

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE SPECIAL MEETING
IRVING CONVENTION CENTER – FIRST FLOOR CONFERENCE ROOM
THURSDAY, SEPTEMBER 9, 2021**

Those in attendance were: Greg Malcolm – Committee Chair, Karen Cooperstein – Board chair, David Cole – Board Vice Chair, Julia Kang, Clem Lear, and Joe Philipp - Committee Members; Bob Bourgeois – Board Members; Mayor Pro Tem Kyle Taylor – Council Liaison; Carol Boyer and Maura Gast – ICVB Staff; Director of Sales Matt Tungett - ICC; Guests –Assistant Director Planning Department Jocelyn Murphy, and Planning and Community Development Director Steve Reed – City of Irving; Councilman Oscar Ward – City Council.

Committee Chair Greg Malcolm called the meeting to order at 9:00 a.m. There were no citizen comments. He thanked everyone for attending the meeting.

Executive Director Maura Gast gave a recap of the current City of Irving R-AB Ordinance process and reporting requirements. Discussion was held on the Board’s best position to keep recommendations at a high level to avoid “getting into the weeds” with the nuances of the existing Ordinance and make recommendations that are best for the hospitality and tourism industry. Further discussion was held on ways to protect neighborhoods and communities throughout the City, enhancing and growing the restaurant community and the offerings they represent to visitors, residents, and companies, especially in the redevelopment areas such as the Heritage District. It will be necessary to eliminate barriers for non-restaurant venues to accommodate special event revenue opportunities (i.e., Irving Archives & Museum can hold a wide-range of special events) and involve the local restaurant industry as the process evolves. It was noted the importance of leaving the compliance reporting and enforcement in the hands of TABC (Texas Alcoholic Beverage Commission).

Board member Joe Phillip commented the Ordinance should be a priority vehicle and was well-intended when Council first implemented it, but the world has changed, and alcohol sales are now commonplace. The goal as a Committee should be to respect the history but achieve compliance and simplicity without going above the TABC. Councilman Oscar Ward added the future of Irving has changed. The Heritage Square developer (Lafferty Development) is interested in an alcohol sale R-AB Ordinance change and is anxious to move this along quickly. Ward appreciates the effort to put together recommendations for City Council. Mayor Pro Tem Kyle Taylor noted the City has changed and the city staff spends time and dollars chasing restaurants to fulfill their compliance. Irving doesn’t need to be the only city in a competitive development area requiring alcohol ratios and licensing restrictions, along with an outdated reporting process. He noted he appreciates Ward’s support on the issue.

It was confirmed the Urban Center is the only area in the City that is a 30:70 alcohol/food ratio and all properties in the Toyota Music Factory report sales as one unit. Board Chair Karen Cooperstein suggested getting local restaurants and the business community involved and making the process as simple as possible to eliminate any confusion on ratios and licensing. Planning and Community Development Director Steve Reed suggested allowing City staff to work out details into something Council can support, but the main push will be support from the community to help restaurants and businesses be successful. Malcolm suggested acquiring something in writing from the Restaurant Association, Irving-Las Colinas Chamber of Commerce, Hotel Association, etc. to show support. Ward suggested including benchmarking on other competitive cities to show how far behind Irving is on this item.

Discussion was held on protecting neighborhoods and community integrity. Changes to the Ordinance can make Irving competitive, but the current reporting requirements and restrictions are the challenge. Revising the Ordinance to make the process much easier will put Irving in the competitive market. Assistant Director Planning Department Jocelyn Murphy noted the City's Legal Department is reviewing what was passed in the latest legislative session and the effects it has on the issue.

ACTION ITEM: Gast and David Cole will reach out to engage the Texas Restaurant Association, National Restaurant Association, Irving-Las Colinas Chamber of Commerce, and Irving restauranteurs for their support and attendance as needed as hearings are conducted.

ACTION ITEM: Gast will rework the language into a Resolution format to present at the September Board meeting.

NEXT STEP: Bring the Committee's recommendations as a Resolution to the full Board for action on September 27 for approval and forward the approved Resolution item to City Staff and Council for discussion and action.

Malcolm thanked everyone for their support and discussion. He adjourned the meeting at 9:45 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director