

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Executive Committee
Friday, March 19, 2021 at 9:00 AM
Zoom Video Conference

NOTE: A possible quorum of the Irving Convention and Visitors Bureau (ICVB) Board of Directors may be present at this committee meeting.

Directors of the ICVB and the public may participate in the Executive Committee meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 8:30 a.m. to 9:00 a.m. on March 19, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/87346051045> - Meeting ID: 873 4605 1045. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston). Meeting ID: 873 4605 1045.

1. Citizen Comments on Items Listed on the Agenda
2. Accepting the ICVB Financial Report for February 2021
3. Review of Hotel Occupancy Tax Collections
4. Review of ICVB Cash Flow Report
5. Accepting the ICC Financial Report for February 2021
6. Chairman / Executive Director Reports
 - a. Approving February 19, 2021 Minutes
 - b. Review of March 22, 2021 Board Meeting Agenda
7. Next meeting – Friday, April 23, 2021

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

_____ at _____ and remained so posted at least 72 hours before said meeting convened.

Deputy Clerk, City Secretary's Office

This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
February 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
FEBRUARY 2021

Assets

Cash and equivalents	110,083.21
Investments	694,400.00

Total Assets	<u>804,483.21</u>
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Liabilities

Accounts payables	465,047.49
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Total Liabilities	<u>465,047.49</u>
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Fund Balance (Budgetary basis)

Reserve for encumbrances	1,051,176.20
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Unreserved	(711,740.48)
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Total Fund Balance	<u>339,435.72</u>
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Total Liabilities and Fund Balance	<u>804,483.21</u>
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IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
FEBRUARY 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3	HOTEL/MOTEL TAX	310,562.12	697,590.19	6,490,005.00	10.7%	0.00	5,792,414.81
M4	INVESTMENT INCOME	63.00	411.85	4,995.00	8.2%	0.00	4,583.15
M5	MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
M6	TRANSFER FROM CITY OF IRVING	0.00	0.00	1,000,000.00	0.0%	0.00	1,000,000.00
TOTAL REVENUE		310,625.12	698,002.04	7,500,000.00	9.3%	0.00	6,801,997.96
EXPENDITURES							
N1	SALARIES	168,653.29	892,111.71	2,491,575.00	35.8%	0.00	1,599,463.29
N2	BENEFITS	51,250.93	252,541.93	673,552.47	37.5%	0.00	421,010.54
N4	SUPPLIES	(7,307.66)	8,641.04	39,455.00	21.9%	12,075.00	18,738.96
O1	UTILITIES (COMMUNICATIONS)	1,571.14	6,407.46	26,400.00	24.3%	0.00	19,992.54
O3 - OUTSIDE SERVICES							
	SALES AND MARKETING RESOURCES	620.66	8,827.93	15,560.00	56.7%	0.00	6,732.07
	MEDIA ADVERTISING	109,595.01	144,160.39	350,000.00	41.2%	196,242.94	9,596.67
	PROFESSIONAL SERVICES	144,864.79	359,814.69	1,463,877.00	24.6%	840,871.78	263,190.53
	PROPERTY MANAGEMENT SERVICES	350,000.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	OTHER	0.00	1,109.19	7,026.00	15.8%	1,986.48	3,930.33
	TOTAL OUTSIDE SERVICES	605,080.46	1,211,912.20	3,231,463.00	37.5%	1,039,101.20	980,449.60
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	0.00	2,200.00	252,000.00	0.9%	0.00	249,800.00
	MILEAGE REIMBURSEMENT	0.00	40.88	4,000.00	1.0%	0.00	3,959.12
	MEMBERSHIP AND DUES	1,361.50	19,362.48	54,900.00	35.3%	0.00	35,537.52
	TOTAL TRAVEL - TRAINING - DUES	1,361.50	21,603.36	310,900.00	6.9%	0.00	289,296.64
O5	CLAIMS AND INSURANCE	34,511.25	69,022.50	138,045.00	50.0%	0.00	69,022.50
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	12,422.48	27,903.60	259,600.00	10.7%	0.00	231,696.40
	BUSINESS DEV INCENTIVE PROG	3,157.00	11,289.00	540,000.00	2.1%	0.00	528,711.00
	LOCAL PROGRAMS-PROMOTIONS	327.95	826.67	145,200.00	0.6%	0.00	144,373.33
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	TOTAL MISCELLANEOUS EXPENSES	15,907.43	87,739.27	1,089,150.00	8.1%	0.00	1,001,410.73
P5 - TRANSFERS OUT							
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
TOTAL EXPENDITURES		871,028.34	2,549,979.47	8,100,540.47	31.5%	1,051,176.20	4,499,384.80

Beginning Fund Balance	2,191,413.15
Revenues	698,002.04
Expenditures	(2,549,979.47)
Ending Fund Balance	<u>339,435.72</u>



