

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Executive Committee**  
**Irving Convention Center – First Floor Conference Room**  
**And Video Conference**  
**500 W. Las Colinas Blvd.**  
**Friday, November 13, 2020 at 9:00 AM**

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

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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 November 13, 2020. 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/81752093058> - Meeting ID: 817 5209 3058. 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: 817 5209 3058.

1. Citizen Comments on Items Listed on the Agenda
2. Accepting Irving Convention Center Financial Report for September 2020
3. Accepting the Irving Convention Center Audit Report for FY 2019-2020
4. Chairman / Executive Director Reports
  - a. Acknowledgement of Salary Reinstatement for Executive Director
  - b. Approving September 25, 2020 and October 23, 2020 Minutes
  - c. Review of November 16, 2020 Board Meeting Agenda
5. Next meeting – Friday, December 11, 2020

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

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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

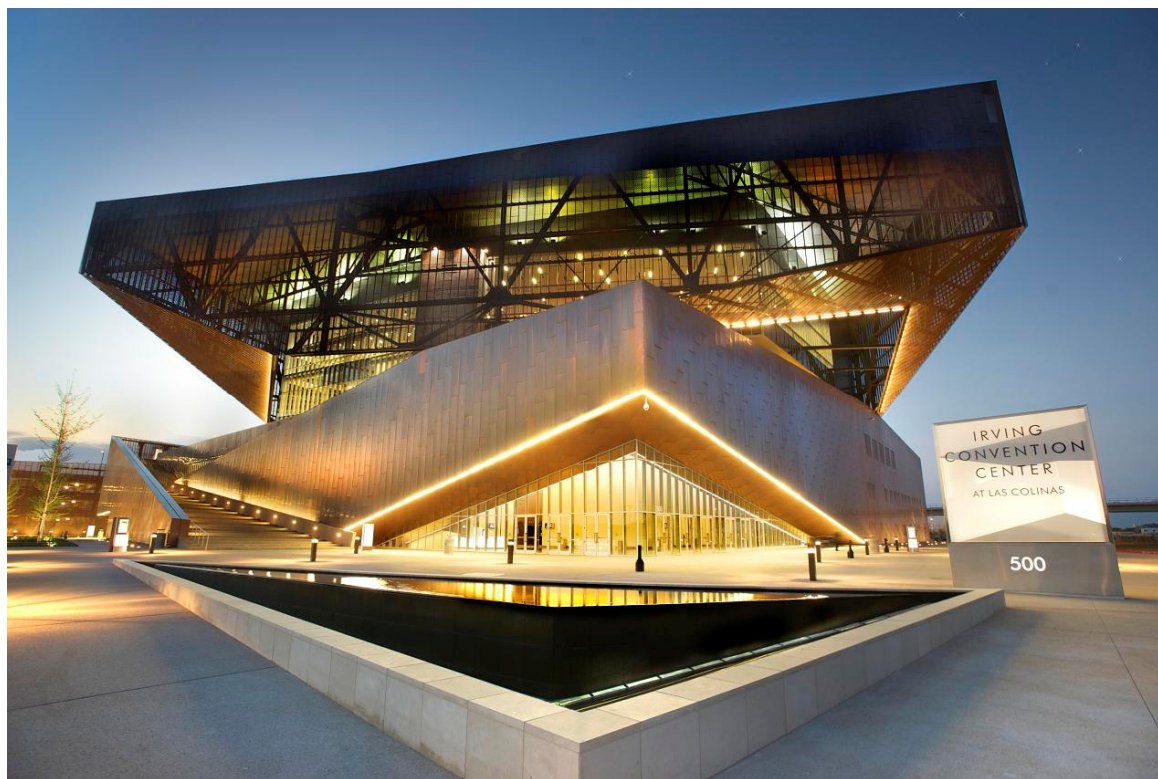
Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

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.



