

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, February 28, 2022, at 11:45 a.m.**  
**Jack D. Huffman Community Building**  
**801 W. Irving Blvd., Auditorium**  
**Irving, Texas 75060**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for January 24, 2022
3. Accepting the ICVB Financial Reports – January 2022
4. Accepting the Irving Convention Center Financial Reports – January 2022

**Presentation**

5. Irving Marathon Running Series Presentation – Lazaro Alvarez, Race Director

**Board Reports**

6. COVID-19/American Rescue Plan Act Update
7. Board Chair Report
  - a. Service Award Recognitions:
    - Assistant Executive Director Marketing & Communications Diana Pfaff
    - Sales Manager Lori Mansell
    - Communications Manager Lori Sirmen
    - Senior Accounting & Purchasing Assistant Monica Soto
  - b. Next Board Meeting – March 28, 2022, Irving Arts Center
8. Board Committee Reports
  - a. Board and Business Development – Richard Stewart, Jr.
    - Next Meeting – March 11, 9:00 a.m.
  - b. Community Engagement – Karen Cooperstein
    - High Spirited Citizens “Backlog” Luncheon – March 15
    - Next Meeting – April 5, 11:30 a.m.
  - c. Destination Development – Greg Malcolm
    - Meeting Recap – February 11
    - Next Meeting – May 10, 11:30 a.m.

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**AGENDA - Continued**

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**9. City Reports**

- a. Council Liaison – Mayor Pro Tem Kyle Taylor
- b. Mayor & Other Council Members
  - DART/Transportation and Infrastructure – Mayor Rick Stopfer
- 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. Administration and Finance – Susan Rose
  - Smith Travel Research and AirDNA Monthly Reports

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

**12. Industry Partner Reports**

- a. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
- b. Restaurant Industry Update – David Cole

**13. Partner Organization & Stakeholder Reports**

- a. DCURD and Irving Flood Control Districts – Dallas Burke
- b. Chamber of Commerce – John Nicks/Beth Bowman
- c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
- d. The Las Colinas Association – Hammond Perot
- e. TIF – Michael Randall
- f. 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

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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.