Irving Convention and Visitors Bureau

Check Register

February 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061533	2/10/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			3,717.65
		ACCOUNTS PAYABLE	JAN 2021 - RECEIPTS	3,717.65	
80061534	2/10/2021	CONNECT			25,000.00
		MEDIA ADVERTISING	ADVERTISING	25,000.00	
80061535	2/10/2021	DALLAS FORT WORTH AIRPORT MARRIOTT			1,536.00
		BUSINESS DEV INCENTIVE PROG	DALLAS STARS ELITE HOCKEY CLUB/2021 INVITATIONAL	1,536.00	
80061536	2/10/2021	FOJTASEK, LORI			234.56
		COMMUNICATIONS	AUG 2020 - CELL	34.78	
		COMMUNICATIONS	JUL 2020 - CELL	34.78	
		COMMUNICATIONS	JAN 2021 - CELL / EQUIPMENT REIMBURSEMENT	165.00	
80061537	2/10/2021	IMAGO MEDIA, INC.			2,500.00
		MEDIA ADVERTISING	ADVERTISING	2,500.00	
80061538	2/10/2021	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIP AND DUES	JANUARY 2021	40.00	
80061539	2/10/2021	IRVING CONVENTION CENTER AT LAS COLINAS			3,975.62
		PROFESSIONAL SERVICES	NETWORK SERVICES	3,975.62	
80061540	2/10/2021	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - FEB 2021	20,625.00	
80061541	2/10/2021	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JAN 2021	20,625.00	
80061542	2/10/2021	PETTY, BRICE			109.10
		COMMUNICATIONS	JAN 2021 - CELL	65.00	
		COMMUNICATIONS	DEC 2020 - CELL	44.10	
80061543	2/10/2021	PFAFF, DIANA			332.65
		COMMUNICATIONS	AUG 2020 - CELL / MISC	65.00	
		LOCAL PROGRAMS-PROMOTIONS	AUG 2020 - CELL / MISC	90.85	
		COMMUNICATIONS	DEC 2019 - CELL	65.00	
		COMMUNICATIONS	OCT 2019 - CELL	65.00	
		COMMUNICATIONS	MAY 2020 - CELL	65.00	
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
		TRAVEL AND TRAINING	ADRIAN AWARDS 2020	(213.20)	
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
		COMMUNICATIONS	JUN 2020 - CELL	65.00	
80061544	2/10/2021	ROSE, SUSAN			143.69
		COMMUNICATIONS	JAN 2021 - CELL / EQUIPMENT REIMBURSEMENT	143.69	
80061545	2/10/2021	SHERATON DFW AIRPORT HOTEL			357.00
		BUSINESS DEV INCENTIVE PROG	ART OF MOVEMENT 2021/JAN 2021	357.00	
80061546	2/10/2021	SIRMEN, LORI			124.05
		COMMUNICATIONS	DEC 2020 - CELL / MISC	65.00	



Irving Convention and Visitors Bureau

Check Register

February 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061546		LOCAL PROGRAMS-PROMOTIONS	DEC 2020 - CELL / MISC	(5.95)	
		COMMUNICATIONS	NOV 2020 - CELL	65.00	
80061547	2/10/2021	STODDARD, CAROL			64.02
		COMMUNICATIONS	DEC 2020 - CELL	64.02	
80061548	2/10/2021	WHITE, MONTY			47.84
		COMMUNICATIONS	DEC 2020 - CELL	47.84	
80061549	2/25/2021	FOUR SEASONS RESORT & CLUB DALLAS			801.50
		MEMBERSHIP AND DUES	FEBRUARY 2021	801.50	
80061550	2/25/2021	MALONEY STRATEGIC COMMUNICATION INC			205.00
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - FEBRUARY	205.00	
80061551	2/25/2021	MEETING PROFESSIONALS INTERNATIONAL			1,580.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	1,580.00	
80061552	2/25/2021	NORTHSTAR TRAVEL MEDIA, LLC			24,490.00
		MEDIA ADVERTISING	ADVERTISING	5,055.00	
		MEDIA ADVERTISING	ADVERTISING	10,250.00	
		MEDIA ADVERTISING	ADVERTISING	7,500.00	
		MEDIA ADVERTISING	ADVERTISING	1,685.00	
80061553	2/25/2021	PCMA SERVICES			6,830.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	6,830.00	
80061554	2/25/2021	SIMPLEVIEW WORLDWIDE, INC.			86,968.00
		PROFESSIONAL SERVICES	2ND QUARTER	7,875.00	
		PROFESSIONAL SERVICES	2ND QUARTER	79,093.00	
80061555	2/25/2021	SIRMEN, LORI			65.00
		COMMUNICATIONS	OCT 2020 - CELL	65.00	
80061556	2/25/2021	TRIPADVISOR, LLC			1,578.91
		MEDIA ADVERTISING	ADVERTISING	1,578.91	
80061557	2/25/2021	TUCKER & ASSOCIATES, LLC			4,000.00
		PROFESSIONAL SERVICES	MONTHLY RETAINER - FEB 2021	4,000.00	
80061558	2/25/2021	VERIZON WIRELESS SERVICES, LLC			563.22
		COMMUNICATIONS	JANUARY 2021	176.63	
		COMMUNICATIONS	JANUARY 2021	103.32	
		COMMUNICATIONS	JANUARY 2021	283.27	
		Total Number of Invoices	45	206,513.81	
		Total Number of Checks	26		206,513.81



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2020 - 2021**

LUXURY & FULL SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47	1,717.94		1,032.28
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26	5,874.95		8,098.15
3	DFW Airport Hotel & Conference Center	614.34	416.13	613.22		643.01
4	DFW Airport Marriott	14,047.23	13,398.13	11,944.64		15,237.63
5	Doubletree by Hilton DFW Airport North	0.00	0.00	0.00		0.00
6	Embassy Suites DFW Airport South	0.00	0.00	0.00		0.00
7	Four Seasons Resort & Club	74,294.78	20,807.95	18,699.84		16,747.10
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30	2,393.15		4,431.22
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01	2,655.73		3,820.57
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05	2,403.20		1,666.45
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	3,172.37	2,726.34		3,575.11
12	Omni Las Colinas Hotel	10,424.47	8,238.86	7,078.09		5,188.86
13	Sheraton DFW Airport Hotel	0.00	0.00	0.00		0.00
14	Texican Court	5,848.19	4,277.56	4,275.50		4,017.60
15	Westin DFW Airport	8,019.52	4,697.05	5,662.14		5,408.38
TOTAL LUXURY & FULL SERVICE		138,601.16	71,000.14	66,044.74	0.00	69,866.36