IRVING CONVENTION CENTER  
AT LAS COLINAS



Date Distributed: November 9, 2020

# Monthly Financial Summary

For Period Ending September 30, 2020

IRVING CONVENTION CENTER  
Monthly Financial Reports  
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Period Ending  
September 30, 2020

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	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	183,185	77,985	38,650	80,100	101,125	112,619	2,000	32,000	1,500	9,900	8,750	28,025	675,838		
Service Income	77,389	12,540	19,135	49,059	133,783	30,892	(400)	-	-	2,480	3,240	(1,753)	326,365		
Service Expenses	(133,229)	(35,838)	(35,116)	(106,040)	(189,282)	(45,059)	(3,566)	-	(1,333)	(6,138)	(3,736)	(3,017)	(562,354)		
Total Direct Event Income	127,345	54,687	22,669	23,119	45,626	98,452	(1,966)	32,000	167	6,242	8,254	23,255	439,849		
Ancillary Income															
F & B Concessions	24,866	6,231	10,154	12,039	27,561	18,115	1,842	-	-	844	(56)	-	101,598		
F & B Catering	605,052	150,709	235,426	794,222	541,888	62,432	(12,288)	-	6,481	-	(429)	86,905	2,470,398		
Parking: Self Parking	46,410	12,908	13,104	21,671	35,953	25,741	-	-	-	2,003	-	1,310	159,100		
Electrical Services	12,365	4,750	5,220	6,790	16,600	29,880	(390)	-	1,750	300	-	-	77,265		
Audio Visual	347	(0)	(896)	997	(564)	(1,441)	(1,353)	-	4,189	-	(4,189)	-	(2,910)		
Internet Services	-	(595)	-	350	1,207	1,450	-	-	-	-	-	-	2,412		
Total Ancillary Income	689,040	174,003	263,008	836,069	622,645	136,177	(12,189)	-	10,670	4,598	(4,374)	88,215	2,807,863		
Total Event Income	816,385	228,690	285,677	859,188	668,271	234,629	(14,155)	32,000	10,837	10,839	3,880	111,470	3,247,713		
Other Operating Income	95,000	26,741	24,454	97,002	72,215	158,883	42,448	12,665	21,762	21,849	21,492	24,746	619,257		
ICVB Operating Subsidy			348,000			350,000			348,750	167,000	167,000	514,250	1,895,000		
Adjusted Gross Income	911,385	255,431	658,131	956,190	740,486	743,512	28,293	44,665	381,350	199,689	192,372	650,466	5,761,969		
Operating Expenses															
Employee Salaries and Wages	233,091	208,787	217,242	226,057	201,439	191,036	141,299	132,652	127,809	131,156	132,888	131,987	2,075,441		
Benefits	70,845	68,953	59,915	67,392	62,476	60,164	66,167	59,641	58,581	60,808	60,441	125,952	821,336		
Less: Event Labor Allocations	(30,233)	(5,970)	(13,934)	(19,415)	(17,740)	(6,308)	-	-	-	-	(210)	(1,723)	(95,534)		
Net Employee Wages and Benefits	273,703	271,770	263,223	274,034	246,175	244,892	207,466	192,293	186,390	191,964	193,119	256,216	2,801,242		
Contracted Services	56,602	52,476	61,359	57,942	52,715	59,282	44,036	43,400	41,316	44,117	40,795	42,472	596,512		
General and Administrative	91,072	29,306	36,616	98,275	44,210	39,968	14,650	19,041	13,232	10,903	22,377	61,242	480,892		
Operations	65,204	40,269	31,883	40,909	51,535	41,253	12,032	9,425	15,539	15,727	19,568	30,644	373,990		
Repair & Maintenance	63,829	34,962	41,317	44,162	35,373	48,468	32,908	23,295	24,727	31,136	27,915	34,168	442,261		
Supplies	10,646	31,569	11,001	21,278	13,178	21,170	4,126	2,012	2,499	7,127	1,023	1,300	126,930		
Insurance	23,137	8,501	6,489	7,544	6,587	7,544	7,544	5,658	6,915	8,424	6,036	6,146	100,524		
Utilities	48,248	39,696	38,576	43,396	42,077	38,500	37,314	38,501	42,350	46,716	35,007	40,157	490,536		
Other	6	-	34	-	835	-	12,057	(2,113)	(8,534)	(5,941)	(3,102)	(1,399)	(8,157)		
ASM Global Management Fees	67,946	29,543	36,621	83,042	68,803	22,223	311	12,900	13,829	13,080	12,962	38,626	399,886		
Total Operating Expenses	700,393	538,092	527,119	670,582	561,488	523,300	372,444	344,412	338,264	363,253	355,700	509,572	5,804,615		
Net Income (Loss) From Operations	210,992	(282,661)	131,012	285,608	178,998	220,212	(344,151)	(299,747)	43,086	(163,564)	(163,328)	140,894	(42,646)	(1,895,000)	(1,937,646)

