

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING**  
**IRVING CONVENTION CENTER - JUNIOR BALLROOM**  
**AND ZOOM VIDEO CONFERENCE**  
**Friday, May 21, 2021**

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Bob Bourgeois, Julia Kang, Rick Lindsey, and Greg Malcolm – Committee Members; Herb Gears, Richard Stewart, and William Mahoney – Board Members; Tom Meehan and Matt Tungett – ASM/ICC; Maura Gast, Carol Boyer, Marianne Lauda, Brice Petty, and Susan Rose – ICVB; Deputy Mayor Pro Tem Kyle Taylor – Council Liaison and Councilman Al Zapanta - Guest.

Board Chair Karen Cooperstein called the meeting to order at 9:00 a.m. and inquired if there were any citizens on the call that would like to comment on any subject on the agenda. There were none.

**ICVB FINANCIAL REPORTS:**

Director of Accounting Marianne Lauda reported:

- **General Fund:**
  - Ending balance in fund is \$513,635.17 – grateful for the \$500,000 loan from the City; otherwise ending balance would be \$13,635.17.
  - Revenue for Hotel Occupancy Tax collections was \$322,308.73, and year-to-date is \$1,257,748.44, significantly less than original budget number.
  - Property Management Services payment of \$174,375 was noted in Expenditures.
- **Check Register:**
  - The \$174,375 payment is noted payable to Irving Convention Center.
  - Business Development Incentive business is picking up with more payments this month than previously this year.
  - Westin Garage Rental payment to Irving Convention Center for \$20,625.00 was noted.
  - All other payments were for standard items.

**Hotel Occupancy Tax Collections Review for March 2021:**

- **Luxury & Full Service:**
  - March 2021 total is higher than collected in the last few months, which is a good sign.
  - Every hotel has paid, with exception of Doubletree by Hilton DFW Airport North and Sheraton DFW Airport Hote. The Westin DFW Airport was closed for the month due to storm damage.
  - The Doubletree did make a partial payment in October 2020 but has not paid any penalty and interest.
- **All Suite/Extended Stay:**
  - Most have paid.
  - Collection totals \$86,883.95.

- Budget Service:
  - Again, most have paid in this category. OYO Hotel DFW Airport North is only delinquent property.
  - Collection totals \$45,617.32.
- Limited Service:
  - One previously delinquent property made a payment in March.
  - Collection totals \$97,828.84, compared to \$60,310.99 last month.
- Short-term Rental:
  - There are 41 properties and \$4,204.52 collected in March.
  - Some properties are in arrears and have assessed penalty and interest fees.
  - The report shows the ICVB share of collections was received.
- Summary:
  - Received a total of \$372,438.27 for March 2021.
  - Budget projection was \$377,649.00, down 1.4%.
  - YTD down \$186,624.17 or 10.8% from budget.

ICVB Cash Flow Report:

- The goal is to get ending cash to zero by end of budget year.
- To date, ending cash estimate is -\$22,773.00.
- Based on collections and staff continuing to monitor expenditures, Lauda is confident the goal can be reached.

Cooperstein commended Lauda and entire ICVB staff on the great job monitoring costs and expenses.

Cooperstein asked for a motion to approve the ICVB Financial Reports for April 2021. On a motion from Board member Bob Bourgeois and a second from Board member Julia Kang, the motion was approved unanimously.

IRVING CONVENTION CENTER FINANCIALS:

General Manager Tom Meehan reviewed the ICC April 2021 financial reports:

- Monthly Highlights for April show a few events but did not perform as well as budgeted.
- For the month, Net Income (Loss) from Operations is -\$220,278 compared to -\$109,597 projected.
- YTD Highlights report Net Income (Loss) from Operations is -\$1,719,036 compared to -\$1,647,411 projected.
- Income Statement for April 2021 shows Rental Income of \$69,644.
- YTD Service Revenue is higher than budget at \$73,061 due to the type of events.
- F&B Concessions for the month is \$11,320 and \$38,834 for the year, totaling \$8,734 over budget. Attributed to the Cheer/Dance events.
- Lost an event for F&B Catering – for the month only \$1,870.
- Bright spot is Parking Revenue - \$30,275 for the month, \$16,000 over budget.
- Expenses include normal Operating Expenses.
- Year-Over-Year Comparison reports \$63,100 for the month in Rental Income compared to \$2,000 for the prior year.
- Indirect Expenses for the year show \$2,523,842, compared to \$3,893,418 last year.

