



**IRVING CONVENTION AND VISITORS BUREAU  
MINUTES – DESTINATION DEVELOPMENT COMMITTEE  
IRVING GOLF CLUB – THE HIDEOUT GRILL  
IRVING, TEXAS 75039  
TUESDAY, MAY 10, 2022**

Those in attendance were Committee Chair Greg Malcolm, Committee Vice Chair Nydia Hoskins, Board Vice Chair Bob Bourgeois, Yasir Arafat, Michael Basoco, Sam Reed, and William Mahoney – Committee members; Tom Meehan – ICC staff; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez, and Diana Pfaff – ICVB staff; Guest: Councilman Oscar Ward.

Committee Chair Greg Malcolm called the meeting to order at 11:32 a.m. There were no citizen comments.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes of February 11, 2022. On a motion from Board member William Mahoney, and a second from Board member Yasir Arafat, the motion passed unanimously.

**R-AB ORDINANCE UPDATE**

Executive Director Maura Gast reported the Ordinance is on hold until after the June 18 run-off elections. City staff is working on Ordinance changes. Gast will keep the Committee updated.

**SHORT-TERM RENTALS UPDATE**

Gast reported there is no further update.

**COMMITTEE CHAIR REPORT**

Malcolm asked Councilman Oscar Ward for a City Council update. Ward reported the Irving Golf Club was the topic of the recent Parks and Recreation Committee meeting. The Hideout Grill has been a great upgrade to the Club with a full-time cook. The reputation and maintenance on the course is fantastic. He noted the view of downtown Dallas is fabulous from the Clubhouse and the course is the second highest elevation in the City, with University of Dallas being the highest. The Clubhouse is a great amenity for a venue and can be used for meeting space on the evenings and weekends. The patio will be enlarged soon, and he is looking forward to seeing golf tournaments on the course.

Ward also noted the USA Triathlon event was an enormous success and expressed his appreciation to the ICVB for bringing the event to Irving. Assistant Executive Director Lori Fojtasek noted the event had room blocks for their staff, volunteers, and a fan block of rooms as well. The complete hotel pick-up report is not available currently. A room audit was taken at registration and more information will be available. The Omni Las Colinas hosted a dinner with a carb-up menu and had good attendance. It was good exposure for Irving and Levy Plaza. Board member Michael Basoco noted he has been to several charity events in Irving, and they have all been successful and run well.

#### IRVING GOLF CLUB UPDATE AND TOUR

Malcolm introduced Irving Golf Club Director Eric Wofford. Wofford gave a brief overview of the Irving Golf Club and future improvements:

- This fiscal year is the first the Club is in the black and now \$115,000 better than budget; however, there will be some challenges for next fiscal year.
- The patio will be enlarged from the pavilion area extending to a deck with beams for protection from the sun, and a second patio with high top tables and umbrellas. The goal is to create an atmosphere for events, cocktails, music, tournaments, and a magnificent view for fireworks on the Fourth of July.
- The course is full on weekends with reservations six to seven days in advance, which helps the restaurant business.
- Over half of the staff is tenured and it is a tribute to the team. Most of the staff live in Irving and have a passion for their work.
- Course renovations include:
  - Irrigation replacement
  - New grass
  - Cosmetic work on the front nine holes with grass and greens.
  - Back nine holes have completely changed with new bunkers, greens, grass, and new course design.
  - TifEagle Certified Bermuda grass is heartier for Texas, squeezes out the weeds, and holds water better.
  - The course is in a flood plane and now the greens are elevated to accommodate the flooding.
  - Hired a new superintendent who has done a fantastic job and made some superior changes in the aesthetics of the course.
- Three of the four Irving High School golf programs have named Irving Golf Club as their home. It is a great partnership with practice and play. Three different golf tournaments play at Irving Golf Club, and Frisco high school programs will hold three tournaments.
- Anyone 17 years of age and under plays free. There has been helpful feedback from parents.
- Catch fence has saved \$2,000 a month in saved golf balls.
- Capital Improvements this year include:
  - patio extension;
  - iron rod fence to help with the cart path area; and
  - beautification of the front door area with new landscaping, making it the only entrance area.
- Cart path improvements are planned for next year, which will help save the fairways and cart repairs.

Basoco applauded the use of the space for charity events and noted there is a specific target for that in the community. Wofford replied the goal is to never overbook the weekend with tournaments. This year the total for the calendar year is 53 tournaments, most are during the week. The word is out about the Club, but goal is to have tee times for community golfers.

Wofford reported there will be private lessons and clinics and partnership with Junior PGA and Nike. McMillan has approval with the City for a summer youth camp. COVID protection is still an issue. He noted a round of golf is \$38.00 weekdays and \$48.00 on weekends, which is still inexpensive in comparison to other surrounding area public courses. An increase is included for approval in the new City budget as the competition courses raised prices last year \$2.00-\$7.00. The five-to-ten-year improvement plan includes looking at increasing attendance and events and parking lot safety.

Basoco added young golfers learn core values, integrity, and honesty from the game. A partnership with the high school programs is a great amenity for the City and highlights innovation.

Malcolm thanked everyone for their attendance and Wofford for his report. It was noted a tour of the facility was available after the meeting.

The next Committee meeting is August 9 at the Irving Convention Center.

Malcolm adjourned the meeting at 12:51 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director