Budget Forecast Comparison by Month

(35,141)	(11,028)	22,219	120,452	49,708	(1,101,217)	(949,296)	(979,856)	(665,840)	(490,675)	(72,426)	(42,646)
355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041	143,191	314,010

IRVING CONVENTION CENTER/SMG  
Financial Statements Monthly Highlights  
For the Month Ending September 30, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	2,520	7,000	(4,480)	13,654
Events	2	4	(2)	25
Event Days	3	13	(10)	41
Direct Event Income	23,255	92,000	(68,745)	79,856
Ancillary Income	88,215	271,650	(183,435)	358,501
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	111,470	363,650	(252,180)	438,357
Other Operating Income	24,746	75,000	(50,254)	57,268
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	136,216	438,650	(302,434)	495,625
Indirect Expenses	(509,572)	(729,047)	219,475	(730,268)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(373,356)</u>	<u>(290,397)</u>	<u>(82,959)</u>	<u>(234,643)</u>

IRVING CONVENTION CENTER/SMG  
Financial Statements Year to Date Highlights  
For the Twelve Months Ending September 30, 2020

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	109,179	154,514	(45,335)	264,835
Events	138	131	7	241
Event Days	237	283	(46)	427
Direct Event Income	439,853	1,033,725	(593,872)	1,043,510
Ancillary Income	2,807,863	3,726,375	(918,512)	3,920,307
Total Event Income	3,247,716	4,760,100	(1,512,384)	4,963,817
Other Operating Income	619,254	710,000	(90,746)	500,334
Adjusted Gross Income	3,866,970	5,470,100	(1,603,130)	5,464,151
Indirect Expenses	(5,804,607)	(6,865,098)	1,060,491	(6,545,109)
Net Income (Loss) From Operations	(1,937,637)	(1,394,998)	(542,639)	(1,080,958)

IRVING CONVENTION CENTER/SMG

Balance Sheet  
September 30, 2020

**ASSETS**

**Current Assets**

Cash	\$	1,126,008
Accounts Receivable		176,135
Prepaid Assets		23,421
Inventory		58,394

Total Current Assets 1,383,958

**Total Assets** \$ **1,383,958**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	289,129
Accrued Expenses		357,409
Deferred Income		0
Advance Ticket Sales/Deposits		737,416
Other Current Liabilities		0

Total Current Liabilities 1,383,954

**Long-Term Liabilities**

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,383,954

**Equity**

Net Funds Received	13,140,427
Retained Earnings	(11,202,786)
Net Income (Loss)	(1,937,637)