16	Westin Irving Convention Center Las Colinas	9,658.90	8,918.25	7,420.36		7,411.83
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Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
1	Comfort Inn DFW Airport North	2,609.71	2,025.07	1,913.42		1,776.65
2	Comfort Suites DFW Airport North	3,171.31	2,368.47	3,105.01		2,703.50
3	Comfort Suites Las Colinas	448.60	426.28	322.50		608.58
4	Country Inn & Suites by Carlson DFW Airport South	2,029.83	1,474.85	1,746.56		1,208.37
5	Element DFW Airport North	2,567.72	2,166.92	2,000.87		2,650.43
6	Extended Stay America Dallas DFW Airport North	494.65	423.91	1,006.45		1,665.88
7	Extended Stay America Dallas Las Colinas	1,777.48	862.39	1,446.46		1,269.81
8	Extended Stay Deluxe Green Park	953.96	551.80	919.27		740.98
9	Extended Stay Deluxe Las Colinas	729.20	475.72	485.83		371.20
10	Hawthorne Suites Irving DFW Airport South	585.57	476.79	692.68		524.09
11	Hawthorne Suites DFW Airport North	2,021.14	1,639.21	2,021.00		2,008.12
12	Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	1,849.26	2,358.41		0.00
13	Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	1,561.44	1,748.94		1,701.39
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	2,014.92	1,474.14	2,152.44		2,171.23
15	Home Towne Studios Dallas Irving	2,199.98	1,565.12	1,947.78		1,888.00
16	Homewood Suites by Hilton DFW Airport North	3,323.61	2,848.36	2,967.65		3,012.48
17	Homewood Suites by Hilton Las Colinas	7,589.78	326.89	0.00		0.00
18	Hyatt House Dallas Las Colinas	3,845.11	1,630.91	4,611.68		2,113.93
19	Oakwood Waterwalk Dallas Las Colinas	2,287.60	2,289.07	1,798.33		1,089.97
20	Residence Inn Dallas DFW Airport North Irving	3,413.20	1,876.10	2,425.20		3,022.72
21	Residence Inn Dallas Las Colinas	4,258.41	3,432.69	4,031.18		3,564.84
22	Sonesta ES Suites Dallas Las Colinas	3,177.28	2,186.73	676.02		1,244.96
23	Sonesta Simply Suites Dallas Las Colinas	1,116.67	758.03	675.78		839.46
24	Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	1,329.28	1,408.75		1,388.33
25	Staybridge Suites DFW Airport North	2,839.84	2,472.53	2,586.62		2,947.51
26	TownePlace Suites Dallas DFW Airport North Irving	0.00	0.00	0.00	5,413.33	2,872.14
27	TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10	1,558.83		1,564.81
28	Woodspring Suites Signature	0.00	0.00	0.00	2,494.29	0.00
TOTAL ALL SUITE / EXTENDED STAY		60,524.07	40,489.06	46,607.66	7,907.62	44,949.38

