

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
HILTON GARDEN INN DFW SOUTH  
FEBRUARY 24, 2020**

Those present for the meeting were: Rick Lindsey – Chair, Karen Cooperstein – Vice Chair, Kim Andres, Bob Bettis, Bob Bourgeois, Beth Bowman, Jo-Ann Bresowar, Herbert Gears, Debbi Haacke, Todd Hawkins, Chris Hillman, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Ron Mathai, Hammond Perot, David Pfaff, Joe Philipp, and Mike Riley – Members of the Board; Councilman John Danish, Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, City Attorney Janet Spugnardi and Mayor Pro Tem Oscar Ward – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ASM/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Wendy Foster, Marianne Lauda, Kathy Levine, Kayla Mansour, Diana Pfaff, Susan Rose and Carol Stoddard – ICVB Staff; Guests: Dallas Burke representing Jacky Knox – DCURD; Connie Gifford-Herrington and Pat Nicks – ICVB Convention Services.

Board Chair Rick Lindsey called the meeting to order at 11:45 a.m. and noted no citizens had signed up for comments.

Lindsey asked for a moment of silence for the passing of Assistant City Manager Ramiro Lopez.

**CONSENT AGENDA**

1. APPROVING ICVB BOARD MINUTES FOR JANUARY 27, 2020
2. ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT FOR JANUARY 2020
3. ACCEPTING THE ICVB FINANCIALS FOR JANUARY 2020
4. REVIEWING THE HOTEL OCCUPANCY TAX RESULTS FOR FIRST QUARTER 2019-20

Lindsey asked for a motion to accept the Consent Agenda as presented. Board member Bob Bourgeois made a motion to approve and accept; second by Board member Joe Philipp. With no opposition and no further discussion, the Consent Agenda unanimously was approved.

**PRESENTATION**

1. LIVE NATION – TOYOTA MUSIC FACTORY ECONOMIC IMPACT ANALYSIS

Board member Mike Riley thanked everyone on the Board and staff who believed in the Toyota Music Factory project and made it a reality. The efforts were positive and resulted in a good place for all and Irving should be proud. Riley gave an overview of the TMF Economic Impact:

- Study was done by Beacon Economics, an independent research and consulting firm with an expertise in Economic Impact Analysis
- Analysis includes five criteria:
  - Overall output
  - Employment
  - Labor income
  - Local tax revenue
  - Social contributions
- Key Findings:
  - TMF leading model for venues across the country
  - TMF located in the fourth largest entertainment hub in the United States
  - Methodology used: Direct + Indirect + Induced = Total Impact

- Total Effect of Economic Impact for Irving:
  - \$277 million in Output
  - 2,458 Employment
  - \$138.8 million in Labor Income
- Social Impact = The Story:
  - Workforce diversity
  - Charitable contributions
  - Community unification
- Conclusion:
  - Irving is home to one of the few major entertainment hubs in Dallas County.
  - Total spending by attendees at TMF, venue operations, and tenants generated more than \$347 million in economic output throughout Dallas County.
  - The combined effect of attendee and venue spending created 2,831 jobs and contributed \$166.2 million in labor income.
  - The complex plays a vital role in the region by employing a diverse workforce, supporting local charities and uniting the community through entertainment.

In response to questions, Riley replied:

- Irving residents represent 15-18% of show attendees, but varies depending on the type of show. Irving residents are the most aware of the TMF location and its ease of access. On non-show nights, Irving residents and workers are spending time at TMF and bringing people to the TMF that might go somewhere else to spend their money.
- Irving is stacking up well against other Dallas venues. The venue is aggressive in securing market share and also in creating new markets, i.e., Latin programming.
- In sustaining the current relationship with Live Nation and growing it, Riley stated open communication will add value, focus on the community and neighborhood.

#### BOARD CHAIR REPORT

Board Chair Rick Lindsey

- ICVB staff were honored for their years of service:
  - Convention Services Associate Connie Gifford-Herrington – 5 years
  - Convention Services Associate Pat Nicks – 10 years
  - Marketing & Communications Coordinator Carol Stoddard – 5 years
- Calendar of Board meetings and events in the packet for review
- Lindsey thanked all for attending the Irving Hospitality Industry Annual Meeting and encouraged all to research the keynote speaker Rick Antonson's topic of cathedral thinking.
- In recapping the Religious Conference Management Association annual conference at the Irving Convention Center, Lindsey reported he heard compliments on the building, staff, and food which made for a positive event.
- Video from RCMA event was viewed.
- Next Executive Committee meeting – March 20, 2020
- Next Board meeting – March 23, 2020

**BOARD AND BUSINESS DEVELOPMENT COMMITTEE**

Committee Chair Debbi Haacke

- RCMA event feedback – attendees appreciated the small details that set Visit Irving apart.
- Next Committee meeting – March 13