Total Equity 4

**Total Liabilities & Equity** \$ **1,383,958**

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Twelve Months Ending September 30, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	28,025	120,000	(91,975)	675,839	1,350,000	(674,161)	1,359,744
Service Revenue	(1,753)	32,000	(33,753)	326,361	503,725	(177,364)	852,639
Service Expenses	(3,017)	(60,000)	56,983	(562,347)	(820,000)	257,653	(1,168,873)
Total Direct Event In	23,255	92,000	(68,745)	439,853	1,033,725	(593,872)	1,043,510
Ancillary Income							
F & B Concessions	0	16,000	(16,000)	101,602	184,500	(82,898)	178,917
F & B Catering	86,905	215,650	(128,745)	2,470,393	3,119,513	(649,120)	3,269,259
Parking	1,310	20,500	(19,190)	159,103	251,662	(92,559)	254,495
Electrical Services	0	17,000	(17,000)	77,265	155,000	(77,735)	184,077
Audio Visual	0	0	0	(2,912)	0	(2,912)	25,585
Internet Services	0	2,500	(2,500)	2,412	15,700	(13,288)	7,974
Total Ancillary Inco	88,215	271,650	(183,435)	2,807,863	3,726,375	(918,512)	3,920,307
Total Event Income	111,470	363,650	(252,180)	3,247,716	4,760,100	(1,512,384)	4,963,817
<b>OTHER OPERATING INCOME</b>							
Other Income	24,746	75,000	(50,254)	619,254	710,000	(90,746)	500,334
Total Other Operatin	24,746	75,000	(50,254)	619,254	710,000	(90,746)	500,334
Adjusted Gross Inco	136,216	438,650	(302,434)	3,866,970	5,470,100	(1,603,130)	5,464,151
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	131,987	226,737	94,750	2,075,442	2,720,932	645,490	2,589,384
Payroll Taxes & Ben	125,952	182,847	56,895	821,324	940,087	118,763	860,746
Labor Allocations to	(1,723)	(49,730)	(48,007)	(95,534)	(596,760)	(501,226)	(586,069)
Net Salaries and Ben	256,216	359,854	103,638	2,801,232	3,064,259	263,027	2,864,061
Contracted Services	42,472	62,090	19,618	596,508	745,080	148,572	747,264
General and Adminis	61,242	93,734	32,492	480,897	606,732	125,835	586,237
Operating	30,644	45,739	15,095	373,990	549,000	175,010	496,004
Repairs & Maintenan	34,168	47,312	13,144	442,259	574,200	131,941	558,782
Operational Supplies	1,300	30,445	29,145	126,929	247,450	120,521	236,678
Insurance	6,146	8,337	2,191	100,524	100,000	(524)	86,152
Utilities	40,157	45,212	5,055	491,413	542,500	51,087	538,099
Other	(1,399)	0	1,399	(9,031)	0	9,031	0
ASM Management F	38,626	36,324	(2,302)	399,886	435,877	35,991	431,832
Total Indirect Expens	509,572	729,047	219,475	5,804,607	6,865,098	1,060,491	6,545,109



IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Twelve Months Ending September 30, 2020

	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>(373,356)</u>	<u>(290,397)</u>	<u>(82,959)</u>	<u>(1,937,637)</u>	<u>(1,394,998)</u>	<u>(542,639)</u>	<u>(1,080,958)</u>

IRVING CONVENTION CENTER/SMG  
Year Over Year Income Comparison  
For the Twelve Months Ending September 30, 2020

	Current Month Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	28,025	109,102	102,697	135,320	136,005	88,300
F & B Concessions	0	15,820	18,432	22,043	14,632	15,577
F & B Catering	86,905	309,382	313,222	310,242	208,065	209,982
Total Event Income	111,470	438,357	443,074	486,898	357,059	313,192
Total Indirect Expenses	509,572	730,268	587,597	514,215	610,052	655,023

	Year to Date Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	675,839	1,359,744	1,281,498	1,216,436	1,356,996	1,385,688
F & B Concessions	101,602	178,917	208,898	164,186	215,659	210,032
F & B Catering	2,470,393	3,269,259	3,473,129	3,047,621	2,831,865	2,503,360
Total Event Income	3,247,716	4,963,817	4,916,342	4,445,336	4,480,399	4,229,957
Total Indirect Expenses	5,804,607	6,545,109	6,666,038	6,015,488	5,965,132	5,895,201