- YTD Actual F&B Catering is \$115,553 compared to \$2,377,440 last year.
- Cut \$1.3 million in expenses this year.
- Currently \$1,229,430 behind budget at this point in the year but came down from \$1.5 million a couple of month ago. The challenge is to drive down the \$1.2 million.
- There are some items in the Forecast that will affect that number at the end of the year.
- More bookings are happening in this year and beyond.
- To date only at 35-40% of business in 2019.
- The Texas Cornhole Tournament booked their event and is expected to gross close to \$100,000 in Concessions.
- Two events for SWE Wrestling – one in June and one in August. This event will be Concession heavy.
- ZestFest is in June, and everyone is looking forward to its return.
- To help manage expenses, staff will remain working Concessions and Set up for events. All will have Texas Alcohol Beverage Concession (TABC) Seller licenses.
- Working with the City to possibly cater beer/wine sales for public City events, i.e., Fourth of July celebration.

Cooperstein asked for a motion to approve the ICC Financial Reports for April 2021. On a motion from Board member Greg Malcolm and a second from Bourgeois, the motion was approved unanimously.

Lauda reviewed the ICVB budget adjustment of Revenues and Expenditures for receipt of funds from ASM Global for CIP projects. She explained that the ASM contract calls for a contribution of funds each year for Capital Improvement Projects or other expenses. We have received funds this year which were deposited into the ICC CIP Fund. This budget adjustment item will go to City Council to increase the Revenue and Expenditure budgets to show the funds received and spent. Executive Director Maura Gast noted this is not an item the ICVB had budgeted for last year and needs to be added into the budget as a budget transfer.

Cooperstein asked for a motion to approve the ICVB Budget Adjustment of Revenues and Expenditures from ASM Global for CIP projects. On a motion from Malcolm and a second from Board member Richard Stewart, the motion was approved unanimously.

Gast gave a brief 2021-22 Budget Overview to the Committee.

- Hotel Occupancy Tax projection is just under \$5 million.
- This would cover the City loan repayment, ICC Operating Subsidy, Salaries and Benefits and leaves \$219,000 available balance for operations and programming.
- The American Rescue Plan Act should provide some relief depending on timing and requirements – through December 2024.
- Recommend using HOT funds to repay the loan and begin to re-establish reserve funds.
- Use funds for staffing, subsidy, and programming whenever possible.

American Rescue Plan Act Review (ARPA) Key Highlights:

- Aid to help reopen travel businesses and organizations that were closed during the pandemic.
- Replace lost public sector revenue: cover government revenue losses, Hotel Occupancy Tax losses, ICC revenue and sales tax losses.  
Gast reviewed the language in ARPA where funds could be used for operating costs, technical assistance and provide aid to tourism, travel, and hospitality industries negative economic impact of the pandemic, and in language for inclusion for lease or use fees from stadiums, auditoriums and community and convention centers, and rentals from concessions at such facilities.
- May also use funds for modernization of cybersecurity, including hardware, software, and protection of critical infrastructure.
- Gast reviewed an outline of how the ICVB/ICC projected using funds with preliminary requests.
- Dollars can be spent through 2024.
- In 2010 all the ICVB Reserves (approximately \$3 million) went the City to cover first-year shortfall of ICC debt. The City has plans to pay itself back for funds it has provided to cover subsequent shortfalls, however, it is important that the ICVB figures out how to get in line for repayment in whatever ways that might be possible.

Board member Herbert Gears noted the City needed a AAA Bond rating for the best interest rate for the project and 1:1 coverage was customary for bonds backed by the City's General Obligation debt and recommended by First Southwest at the time. He noted the repayment was designed to be supported from the start and he did not see an issue in getting the \$3 million back.

Discussion was held on the language of the ARPA and how it can be interpreted. City staff will bring the item forward at a Council budget meeting and have Council input. Gears noted the portion of funds the ICVB is asking for will be a big help to the City and noted no one was hit harder than the ICVB during the pandemic. Taylor noted that programming is what really sells the City and the funds need to be there to support the programming moving forward and funds need to be released in a timely manner.

CHAIR REPORT

Cooperstein stated she is grateful for Deputy Mayor Pro Tem Kyle Taylor as the Board Council liaison. She noted his active leadership, community advocacy and willingness to educate others on the ICVB and the importance of tourism for the City. She also thanked Councilman Al Zapanta for his leadership. She thanked Gast for the presentation to City Council during its retreat and noted the City's strategic priorities conversations were informative.

Cooperstein asked for a motion to approve the ICVB Executive Committee minutes from April 23, 2021. On a motion from Malcolm and a second from Board member Kang, the motion was approved unanimously.

Cooperstein reviewed the May 24, 2021, agenda, which was included in the packet.

CITY COUNCIL UPDATES

Taylor reported Council is focused on the 2021-22 budget, bringing tourism industry back to selling the city and making sure there is funding for ICVB programming.

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With no further discussion, Cooperstein adjourned the meeting at 9:52 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME  
Executive Director