

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING
ZOOM VIDEO CONFERENCE
Friday, March 19, 2021

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

Board Chair Karen Cooperstein called the meeting to order at 9:02 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:

February 2021

- The Balance Sheet shows Total Assets equal \$804 with \$465 in Payables and Total Fund Balance of \$339,435.72.
- Hotel Occupancy Tax Collection for February is \$310,562.12.
- A transfer from the City of Irving for \$1 million was approved by City Council and \$500,000 of that will be transferred in March.
- Expenditures were in Outside Services, Media Advertising, Property Management Services and the second ICC subsidy payment, which were all expected.
- Revenues were less than Expenditures.

In reviewing the Check Register, Lauda noted payments for media advertising, staff reimbursements, and the quarterly Simpleview payment.

Hotel Occupancy Tax Collections Report:

- The report this month shows December 2020 and January 2021 collections, and first quarter FY2020-21.
- There are several hotels that paid quarterly.
- Three large hotels have not paid to date but did make a \$20,000 payment each for quarter ending September 2020. Hoping to be able to collect monthly moving forward.
- There are 47 short-term rental properties that made payments in December and 36 in January.
- Budgeted collections total \$1,009,579.00 Actual is \$840,034.23, which is down \$169,544.77 or -16.8%

Executive Director Maura Gast added that Chief Financial Officer Jeff Litchfield is working with the City Attorney's Office to communicate to the hotel properties that have late payments with letters going out to the hotels' owners. It was noted that several hotels that were previously delinquent, have now paid. The City does not assess penalty and interest for late payments and is not included in the report to not skew the correct collection amount.

ACTION ITEM: Lauda will add YTD collection totals to the report.

Cash Flow Report:

- February 2021 is slightly improved.
- Received \$500,000 from the City in March and that will show up as Revenue in the March financials and Cash Flow report.
- Originally estimated needing additional funding in November 2020, and due to cost savings staff has implemented, now estimating March 2021.
- Originally estimated the September 2021 fiscal year end balance of \$1.8 million and now estimating in the \$500,000 range.
- Staff will continue to monitor and hopefully not need additional funding from the City.
- It is highly unusual for the ICVB to be in this position. It has never happened in the almost 50-year history of the organization.

Cooperstein asked for a motion to approve the ICVB Financials for February 2021. On a motion from Board member Rick Lindsey, and a second from Board member Bob Bourgeois, the financial report was approved as presented.

ICC Financial Reports

General Manager Tom Meehan reported:

February 2021

- There were five events in February, budgeted for a loss of \$172,233. Actual loss of \$162,210.
- \$42,000 in Catering and \$6,600 in Parking revenue.
- The first six months of the year were estimated low, and the second half of the year held all the anticipated revenue.
- Expenses for the month are \$348,357, with \$187,000 in Salaries and Benefits for a small staff, and Utilities and Maintenance contracts to operate the building.
- For the year, lost \$1,817,792 which is \$125,113 better than budget but does not mean a lot at this point.
- Year-over-Year Comparison for F&B Catering shows \$42,966 this year, compared to \$541,888 last year.
- Forecast report shows \$1,561,719 behind budget and still have \$1.5 million to make up over the next six months, which is in addition to the subsidy.
- Will continue to make expense cuts in the building and review maintenance contracts.
- Creatively thinking of ways to make additional revenue: Example – renting a large walk-in freezer on the loading dock to a catering company for \$10,000/month for the next six months.
- Some events are popping up on the calendar with substantial revenue connected to them.
- March/April will be slow, but calendar picks up in May through August; however, most of those events have been accounted for in the budget already and therefore are not new revenue.

Director of Sales Matt Tungett noted there are out-of-state programs cancelling now because their home state is still in lockdown and sponsors are not allowing travel. Local events are postponing when sponsors are out of state. Gast commented it is a fine line to protect the client and continue to work with them at the same time. Hotels can continue to book sleeping rooms to generate revenue as group cancellations occur, where the ICC cannot.

Cooperstein asked for a motion to approve the ICC Financials for February 2021. On a motion from Board member Clem Lear, and a second from Kang, the financial report was approved as presented.

Chair Report:

- Advocacy Week is March 22-26.
- Irving-Las Colinas Chamber of Commerce Day at the Capital event is virtual on Tuesday, March 23. Anyone wishing to attend can register on the Chamber website.
- The Texas Hotel & Lodging Association – Converge on the Capital is a free virtual event on Thursday, March 25.
- Conversation with U.S. Congress Representative Beth Van Duyne is also a free virtual event hosted by the Chamber on April 1 at 9:00 a.m. Registration is available on the Chamber website.
- Tentative plan to move in the direction of hybrid ICVB Board meeting in April. Plans and details will be communicated to Board members. Gast added that video technology equipment has been purchased to allow for hybrid meeting video/audio without in-person attendees needing to bring their laptops. The ICC audio visual and kitchen staff remain furloughed and/or laid off, but boxed lunches will be provided.

Cooperstein asked for a motion to approve the Executive Committee meeting minutes for February 19, 2021. On a motion from Lear and a second from Lindsey, the minutes were unanimously approved as presented.

Gast gave an overview of the March 22, 2021 ICVB Board meeting agenda.

ICVB Council liaison Deputy Pro Tem Kyle Taylor reported city discussions are ongoing at this time concerning the legislative session and he will have a full report at the March Board meeting.

Councilman Oscar Ward noted it is a pleasure to attend the meeting and receive updates on financial information and data. He appreciates the struggle and asked if other convention centers are suffering with events and finances. Meehan replied every convention center in every state is in a totally different situation. As a global company, it is difficult to make plans and collect data. Ward noted he is looking forward to receiving data on the short-term rentals and collecting tax revenue from those properties. The city stands behind the ICVB and the loan approval.

Discussion was held on eligibility of the Shuttered Venues Operator Grants in the American Rescue Plan. The language is not geared toward the ICC's operating structure and is specific for ticketed event venues. It was noted most convention centers are not eligible for relief thus far.

The next Executive Committee meeting is scheduled for April 23, 2021.

Cooperstein adjourned the meeting at 9:48 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director