IRVING CONVENTION CENTER/SMG  
Monthly Event Income Statement: Meetings  
For the Twelve Months Ending September 30, 2020

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	2,520	500	34,818	34,992
Events	2	1	64	58
Event Days	3	2	116	119
Direct Event Income				
Rental Income	19,825	3,300	158,175	234,775
Service Revenue	0	0	98,427	6,750
Service Expenses	(3,017)	0	(198,356)	0
Total Direct Event Income	16,808	3,300	58,246	241,525
Ancillary Income				
F & B Concessions	0	0	2,230	1,500
F & B Catering	87,343	41,250	1,523,673	1,282,422
Parking	1,310	0	30,611	18,639
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	19,945	0
Audio Visual	0	0	(678)	0
Internet Services	0	0	0	0
Total Ancillary Income	88,653	41,250	1,575,781	1,302,561
Total Event Income	105,461	44,550	1,634,027	1,544,086

IRVING CONVENTION CENTER/SMG  
Monthly Event Income Statement: Trade Shows  
For the Twelve Months Ending September 30, 2020

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	0	500	2,975	6,600
Events	0	1	3	5
Event Days	0	2	9	15
Direct Event Income				
Rental Income	8,200	11,500	52,600	70,900
Service Revenue	0	0	26,719	2,750
Service Expenses	0	0	(34,171)	0
Total Direct Event Income	8,200	11,500	45,148	73,650
Ancillary Income				
F & B Concessions	0	0	1,136	0
F & B Catering	(438)	10,640	36,790	66,530
Parking	0	0	3,820	0
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	29,490	0
Audio Visual	0	0	(900)	0
Internet Services	0	0	1,450	0
Total Ancillary Income	(438)	10,640	71,786	66,530
Total Event Income	7,762	22,140	116,934	140,180

October 23, 2020

**MEMORANDUM**

TO: City of Irving/Human Resources

RE: REINSTATEMENT OF PRIOR PAY PLUS MERIT INCREASE – Maura Gast, ICVB Executive Director

FR: Rick Lindsey,   
Chair, ICVB Board of Directors

CC: Maura Gast, FCDME

During a special meeting today for the purpose of conducting the Performance Evaluation of the ICVB Executive Director, the Board of Directors approved on a 9-1 vote a 3.5% Merit Increase for Maura Gast. This is to go into effect with her hiring anniversary date, which is now, and should also be added to her prior salary level when it is reinstated as of November 29, 2020.

Please allow this letter to serve as documentation to the supporting City of Irving paperwork to implement the Merit Increase on her current reduced salary level, and to restore her to her prior salary level with the 3.5% Merit Increase reflected as well. This has been noted on the “Other” section of the P-4 forms.


If you have questions or concerns, please reach out to me through Maura and she will be happy to coordinate a call or a digital meeting.

May 21, 2020

**MEMORANDUM**

TO: City of Irving/Human Resources

RE: Temporary Pay Reduction – Maura Gast, ICVB Executive Director

FR: Rick Lindsey,   
Chair, ICVB Board of Directors

CC: Maura Gast, FCDME

After a series of discussions by the Irving Convention and Visitors Bureau Board of Directors (April 13 Executive Committee Meeting, April 27 Board of Directors Meeting, May 15 Executive Committee and May 18 Board of Directors Meeting), the Board approved action at its May 18 meeting to temporarily reduce the base pay of the Executive Director by 25% for 6 months. This action was taken by the Board in response to the current economic situation that our country is experiencing due to the SARS2 COVID19 pandemic. The decimation of the travel and meeting industry is greatly impacting hotel occupancy tax collections for the City of Irving, the source of funding that provides for the operations of the Convention and Visitors Bureau and the Irving Convention Center.

