

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING**  
**IRVING CONVENTION CENTER AND VIDEO CONFERENCE**  
**Friday, September 25, 2020**

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Bob Bourgeois, Debbi Haacke, Julia Kang and Clem Lear – Committee Members; Bob Bettis, Jo-Ann Bresowar and Joe Philipp – Board members; Tom Meehan 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 9:01 a.m. and inquired if there were any citizens present that would like to make a comment on any subject on the agenda. There were none.

**ICVB FINANCIALS – August 2020**

Director of Accounting Marianne Lauda reviewed the ICVB financials:

**General Fund:**

- Hotel Tax collected in August totals \$401,212.37, year-to-date 48% collected.
- Expenses are steady at 64% expended and may be at 70% by year-end.
- There were some additional Business Incentive Development Program payments, which is a good sign that people are still meeting in hotels.

**Check Register:**

- Checks to the Irving Convention Center included network services, Westin Irving Convention Center Hotel parking garage rental reimbursement, and emergency operation funding.
- Two checks to the Irving Convention Center for CARES Act funding COVID reimbursement from City of Irving for hand sanitizers and supplies.
- Also, a Capital Improvement Project payment to Irving Convention Center.

In response to a question from Board member Jo-Ann Bresowar, Lauda confirmed current Hotel Occupancy Tax collections are quarterly and collections are just under 50% of what was budgeted. Monthly collections will begin October 1.

Lauda also clarified payment to Tucker & Associates, which is a Public Relations agency that has been working at a reduced rate since May 2020. ICVB has an ongoing need for PR projects and placements cyclically with ongoing events throughout the year.

In reviewing the Cash Flow FY20 chart, Lauda noted August 2020 includes the \$401,645 Hotel Tax Collections and ending cash is \$2,307,065. Ending cash for September is projected at \$1,469,767.

The Cash Flow for FY21 is difficult to project due to the unknowns of recovery from the pandemic. The Revenue best estimate is based on revised original projections made in March/April 2020. These numbers will probably change and decrease as the economy has not picked up as originally projected. Executive Director Maura Gast noted Chief Financial Officer Jeff Litchfield is reworking the forecast numbers based on revised assumptions. Cancellations are still happening through the end of the year and into the first

quarter of 2021, but some corporate groups are returning. In response to a question from Board member Joe Philipp, Gast replied there is no way to compare to other markets due to the different pandemic guidelines by state regulations and cases. The Revenue line in financials is strictly hotel receipts. Recent hurricane evacuees influence the data for Hotel Occupancy, and it may take until next summer, or later, for hotel occupancy to be higher than 60%. Hotel rate may take until 2023 to return. Staycations have been a great asset for weekend business in local hotels, mainly the full-service and luxury flags. Lindsey thanked Lauda for the information and appreciates Gast sharing the information with the City Council in her report.

Board member Bob Bourgeois made a motion to accept the ICVB August 2020 Financials and a second from Board Vice Chair Karen Cooperstein. With no opposed, the motion passed unanimously.

#### ICC FINANCIALS – August 2020

General Manager Tom Meehan reported:

- With no large events in the building, the current month Income was generated by small events and electrical services, bringing in \$3,880.00.
- Other Operating Income was \$21,492 generated by the Westin Irving Convention Center Hotel garage. Total Adjusted Gross Income for the month is \$25,372.
- Expenses show a variance of \$211,259, below the normal operating budget.
- A loss of \$330,328 for the month.
- The only adjustment to the forecast was \$500,000 out of the Capital fund into the Operating fund.
- Forecast shows a remaining \$72,000 to make up for where the ICC needs to be by year-end.
- September will finish close to zero and keeping within the \$1,395,000 subsidy.

He further reported most of the ICC staff has been furloughed since April. Contracts and expenses have been reduced and the year-end audit process has started. QuikTrip held an event in September with \$177,000 in Food and Beverage with a total of 1,700 people attending the morning and afternoon sessions. They had packaged meals and tables were set socially distanced. The event went incredibly well, and client was very pleased. There are some events still happening in the first quarter of next year, including ZestFest; however, between now and end of 2020 business is very slow. Meehan replied to a question from Bourgeois that the Grand Ballroom lighting project is 50% completed and will look better than it has over the last few years. He is grateful for the opportunity to complete it while the building is not as busy.

