that was confirmed, has now canceled, and gone virtual.
- Sales has a strategy retreat planned and will review Business Development Incentive Program incentives for short-term business.
- A review of the Sales Pipeline chart reveals an uptick in 2021 business, 2021-22 numbers are significantly higher than previously, and 2025-2027 has not changed.

ICC Director of Sales Matt Tungett reported:

- Seeing similar trends.
- Sporting events are trying to get back on track.
- Auto Research groups are booking a large amount of space with a small attendee numbers for social distancing purposes.
- Corporate business leads are returning for late 2021 and early 2022.
- Pipeline event leads in 2021 have dropped significantly for this year but spiking in 2021-22.
- There is close to \$3 million in cancellations, which does not consider room rental revenue and food and beverage minimums.
- Working with groups and being as flexible and creative as possible with events that are confirmed; adjusting minimums, room rental rates, etc. to match their estimates and keeping space as event to 50% occupancy and social distancing policies.

Industry profile of current bookings shows:

- Social, sporting events are booking.

- Corporate and Association business still is canceling.
- Starting to see a few more Religious leads.
- Working on plans to keep the citywide Steubenville Youth Conference safe, with 2,500 possible high school student attendees.
- Fojtasek added hotel double occupancy rooms are now booking as single rooms, which leads to more room pick-up numbers for those events.

Malcolm reported the Hilton Garden Inn DFW South has meeting space booked from now until November. The Arlington property is very slow, and Carrollton has a steady business.

Board member Nydia Hoskins reported:

- Omni Las Colinas catering is carrying the business.
- Surveys are showing only 40% of meeting attendees are saying they would be comfortable attending in January.
- Five weddings booked in January, and more contracts out for signature.
- The hotel hosted the first mini Customer Advisory Board meeting with 74 people over two days with different classes. These events will be held across the Omni brand nationwide. There was good, positive feedback.
- In Quarter 1-2021, there were last-minute cancellations.
- February/March shows conservative prospects, but February is holding well with good pick-up.
- Adding some F&B offerings to keep visitors/business in the hotel.

Irving Restaurant Update

Board Vice Chair David Cole reported:

- There have been major restaurant closings since August of last year, including office building cafeterias and snack bars, small locally owned restaurants, gas station snack bars, etc.
- Closed: Champs, Taco Diner, and Blue Fish (but opened a location at Toyota Music Factory). Terra Mediterranean Grill, Hanaki Japanese, Golden Corral on Belt Line and Hwy 183, Captain Nemo's, El Famoso and Olivella's at Water Street, Bombay Sizzler, Hooters North Irving, the McDonalds in Walmart, Which Wich on MacArthur, Jinbeh, Rodizio Grill and Original Pancake House.
- Toast +Jam opened a second location at MacArthur and Hwy 114.
- Legislative Update – Alcohol-to-Go Bill will be an item to watch. The upcoming municipal election could help move forward the Alcohol Beverage (R-AB) zoning requirements regulating the sale, serving and storage of alcoholic beverages. The 30:70 citywide ratio could create new growth in the area. Board member Bill Mahoney added the new 30:70 R-AB ratio Ordinance could open doors to fill the empty restaurant spaces with good, substantial restaurants.

**ACTION ITEM:** As discussed in the November 10 Committee meeting, it was agreed to carry over discussion with City Council and Planning & Development Committee in support of the Ordinance change after the municipal election. More data is available to support the conversation than previously available.

Gast noted the Visit Irving blog updates daily as data becomes available for eating locally while social distancing.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes from November 10, 2020. Cole made a motion to approve, with a second from Mahoney. The November 10, 2020 minutes were unanimously approved as presented.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Maura Allen Gast", is written over a horizontal line.A horizontal line with a dense, textured pattern, likely representing a redacted signature or a placeholder for a signature.

Maura Allen Gast, FCDME  
Executive Director