The Board's actions in no ways reflect on the performance of the Executive Director, Maura Gast. Ms. Gast has continued to provide exceptional and invaluable leadership to our organization during this extraordinarily difficult time; it was Maura's recommendation to the Board that we consider this adjustment to her pay, and while it was a decision that the Board wrestled with, ultimately we voted to approve that recommendation.

Please allow this letter to serve as documentation to the supporting City of Irving paperwork to achieve this Six Month reduction, as there did not appear to be an appropriate category on the necessary form to address this specific situation. The reduction should take effect beginning with the soonest pay period that it can be accommodated, and will last for six months, unless you receive further or different documentation from the Board.

If you have questions or concerns, please reach out to me through Maura and she will be happy to coordinate a call or a digital meeting.

**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,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is fluid and cursive, with the first name "Maura" being the most prominent.

Maura Allen Gast, FCDME  
Executive Director

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS – SPECIAL MEETING**  
**IRVING CONVENTION CENTER AND ZOOM**  
**Friday, October 23, 2020**

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Bob Bettis, Bob Bourgeois, Beth Bowman, David Cole, Debbi Haacke, Julia Kang, Clem Lear, Greg Malcolm and Joe Philipp – Board Members; Maura Gast, and Susan Rose – ICVB; William Mahoney – Guest.

Board Chair Rick Lindsey called the meeting to order at 9:01 a.m. and inquired if there were any citizens that would like to make a comment on any subject on the agenda. There were none.

Lindsey asked for a moment of silence for Reverend J. Don George.

Discussion was held on the Community Engagement Committee High Spirited Citizen recommendation of Richard Stewart. Committee Chair Bob Bourgeois shared the biography and made a motion to accept the nomination. With a second from Board member Clem Lear and no opposed, the motion passed unanimously.

At this time, the meeting went into Executive Session at 9:04 a.m. to discuss personnel matters.

At 11:10 a.m., the Board adjourned from Executive Session and re-entered the Open Meeting. With no further discussion, Lindsey adjourned the meeting at 11:11 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Irving Convention Center**  
**First Floor Conference Room And Video Conference**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**  
**Monday, November 16, 2020 at 11:45 AM**

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

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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 November 16, 2020. 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/86068408085> - Meeting ID: 860 6840 8085. 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: 860 6840 8085.

1. Citizen Comments on Items Listed on the Agenda
2. **Election of Officers**
  - a. Chair
  - b. Vice Chair

**Consent Agenda**

3. Approving ICVB Board Minutes for September 28 and October 23, 2020
4. Accepting the Irving Convention Center Financial Report for September 2020

**Individual Consideration**

5. Accepting the Irving Convention Center Audit Report for FY 2019-20 – Laura Edwards, Crowe

**Board Reports**

6. COVID-19 Update
7. Board Chair Report
  - a. Acknowledgement of Salary Reinstatement for Executive Director
  - b. Welcome New/Incoming Board Members
  - c. Acknowledgement of Retiring Board Members
  - d. Schedule of Upcoming Meetings and Activities
  - e. Next Board Meeting – December 14, 2020

## **AGENDA - Continued**

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### **8. Board Committee Reports**

- a. Board & Business Development – Debbi Haacke
  - Next Meeting – December 4, 2020
- b. Community Engagement – Bob Bourgeois
  - Meeting Recap – October 13, 2020
  - Next Meeting – TBD
- c. Destination Development – Greg Malcolm
  - Meeting Recap – November 10, 2020
  - Next Meeting – TBD

### **9. City Reports**

- a. Council Liaison – Councilman John Danish
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
  - Visitor Development Updates
  - Toyota Music Factory
  - Other City Updates

### **10. 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

### **11. Convention Center Management Report – Tom Meehan/Matt Tungett**

### **12. Industry Partner Reports**

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

### **13. 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 – Jason Wu Trujillo

### **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

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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.