

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING
IRVING CONVENTION CENTER – FIRST FLOOR CONFERENCE ROOM
TUESDAY, AUGUST 10, 2021**

Those in attendance were: Greg Malcolm – Committee Chair, David Cole – Board Vice Chair, Nydia Hoskins, Julia Kang, Clem Lear, Bill Mahoney, and Joe Philipp - Committee Members; Bob Bourgeois, Stephanie Fenley-Garcia, and Sam Reed – Board Members; Mayor Pro Tem Kyle Taylor – Council Liaison; Carol Boyer, Lori Fojtasek, and Maura Gast – ICVB Staff; Guests – Treasury Manager Brad Duff, Assistant Director Planning Department Jocelyn Murphy, and Planning and Community Development Director Steve Reed – City of Irving; Executive Director Arts & Culture Todd Hawkins.

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

Executive Director Maura Gast introduced the guests from City of Irving staff and Arts and Culture Department who were in attendance.

R-AB DISCUSSION AND RECOMMENDATIONS

Gast gave an overview of the City of Irving R-AB Ordinance:

- Ordinance was originally created in 1981 at a 60:40 ratio, reported on a quarterly basis.
- Amended in 2013 to 50:50 ratio citywide, except 30:70 in the Urban Business Overlay District (Water Street and Toyota Music Factory).
- The process requires approval through zoning, which is unique to Irving.
- The process takes a minimum of three months and several thousand dollars.

She further reviewed:

- Requirements and process for opening a beer/wine/liquor store in Irving.
- Irving R-AB reporting requirements and revocation process.
- R-AB restrictions.
- The TABC role.

Discussion was held on what would be accomplished by considering changes to the R-AB Ordinance and the Committee recommendations. The two items discussed were:

- Change the current ratios in the R-AB Ordinance.
- Eliminate the R-AB zoning category and process.

Board member Joe Philipp added that a third option should be included to make no changes, even though that may not be the preference. He suggested making a recommendation to City Council based on data available and one that is good for both citizens and businesses. The effects of the pandemic on the restaurant industry have increased the competitiveness. It was noted the 50:50 ratio further restricts a restaurant's ability to make a profit.

Simplification and streamlining ideas to the process were discussed, including floor plan changes, outdoor seating flexibility, noting the language for changes to the Ordinance itself that would allow the R-AB to still exist, but would refine it and make it more efficient. Mayor Pro Tem Kyle Taylor added the zoning process in Irving is very different than other surrounding cities and will be a challenge.

ACTION ITEM: Gast will work with City staff on options and specific wording to build a solid recommendation.

NEXT STEPS: Call a special Committee meeting to discuss a less complicated process and preserve the City's needs. Consider recommendation for a 30:70 ratio, recognizing grandfathered properties in the Ordinance. The Committee will work with the City's Legal Department to maintain the integrity of the original Ordinance. The plan is to move the pieces along quickly to formulate a recommendation to City Council as soon as possible. Taylor indicated the Council would like to see this all completed by the end of the calendar year.

IRVING GROUP COVID IMPACT

Assistant Executive Director Lori Fojtasek reported:

- Hotel Occupancy had been increasing slightly.
- Room Nights Cancelled totals 100,921 and attendees lost totals 134,475.
- ICC numbers follow the same flow for lost business by month.
- Inquiries are being received with major COVID concerns.
- Irving business is booked short-term historically, which makes it hard to predict any further impact.
- Room night leads for 2020-21 through 2026-27 were reviewed.
 - Picking up some pace and watching the new COVID variant numbers carefully.
- ICC Event Leads for 2020-21 through 2026-27 were also reviewed.

Malcolm reported Marriott Hotels have issued mask requirements and Hilton is considering the same. Irving hotels have been affected slightly with decreased bookings down 10% in transient business and 30% down in group business. Texas no mask mandate reports in the press are having a bad effect and is concerning. General Manager Omni Las Colinas Nydia Hoskins reported the Omni is down 50% in Occupancy this month from previous month. The Omni is following the local mask mandate. It was noted the Four Seasons Resort Dallas is requiring employees to wear masks.

RESTAURANT UPDATE

Board Vice Chair David Cole reported there is a service decline in all restaurants and menu options are minimal due to supply and staff issues. Prices will increase and customers will be unhappy but important to remember the current situation and everyone is struggling. Taylor noted that Irving Cares is also having trouble getting people to take the work that is offered.

IRVING HOTEL DEVELOPMENT

A list of all hotel development in Irving was distributed and reviewed. Gast noted the Indigo Hotel groundbreaking ceremony was held the morning of the meeting and the Element Hotel is scheduled to open this month but could be postponed due to staffing and product/supply issues. Malcolm noted his management has two hotels in construction and both are on hold due to increased steel prices and labor

issues. Board member Joe Philipp stated hotel over-development can be a detriment to Irving's future and quality properties are important for encouraging visitors and local staycations in Irving. Gast noted that driving rate and quality products will keep rate where it should be. Discussion was held on the Texas Stadium site and the challenge for development and the importance of quality properties and businesses.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes from May 4, 2021. Board member Bill Mahoney made a motion to approve, with a second from Board member Julia Kang. The May 4, 2021, Committee minutes were approved unanimously.

COMMITTEE CHAIR REPORT

The next Committee meeting is scheduled for November 9 at the Irving Convention Center. The special Committee meeting for further discussion on the R-AB Ordinance will be scheduled and communicated.

Malcolm adjourned the meeting at 12:43 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director