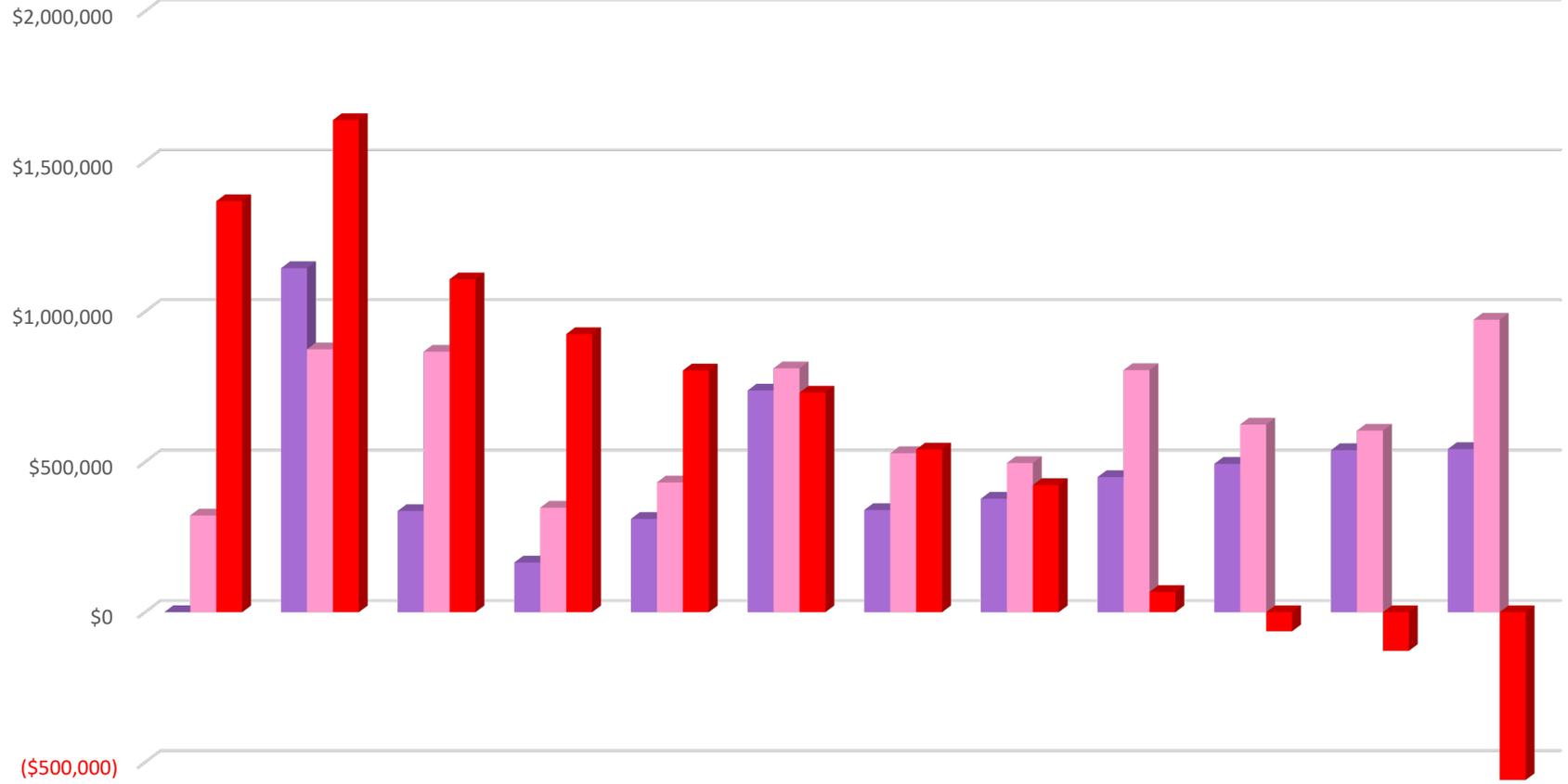
BUDGET SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
1	Arya Inn & Suites	695.41	594.56	481.58		559.46
2	Best Western Irving Inn & Suites DFW South	2,587.95	2,325.97	2,494.69		2,561.43
3	Budget Inn & Suites	79.94	31.82	33.63		46.46
4	Budget Suites of America Las Colinas	0.00	0.00	0.00	2,300.73	22.56
5	Clarion Inn & Suites	1,486.65	1,006.81	999.23		1,218.74
6	Crossroads Hotel & Suites	926.95	783.14	354.91		743.36
7	Days Inn	2,742.91	2,226.42	2,342.59		2,240.56
8	Days Inn DFW Airport North	2,926.49	2,191.26	1,780.51		1,926.47
9	Delux Inn	622.90	538.10	452.94		356.90
10	Delux Suites Motel	160.29	123.98	52.58		65.98
11	Gateway Inn	509.18	371.64	375.09		317.12
12	Magnuson Extended Stay & Suites Airport Hotel	0.00	0.00	0.00		0.00
13	Motel 6 Dallas DFW South	1,346.43	1,214.36	1,026.93		1,368.43
14	Motel 6 Dallas Irving	1,933.16	1,666.13	2,013.60		2,134.74
15	Motel 6 DFW North	1,577.78	1,633.80	1,780.31		1,544.13
16	Motel 6 Irving Loop 12	909.07	793.11	727.35		0.00
17	OYO Hotel	2,034.44	1,539.01	1,962.14		0.00
18	OYO Hotel DFW Airport North	0.00	0.00	0.00		0.00
19	Quality Inn & Suites DFW Airport South	798.30	580.48	684.92		813.98
20	Red Roof Inn Dallas DFW Airport North	0.00	0.00	0.00	12,100.20	3,876.72
21	Studio 6 / Motel 6 DFW Airport East	2,094.60	1,880.73	1,924.57		2,154.89
22	Super 8 Hotel DFW South	1,230.68	999.82	1,098.61		1,153.44
23	Super 8 Motel DFW North	1,376.26	798.10	1,041.94		1,396.24
TOTAL BUDGET SERVICE		26,039.39	21,299.24	21,628.12	14,400.93	24,501.61

LIMITED SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
1	aLoft Las Colinas	3,011.24	2,055.77	2,132.88		2,347.38
2	Best Western Plus DFW Airport Suites North	2,261.03	1,566.26	1,738.27		1,903.10
3	Courtyard Dallas DFW Airport North Irving	4,151.82	3,201.29	3,453.65		3,860.93
4	Courtyard Dallas DFW Airport South Irving	3,512.83	2,182.55	3,126.66		2,134.99
5	Courtyard Dallas Las Colinas	1,819.43	2,439.12	2,418.13		2,898.25
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	3,421.96	2,680.91	4,314.62		4,039.52
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00	0.00	644.67	0.00
8	Fairfield Inn Dallas DFW Airport North Irving	closed	closed	closed		closed
9	Hampton Inn Dallas Irving Las Colinas	2,894.26	1,795.53	1,485.40		2,505.26
10	Home2 Suites by Hilton DFW Airport North	4,083.85	3,278.44	3,284.21		3,896.09
11	Home2 Suites by Hilton DFW Airport South Irving	5,624.70	4,888.82	3,367.53		4,543.52
12	Hyatt Place Dallas Las Colinas	0.00	0.00	5,236.41		0.00
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00		0.00
14	La Quinta Inn & Suites DFW Airport North	3,827.38	4,209.23	1,032.28		4,422.23
15	La Quinta Inn & Suites DFW Airport South	2,472.14	2,035.75	2,211.31		3,191.32
16	La Quinta Inn Hotel & Suites Las Colinas	0.00	0.00	0.00	3,721.06	0.00
17	Quality Inn & Suites DFW Airport	2,103.72	1,788.98	1,934.92		2,219.85
18	Residence Inn Dallas DFW Airport South Irving	4,038.81	3,872.00	3,918.98		4,027.49
19	Wingate Inn by Wyndham Dallas Las Colinas	2,535.59	1,551.55	2,324.05		0.00
20	Wingate Inn by Wyndham DFW Airport North	922.57	1,068.24	1,868.22		1,215.38
TOTAL LIMITED SERVICE		46,681.33	38,614.44	43,847.52	4,365.73	43,205.31

TOTAL SHORT TERM RENTALS		1,947.58	1,627.32	3,116.63	n/a	2,768.89
Number of locations		9	6	47		36

SUMMARY	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
GRAND TOTAL	273,793.53	173,030.20	181,244.67	26,674.28	185,291.55
			207,918.95		
BUDGET (per Aug 26 projections)	202,959.00	234,853.00	268,196.00		303,571.00
DIFFERENCE	70,834.53	(61,822.80)	(60,277.05)		(118,279.45)
	34.9%	-26.3%	-22.5%		-39.0%
YEAR TO DATE					
ACTUAL					840,034.23
BUDGET					1,009,579.00
DIFFERENCE					(169,544.77)
					-16.8%

