

MINUTES - REVISED
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING
IRVING CONVENTION CENTER
FEBRUARY 21, 2020

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair, Bob Bourgeois, Debbi Haacke, Greg Malcolm – Committee Members; Bob Bettis - Board member; Tom Meehan, Verenis Pedraza, and Matt Tungett – SMG/ICC; Maura Gast, Carol Boyer, Marianne Lauda, and Susan Rose - ICVB; Councilman Al Zapanta – Guest.

Board Chair Rick Lindsey called the meeting to order at 9:00 a.m. and inquired if there were any citizen comments. There were none.

Director of Accounting Marianne Lauda
January 2020 ICVB financial reports:

- Formatting of the new report was discussed, and it was noted the format shows totals by Category as the City has classified accounts differently now.
- Lauda is working to provide the same information as previously reported to the Executive Committee and will work with the Munis trainers when they return to the City in April to develop that report.
- Transfer/Adjustments column shows encumbrances, in addition to \$314,042 transfer out from subsidy savings last year.
- Expenditures are in line at 35% expended year-to-date, including encumbrances.
- The majority of Purchase Orders are:
 - Advertising
 - Simpleview database software
 - Maloney Advertising Agency
- Lauda reported next month revenues will include the Hotel Occupancy Tax collections for the second quarter 2019-20.
- Action item: Lauda to work with Munis trainers to have report title show “ICVB,” instead of City of Irving.
- CAFR (Comprehensive Annual Financial Report) was explained by Lauda.
- Miscellaneous column includes: Business Development Incentive Program; local programs; sponsorships; specialty items; Visitor Information Volunteer Program; etc.
- Action item: Lauda to create a spreadsheet with each category with a legend of what is categorized in each account.

Check Register highlights for January 2020:

- A review of the Check Register was given by Lauda.
- Detail explanations for each check will be captured in the new format.

Lindsey requested a motion to accept the ICVB financials for January 2020. On a motion from Board member Greg Malcolm and a second from Board member Bob Bourgeois, the motion was unanimously approved.

Hotel Occupancy Tax Collections for First Quarter 2019-20:

- It was noted collections have been received from each entity.
- Westin Irving Convention Center Hotel pays 9% tax, which is applied to bond payments for headquarter hotel, Irving Convention Center (ICC) and Entertainment Venue.
- Action item: Lauda to create a year-to-year comparison report on each hotel.
- Tax was collected prior to demolition of Fairfield Inn – DFW North.
- All hotels are showing increases of over 2%, with the exception of the Budget Inn which is closed during renovations.
- There are more listings for All Suite Extended Stay properties; one is being reported as an AirBNB aggregated listing.

General Manager Tom Meehan

January 2020 ICC financial report:

- January ended \$285,607 better than budget for the month and \$423,588 for the year
- Income Statement shows F&B Catering net amount of \$794,222, and gross of \$1,256,000, which is the highest to date.
- Rental Income was \$80,100 for the month.
- Expenses are over budget \$120,906. There are several large maintenance and repair projects being done.
- Year-Over-Year Comparison shows F&B Catering well ahead of the last four years, and Rental Income is the highest in last four years.
- Meehan congratulated Chef Eduardo Alvarez and the F&B team.
- Alvarez and Meehan, along with a few others from the F&B team, are attending Cater Source tradeshow in Las Vegas in March.
- The Forecast Report shows a return of \$120,000 at month four.
- Forecast numbers will continue to grow and it is a great position to be in at month four in the year.
- Everything looks solid, bookings are great and teams are working hard.
- The Committee congratulated Meehan and the ICC team on the success of the month and year-to-date.

Lindsey requested a motion to accept the Irving Convention Center Financial Report for January 2020. On a motion from Malcolm and a second from Board member Debbi Haacke, the motion was unanimously approved.

With no changes and no further discussion, Lindsey requested a motion to approve the Executive Committee meeting minutes from January 24, 2020. Gast noted the minutes will be in a different and more concise format moving forward. Haacke made a motion to approve; with a second from Malcolm, the motion was unanimously approved.

Chairman/Executive Director Reports:

- Lindsey reviewed the ICVB Board of Directors meeting agenda for February 24, 2020
 - The location of the Board meeting will be at the Hilton Garden Inn DFW South.
 - Annual meeting review will be given.

- Committee reviews and recaps.
- Live Nation Economic Impact Analysis Update will be presented by Mike Rilley.
- Gast to give an update on the Byron Nelson Championship if any new information is available.
- Jason Wu Trujillo is new representative from University of Dallas to join the Board.

City Council update:

- Bond propositions for total of \$570-\$573M on May ballot. Lindsey thanked Bourgeois for his hard work on the bond program and representing the ICVB.
- Mayor Pro Tem Oscar Ward is running unopposed for his seat on the Council.
- There are three candidates for Place 3.
- Mayor Rick Stopfer has one opponent.
- Gast was asked by Council to go back to hotels and request input on proposed changes to the Hotel Development Standards. Gast is developing an electronic survey and will ask property General Managers to forward to their owners for their input as well.

Discussion was held on a Dallas Morning News article on AirBNBs. Dallas is attempting to resolve short term rental issues and has set up a taskforce. There are regulations that some AirBNB owners did not know about and now Dallas is collecting taxes and back taxes, which is causing problems and distress. The article underscores this continues to be a challenge that every city is struggling with. Gast noted different markets have different approaches and issues. Dallas has a neighborhood issue. Irving City staff is creating a Request for Proposal (RFP) for a revenue collection service. The advantage to this approach is to get reports in detail of short-term rental properties and collect more data. Board Vice Chair Karen Cooperstein encouraged the idea of going back to the City with an educational campaign to City residents.

Action item: Assistant Executive Director of Administration/Finance Susan Rose to include a map of AirDNA properties in the Board packet.

Lindsey noted the next Executive Committee meeting will be held on March 20, 2020 (noting correction of agenda stating March 20, 2019) and adjourned the meeting at 9:55 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director