In response to a question from Philipp, Meehan replied it is hard to compare experiences with others as each market is very different with their situations and operation guidelines. There is no consistency from venue to venue. The fear factor is different in other states. The business is not there to support staff and people are finding it hard to find work. Gast added some states have travel restrictions and quarantine requirements that have an impact. Also seeing that planners can't keep up with each state's requirements and so there is a lot of confusion. Meehan noted the ICC is offering scaled down events and working with planners so events can happen, and people can see they are safe, and events can happen with processes, procedures, and social distancing in place. Furloughed ICC staff is eager to come back to work and decisions will be made over the next few months. When it is time to return, there will be people ready to work.

Board member Debbi Haacke asked if the ICC website Safe Meetings Campaign information has been helpful. Gast noted it has helped with website traffic and the site has performed better than others with the addition of that campaign and updated and robust information.

Board member Clem Lear made a motion to accept the ICC August 2020 Financials and a second from Haacke. With no opposed, the motion passed unanimously.

Haacke updated the Committee on the recent Board and Business Development Committee recommendations for Board transitions. It was recommended that Philipp move to the non-voting Ex-Officio position when Board member Bob Bettis completes his term this November. She thanked Bettis for his contribution over the years. Philipp has graciously accepted and Haacke thanked him for his continuity and strong strategic view, which is valued on the Board.

Haacke made a motion to accept the recommendation for Philipp to serve in the non-voting Board Ex-Officio position, second from Cooperstein. With no opposed, the motion to accept the recommendation carried.

She further reported the Committee recommends transitioning the Salesmanship Club non-voting Board position to an Industry-at-Large non-voting position. The recommendation will be presented at the Board meeting and then go before City Council for an Ordinance change. The Committee had strong suggestions for candidates to fill the position and agreed on the recommendation of Stephanie Fenley Garcia from The Expo Group. Haacke reported Garcia has agreed and the recommendation will be presented at the next ICVB Board and City Council meetings.

Bourgeois made a motion to transition the non-voting Salesmanship Club position to an Industry-at-Large position, second from Haacke. With no opposition, the motion to accept the recommendation carried.

Lear made a motion to accept the recommendation of Stephanie Fenley Garcia to serve in the non-voting Industry-at-Large position, second from Cooperstein. With no opposition, the motion to accept the recommendation carried.

Lindsey noted these items will be communicated to the City Council upon the Board approval at the September 28 Board meeting. Ultimately, all the board appointment decisions are the Council's purview.

Lindsey gave a brief review of the ICVB September 28 Board meeting agenda.

Gast gave an update on the CARES Act funding. The ICVB received notification for initial funds for an Integrated Meetings and Staycation Campaign for \$130,000. An additional \$420,000 in funds has now been authorized and will be used for online travel agencies and other targeted marketing campaigns. The agreement with Simpleview (software program used to for the websites) will be revised to accommodate these programs. Funds must be expended by November 30, but if identified as Goods, can exceed that date, and used into next year. It was noted the ICVB/ICC has received over \$720,000 in CARES Act funding for supplies and advertising programs.

Lauda explained the \$130,000 will be shown as a reimbursement of our expense in the financials. The City will show the funds as an expense. It will not be shown as Revenue. Further explanation will be reviewed at next month's Committee meeting.

Councilman Al Zapanta commended Gast on her presentations to City Council and the professional way she presents the ICVB situation that helps Council make decisions. The Council agreed to maintain the tax rate with a 5:4 vote. He noted the Board should be aware the next fiscal year will be tougher, and recovery will not be easy or fast. He further noted the Board's recommendations to City Council on Board candidates are part of a process of evaluations. There are more applications than those that are recommended by the Board and all are reviewed and considered very carefully. City Commissions and Boards have received more applications than in the last two years. The process starts in the next two weeks. Lindsey agreed the Board's role for candidate discussions is to encourage candidates to apply and note that City Council is ultimately the decision-maker.

The next Executive Committee meeting will be held on Friday, October 23 as a Special Board meeting for the Executive Director annual performance evaluation.

Lindsey adjourned the meeting at 10:16 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director