Irving Convention and Visitors Bureau
FY21 Cash Flow
February 2021



	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
REVENUE	\$225	\$1,144,728	\$336,793	\$165,335	\$310,625	\$737,849	\$339,884	\$377,649	\$449,739	\$493,616	\$539,060	\$542,723
EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$431,758	\$811,470	\$529,114	\$496,243	\$805,470	\$624,505	\$604,170	\$973,246
ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$925,616	\$804,483	\$730,862	\$541,631	\$423,037	\$67,307	(\$63,582)	(\$128,692)	(\$559,215)

■ REVENUE ■ EXPENSES ■ ENDING CASH



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: March 12, 2021

Monthly Financial Summary

For Period Ending February 28, 2021

IRVING CONVENTION CENTER
Monthly Financial Reports
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Period Ending
February 28, 2021

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	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	6,700	58,881	47,350	24,400	82,050	64,875	61,000	112,550	5,750	54,000	74,400	71,775	663,731		
Service Income	1,163	2,200	13,388	1,450	32,912	2,000	1,750	2,500	13,000	9,500	14,500	9,250	103,613		
Service Expenses	(912)	(1,820)	(9,969)	(2,994)	(24,973)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(63,167)		
Total Direct Event Income	6,951	59,261	50,769	22,856	89,989	63,875	59,250	112,050	15,250	60,500	85,400	78,025	704,176		
Ancillary Income															
F & B Concessions	-	-	5,195	4,919	4,287	-	2,500	5,000	1,500	8,000	10,000	5,000	46,401		
F & B Catering	-	7,705	24,452	11,352	42,966	14,820	3,000	43,320	71,895	86,520	92,796	199,830	598,655		
Parking: Self Parking	1,432	342	6,851	13,268	6,600	-	7,600	4,920	9,100	5,000	5,000	25,500	85,614		
Electrical Services	-	950	300	1,560	750	-	2,500	1,500	1,500	1,500	1,500	14,500	26,560		
Audio Visual	-	-	(0)	-	-	-	-	-	-	-	-	-	(0)		
Internet Services	-	400	(840)	-	405	-	500	-	-	-	-	-	465		
Total Ancillary Income	1,432	9,397	35,958	31,099	55,008	14,820	16,100	54,740	83,995	101,020	109,296	244,830	757,695		
Total Event Income	8,383	68,658	86,727	53,955	144,997	78,695	75,350	166,790	99,245	161,520	194,696	322,855	1,461,871		
Other Operating Income	26,152	21,440	17,278	22,428	41,150	21,375	21,625	36,625	36,625	36,625	36,625	36,625	354,573		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	34,535	90,098	452,005	76,382	186,147	450,070	96,975	203,415	484,620	198,145	231,321	707,730	3,211,443	3,866,967	
Operating Expenses															
Employee Salaries and Wages	140,680	146,675	157,405	111,514	130,489	150,092	156,668	156,668	156,668	156,668	156,668	156,662	1,776,857		
Benefits	60,444	60,261	61,935	64,201	58,347	61,446	61,446	61,446	61,446	61,446	61,446	61,497	735,358		
Less: Event Labor Allocations	-	(1,755)	(1,880)	(960)	(1,711)	-	-	-	-	-	-	-	(6,306)		
Net Employee Wages and Benefits	201,124	205,181	217,460	174,755	187,125	211,538	218,114	218,114	218,114	218,114	218,114	218,159	2,505,910		
Contracted Services	41,352	37,428	38,674	40,001	37,974	44,155	53,685	53,685	53,685	53,685	53,685	53,685	561,694		
General and Administrative	18,120	35,920	36,120	23,698	14,053	18,875	17,290	21,365	24,010	45,786	24,606	71,869	351,712		
Operations	15,945	10,583	11,742	11,977	12,440	14,433	18,833	18,833	23,833	18,833	18,833	18,833	195,118		
Repair & Maintenance	16,541	22,755	32,712	21,623	24,313	24,480	23,514	23,514	23,514	23,514	23,514	23,514	283,505		
Supplies	5,665	8,613	9,190	8,917	8,924	3,300	7,200	7,200	7,500	8,700	8,700	10,500	94,408		
Insurance	6,036	6,036	7,091	6,036	6,036	7,544	7,544	7,544	7,544	7,544	7,544	7,544	84,043		
Utilities	37,290	36,007	40,379	37,169	38,234	43,333	43,333	43,333	43,333	43,333	43,333	43,333	492,410		
Other	(4,826)	(6,777)	(4,256)	2,070	1,789	-	-	-	-	-	-	-	(11,999)		
SMG Management Fees	13,750	14,632	17,831	14,866	17,469	14,959	13,750	17,284	19,615	20,812	21,320	30,072	216,360		
Total Operating Expenses	350,997	370,377	406,943	341,112	348,357	382,616	403,262	410,871	421,147	440,320	419,648	477,508	4,773,161		
Net Income (Loss) From Operations	(316,462)	(280,279)	45,062	(264,729)	(162,210)	67,454	(306,287)	(207,456)	63,473	(242,175)	(188,327)	230,222	(1,561,719)	(166,719)	

ASM - Irving Convention Center
 Financial Statements Monthly Highlights
 For the Month Ending February 28, 2021

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	4,815	11,000	(6,185)	0
Events	5	3	2	0
Event Days	16	7	9	0
Direct Event Income	89,989	66,700	23,289	0
Ancillary Income	55,008	162,150	(107,142)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	144,997	228,850	(83,853)	0
Other Operating Income	41,150	21,375	19,775	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	186,147	250,225	(64,078)	0
Indirect Expenses	(348,357)	(422,458)	74,101	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(162,210)</u>	<u>(172,233)</u>	<u>10,023</u>	<u>0</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Five Months Ending February 28, 2021

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	13,023	17,263	(4,240)	0
Events	17	14	3	0
Event Days	49	39	10	0
Direct Event Income	229,826	211,559	18,267	0
Ancillary Income	132,895	249,032	(116,137)	0
Total Event Income	<u>362,721</u>	<u>460,591</u>	<u>(97,870)</u>	<u>0</u>
Other Operating Income	<u>128,448</u>	<u>106,875</u>	<u>21,573</u>	<u>0</u>
Adjusted Gross Income	491,169	567,466	(76,297)	0
Indirect Expenses	<u>(1,817,792)</u>	<u>(1,942,905)</u>	<u>125,113</u>	<u>0</u>
Net Income (Loss) From Operations	<u><u>(1,326,623)</u></u>	<u><u>(1,375,439)</u></u>	<u><u>48,816</u></u>	<u><u>0</u></u>

ASM - Irving Convention Center
Balance Sheet
February 28, 2021

ASSETS

Current Assets

Cash	\$	308,656	
Accounts Receivable		140,812	
Prepaid Assets		3,474	
Inventory		45,491	
Total Current Assets			498,433

Total Assets	\$		498,433
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	378,281	
Accrued Expenses		333,463	
Deferred Income		0	
Advance Ticket Sales/Deposits		722,670	
Other Current Liabilities		0	
Total Current Liabilities			1,434,414

Long-Term Liabilities

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities			1,434,414
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Equity

Net Funds Received		13,531,068	
Retained Earnings		(13,140,426)	
Net Income (Loss)		(1,326,623)	
Total Equity			(935,981)

Total Liabilities & Equity	\$		498,433
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ASM - Irving Convention Center
Income Statement
For the Five Months Ending February 28, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	82,050	59,700	22,350	219,381	208,281	11,100	0
Service Revenue	32,912	10,000	22,912	51,113	19,013	32,100	0
Service Expenses	(24,973)	(3,000)	(21,973)	(40,668)	(15,735)	(24,933)	0
Total Direct Event In	89,989	66,700	23,289	229,826	211,559	18,267	0
Ancillary Income							
F & B Concessions	4,287	2,100	2,187	14,401	9,100	5,301	0
F & B Catering	42,966	135,060	(92,094)	86,476	193,772	(107,296)	0
Parking	6,600	22,390	(15,790)	28,493	33,850	(5,357)	0
Electrical Services	750	2,600	(1,850)	3,560	11,210	(7,650)	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	405	0	405	(35)	1,100	(1,135)	0
Total Ancillary Inco	55,008	162,150	(107,142)	132,895	249,032	(116,137)	0
Total Event Income	144,997	228,850	(83,853)	362,721	460,591	(97,870)	0
OTHER OPERATING INCOME							
Other Income	41,150	21,375	19,775	128,448	106,875	21,573	0
Total Other Operatin	41,150	21,375	19,775	128,448	106,875	21,573	0
Adjusted Gross Inco	186,147	250,225	(64,078)	491,169	567,466	(76,297)	0
INDIRECT EXPENSES							
Salaries & Wages	130,489	170,156	39,667	686,765	773,685	86,920	0
Payroll Taxes & Ben	58,347	61,446	3,099	305,191	308,856	3,665	0
Labor Allocations to	(1,711)	0	1,711	(6,306)	0	6,306	0
Net Salaries and Ben	187,125	231,602	44,477	985,650	1,082,541	96,891	0
Contracted Services	37,974	45,521	7,547	195,428	220,323	24,895	0
General and Adminis	14,053	22,025	7,972	127,910	85,784	(42,126)	0
Operating	12,440	14,133	1,693	62,688	66,941	4,253	0
Repairs & Maintenan	24,313	24,480	167	117,945	106,640	(11,305)	0
Operational Supplies	8,924	11,283	2,359	41,310	51,716	10,406	0
Insurance	6,036	7,544	1,508	31,235	36,212	4,977	0
Utilities	38,234	43,333	5,099	189,080	210,843	21,763	0
Other	1,789	0	(1,789)	(12,002)	0	12,002	0
ASM Management F	17,469	22,537	5,068	78,548	81,905	3,357	0
Total Indirect Expens	348,357	422,458	74,101	1,817,792	1,942,905	125,113	0

ASM - Irving Convention Center
Income Statement
For the Five Months Ending February 28, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(162,210)</u>	<u>(172,233)</u>	<u>10,023</u>	<u>(1,326,623)</u>	<u>(1,375,439)</u>	<u>48,816</u>	<u>0</u>

IRVING CONVENTION CENTER/SMG
Year Over Year Income Comparison
For the Five Months Ending February 29, 2021

	Current Month Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	82,050	101,125	124,800	86,890	72,167	97,330
F & B Concessions	4,287	27,561	16,273	7,039	6,627	43,638
F & B Catering	42,966	541,888	452,880	361,455	322,953	363,599
Total Event Income	144,997	668,271	565,908	461,391	389,675	512,484
Total Indirect Expenses	348,357	561,488	519,561	546,367	528,427	475,887

	Year to Date Actual	Year to Date Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior
Rental Income	219,381	481,045	440,209	385,596	326,828	466,042
F & B Concessions	14,401	80,852	74,856	60,359	55,590	106,057
F & B Catering	86,476	2,327,299	1,658,056	1,714,265	1,471,159	1,518,936
Total Event Income	362,721	2,858,217	2,071,171	2,178,084	1,823,460	2,146,196
Total Indirect Expenses	1,817,792	2,997,672	2,759,132	2,774,612	2,473,600	2,264,425

ASM - Irving Convention Center
Monthly Event Income Statement: Assemblies
For the Five Months Ending February 28, 2021

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	2,900	700	3,400	700
Events	1	1	2	2
Event Days	3	3	4	4
Direct Event Income				
Rental Income	21,000	21,000	32,100	31,100
Service Revenue	10,710	1,000	11,110	1,000
Service Expenses	(5,646)	0	(6,427)	0
Total Direct Event Income	<u>26,064</u>	<u>22,000</u>	<u>36,783</u>	<u>32,100</u>
Ancillary Income				
F & B Concessions	3,735	2,100	3,735	2,100
F & B Catering	(377)	0	(377)	0
Parking	6,600	3,690	10,135	3,690
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	0	0
Audio Visual	0	0	0	0
Internet Services	0	0	(695)	0
Total Ancillary Income	<u>9,958</u>	<u>5,790</u>	<u>12,798</u>	<u>5,790</u>
Total Event Income	<u>36,022</u>	<u>27,790</u>	<u>49,581</u>	<u>37,890</u>

ASM - Irving Convention Center
Monthly Event Income Statement: Conventions
For the Five Months Ending February 28, 2021

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	1,325	10,000	1,325	10,000
Events	1	1	1	1
Event Days	3	3	3	3
Direct Event Income				
Rental Income	5,600	5,600	5,600	5,600
Service Revenue	20,002	750	20,002	750
Service Expenses	(19,207)	0	(19,207)	0
Total Direct Event Income	6,395	6,350	6,395	6,350
Ancillary Income				
F & B Concessions	552	0	552	0
F & B Catering	40,747	49,400	40,747	49,400
Parking	0	0	0	0
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	0	0
Audio Visual	0	0	0	0
Internet Services	5	0	5	0
Total Ancillary Income	41,304	49,400	41,304	49,400
Total Event Income	47,699	55,750	47,699	55,750

ASM - Irving Convention Center
Monthly Event Income Statement: Meetings
For the Five Months Ending February 28, 2021

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	590	0	1,348	413
Events	3	0	7	4
Event Days	10	0	29	17
Direct Event Income				
Rental Income	55,450	0	131,200	75,750
Service Revenue	2,200	0	9,168	3,500
Service Expenses	(120)	0	(6,248)	0
Total Direct Event Income	57,530	0	134,120	79,250
Ancillary Income				
F & B Concessions	0	0	0	0
F & B Catering	2,596	0	11,668	12,432
Parking	0	0	342	0
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	750	0	1,700	950
Audio Visual	0	0	0	0
Internet Services	400	0	800	400
Total Ancillary Income	3,746	0	14,510	13,782
Total Event Income	61,276	0	148,630	93,032

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

Attendance: Karen Cooperstein – Board Chair; Bob Bourgeois, Julia Kang, Greg Malcolm – Committee Members; Stephanie Fenley-Garcia, Herb Gears 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 Mark Zeske – Guests.

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:

January 2021

- Available cash balance in the General Fund - \$900,000.
- Hotel Occupancy Tax Collection for November is reported as \$165,335.27.
- As of the end of January, several hotel collections from October and November had not been received.
- February Hotel Occupancy Tax collections report was sent from the city the amount budgeted to receive is \$40,000 more than anticipated, however, many payments are from October-December 2020.
- Staff is doing well with watching expenditures. Salary and Benefits are the biggest expense.

In reviewing the Check Register:

- Payments for media advertising.
- CARES Act funding has been separated out in report for clarification purposes.
- Business Incentive Development payments have slowed, but typical for this time of year.

Cash Flow Report:

- Hotel Occupancy Tax monthly collections are helping for planning purposes.
- Anticipate not needing additional funding from the City before May 2021.
- September anticipated a cash shortfall of a little over \$1 million. Originally had planned for \$1.5 million shortage.

Cooperstein noted most hotels were sold out in the last couple of days due to the treacherous winter storm in Dallas and may have a positive effect on cash flow. Lauda noted the Irving hotels were booked through the week and will definitely affect the cash flow due to the unfortunate situation. Board member Greg Malcolm gave an overview of his company's hotel properties around the DFW area and some were without water and power, one closed completely. Cooperstein noted there is catastrophic damage to homes and people may need a place to stay for the coming weeks. Malcolm noted the Residence Inn

properties with full kitchens in their suites will do well, but the insurance companies will book rooms in blocks.

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

ICC Financial Reports

Meehan reported:

November 2020

- There were two events in November, budgeted for a loss of \$284,000. Actual is a loss of \$280,000.
- October/November together there were four events and \$7,000 ahead of budget.
- Adjusted Gross Income shows \$124,000 Income for the year, \$370,000 in Expenses of which \$205,000 is Salaries.
- Due to the nature of this year, the Year-Over-Year Comparison report is not a fair comparison.

December 2020

- There were six events with \$86,727 in Income.
- Adjusted Gross Income is \$104,005 – highest of the three months so far.
- Budgeted for a loss of \$302,000 and lost \$297,000.
- Year-to-Date numbers are way off normal financials.
- The three-month total for Catering is \$32,000, normally can have that much Catering income in first week of October. Expenses are \$1.128 million of which \$623,000 is Salaries and Benefits, and additional in Contracted Services and Housekeeping.
- Year-Over-Year Comparison numbers are significantly down.

January 2021

- Zest Fest event moved from January 2021 to June 2021.
- Report shows budgeted to lose \$302,000 and lost \$264,000.
- Moving events from last year into the first six months of this year. While showing close to budget, it is not a true number.
- A total of 12 events in the last four months and a loss of \$1.164 million.

At the time of forecasting February through September shows \$393,000 off budget. There is a tremendous amount of movement in events for the second half of the year. The forecast is stripped down month-by-month to show the worst-case scenario. All events that moved or canceled were deleted to get a true reading of the last seven months of the fiscal year. Showing \$393,000 short, but real number is \$1.7 million beyond the \$1.395 the ICVB transfers. This does not include additional shows that might book. There are a lot of variables, but the fact remains there is \$1.7 million in Revenue that is needed to make up before the end of the year. The ICC Executive Team has met and discussed scenarios and ideas on how to cut expenses and generate more revenue. The goal is to lower the \$1.7 million down to an amount that can be covered by the funds available in the new ASM agreement for 2021 and 2022. There are a lot of events still moving to after September 2021, cancelling or moving to 2022. The events calendar does start to pick

up in the next couple of months. Executive Director Maura Gast added the financials, as they are presented, do not reflect the contributions from ASM Global as a result of the revised contract.

There was an emergency situation at the building this week due to the storm. The ICC was built to not be without power, but both power feeds were lost, and quick decisions were made to drain the cooling tower. Some mechanical equipment was lost, and the cooling tower will be refilled starting tomorrow and bringing systems back online. The ICC engineers worked non-stop for to keep the damage at a minimum to the building. Meehan was in contact with the various contractors to work together and make quick decisions. Staff did an incredible job in the conditions and the situation. At this point, no pipes are broken. An assessment of the damage will be done once everything is back up and running.

Cooperstein asked for a motion to approve the ICC Financials for November-December 2020 and January 2021. On a motion from Bourgeois, and a second from Kang, the financial reports were approved as presented.

Gast gave an overview of the presentation at City Council last week. She reported that Marketing Director Monty White presented the results from the first round of CARES Act funding for Safe Meetings and Staycation advertising campaigns. Both campaigns were very successful. The City Council approved an item for a loan to the ICVB and which will help with cash flow and expenses. Next month's financials will reflect a transfer from the City for the loan. The loan is structured to not negatively impact the City budget and ICVB will repay the loan at the first of next year's budget and will result in another deficit the start of the next fiscal year. She noted that people will travel again. The ICC team has done a fantastic job in maintaining the (building) asset. The ICVB and ICC staffs have done a great job in working through these tough times. The City services are stretched, and it will be another long couple of months. Cooperstein noted on behalf of the Board a thank you to the leadership and staff of both ICVB and ICC in working so hard to make the best of a bad situation and headed in the right direction.

Chair Report

Cooperstein asked the Committee members to keep everyone who is struggling at this time in their thoughts and prayers. There are a lot of organizations that will need help, as well as residents and our community leaders. The City leadership is finding ways to address the need.

Cooperstein asked for a motion to approve the Executive Committee January 22, 2021 minutes. On a motion from Bourgeois and a second from Kang, the minutes were approved as presented.

The Committee reviewed the ICVB Board of Directors January 25, 2021 Board meeting agenda. Additions to the standard agenda were noted as High Spirited Citizen nominations and ICVB Board Bylaw amendments to approve.

Cooperstein asked for any comments from the City Council members in attendance.

Deputy Mayor Pro Tem Kyle Taylor expressed his appreciation for the ICVB presentation to City Council for its educational purposes. He commented that the ICVB Board Orientation meeting went well, and he is ready to start having conversations to move things forward with Council. He appreciates all the work

everyone is doing to promote the City. Cooperstein thanked Taylor and Councilman Mark Zeske for attending the hybrid Orientation meeting and noted that those who did not attend will have access to the recorded session.

Councilman Al Zapanta reported the City Work Session this week was focused on storm situations. He noted it will be interesting to see what the Texas legislature proposes for help with COVID and a lack of utility support from the storm.

Councilman Mark Zeske thanked the ICVB and ICC staff who make a difference. Everyone has such a high spirit and grit. It is heart-warming to see how much the organization cares about the City.

Board member Herb Gears echoed Zeske's comments and noted the ICVB and ICC staffs are a great team at every position and partners in this venture for the responsibility of this great asset in the City. He is proud to be a part of the group.

Cooperstein adjourned the meeting at 9:47 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, March 22, 2021 at 11:45 AM
Zoom Video Conference

NOTE: A possible quorum of the Irving City Council may be present at this Board meeting.

Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on March 22, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/83914731930> - Meeting ID: 839 1473 1930. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), Meeting ID: 839 1473 1930.

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for February 22, 2021
3. Accepting the Irving Convention Center Financial Report for February 2021
4. Accepting the ICVB Financial Report for February 2021
5. Review of Hotel Occupancy Tax Report
6. Review of ICVB Cash Flow Report

Board Reports

7. COVID-19 Update
8. Board Chair Report
 - a. Reminder: Board Member Conflict of Interest Form
 - b. Schedule of Upcoming Meetings and Activities
 - c. Next Board Meeting – April 26, 2021
9. Board Committee Reports
 - a. Board & Business Development – Bob Bourgeois
 - March 12 Committee Meeting Recap
 - Next Meeting – June 11
 - b. Community Engagement – Clem Lear
 - Next Meeting – April 6
 - c. Destination Development – Greg Malcolm
 - Next Meeting – May 4

AGENDA - Continued

10. City Reports

- a. Council Liaison – Deputy Mayor Pro Tem Kyle Taylor
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

11. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
- c. Marketing and Communications – Diana Pfaff
- d. Finance and Administration – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports

12. Convention Center Management Report – Tom Meehan/Matt Tungett

13. Industry Partner Reports

- a. The Pavilion at the Toyota Music Factory/Live Nation Report – Mike Rilley
- b. Hotel Industry Updates – Greg Malcolm, Kim Limon, and Nydia Hoskins
- c. Restaurant Industry Update – David Cole

14. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Dallas Burke
- c. Chamber of Commerce – Sam Reed/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Kim Andres
- e. The Las Colinas Association – Hammond Perot
- f. TIF – Michael Randall
- g. University of Dallas – Clare Venegas

CERTIFICATION

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

_____ at _____ and will remain so posted at least 72 hours before said meeting convened.

Deputy Clerk, City Secretary's Office

This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.