**COMMUNITY ENGAGEMENT COMMITTEE**

Committee Chair Bob Bourgeois

- High Spirited Citizen presentations scheduled at City Council meetings:
  - Sammy Romero on March 19
  - Caroline Weinzirl on April 16
- RCMA event feedback – attendees raving about the venue and excited to be in Irving
- Irving Hospitality Industry Annual Meeting recap:
  - Carpenter Award – BioTE Medical
  - Nelson Award – Mama’s Party
  - Townsell Award – Teksom
- Next meeting April 14

**DESTINATION DEVELOPMENT COMMITTEE**

Committee Chair Greg Malcolm

- RCMA feedback – a great event and inspiring speakers
- Recap of February 11 Committee meeting
  - STR Report in-depth review and analysis; the Committee found this very useful.
  - Restaurant Alcohol Ordinance discussion
  - Discussion on AT&T Byron Nelson Championship
- Next Committee meeting – May 5

**CITY REPORTS**

Councilman John Danish

- May 2 bond election; the ballot will list 12 propositions, totaling \$563.4 million. The largest sums of money are being sought for streets, public safety and parks and recreation.

Mayor Pro Tem Oscar Ward

- Visitation on Thursday, February 27 for Assistant City Manager Ramiro Lopez; funeral on Friday, February 28 at 2:00 pm
- City Council meeting has been moved to Wednesday, February 26

City Manager Chris Hillman

- Asked for thoughts and prayers for the Lopez family
- Thanked Rilley for a great presentation and Live Nation partnership
- Hidden Ridge development news:
  - Verizon developing 110-acre project and recently applied for permits to construct two high-rise office buildings and large parking garage
  - Verizon official announcement pending
  - Hidden Ridge DART station was awarded
  - The \$1 billion plus development will include residential, retail and restaurants as well as three million square feet of Class A office space.

- Amazon announced it has leased 1 million square feet of industrial space in Irving.
- The former Texas stadium site making significant progress, finalizing right-of-way purchase for Diamond Interchange
- TxDOT announced construction on highways surrounding stadium site will begin later this year.
- Signature Bridge project is moving forward, connected pedestrian pieces on both sides of the bridge. The project should be completed by end of calendar year.
- City held two public input meetings regarding the Irving Blvd. project and will start at the end of this year and be completed by the end of 2023.
- Irving's largest employer, Citi, teamed with MacArthur High School business and technology students and invited interested students to apply for Citi's Global Command Center High School Intern Program.
- City of Irving also partnering with Irving ISD for intern program; eight students from North Lake College working in Engineering on Urban Center solutions; four Communication students working with environmental planning.
- North Texas Teen Book Festival – March 7 at Irving Convention Center

#### BUREAU MANAGEMENT AND STAFF

##### Executive Director Maura Gast

- RCMA Opening night event held at The Pavilion was an outstanding event; thanked Board members who came to meet and greet and work the Visitor Information kiosk; thanked Rilley, ICC and ICVB staff.
- Hotel Development Ordinance update:
  - Board recommendations were revised and presented to City staff and City Council.
  - Next step will be to go to General Manager and property owners to weigh in on proposed changes.
  - Surveys will be sent out
  - Gast will keep Board updated

##### Assistant Executive Director Sales/Services Lori Fojtasek

- January 2020 hosted group of 24 planners for Association Societies Alliance Group. Tour included an event at Stumpy's Hatchet House and toured private dining space and dinner was held at Blue Fire Catering.
- RCMA event:
  - Largest attendance over the last twelve years – 860 attendees
  - 99 new meeting planners had never been to an RCMA conference before
  - Irving as a destination and ICC as a venue was a big draw
  - Received 6 Request for Proposals (RFPs) thus far as a result
  - \$85,000 funding through event trust fund and sponsorships were sold
  - Attendees logged 263 hours of community service
  - Many Helping Hands received \$2,000 from a step challenge
  - Irving Family Advocacy Center received \$1,000 and donated games
  - Brighter Tomorrows received \$800 and donated books
- Professional Fraternity Association planners will be hosted in September
- Sponsoring and hosting a pre-familiarization trip for Meeting Professionals International (MPI) in June.

Assistant Executive Director Marketing/Communications Diana Pfaff

- Social media platforms reached 100,000 followers in January. Thanked Marketing Manager Kayla Mansour for her efforts.
- ICC hit 200,000 Facebook check-ins at end of last year
- January was record month: 130 digital RFPs, which equates to 34,000 room nights
- Simpleview rolled out new search engine optimization (SEO) and paid search reports for 2020; will include maps for in and out-of-state traffic and where website visitors are located, what devices they use and what they are doing in the sites, where they stay and where they go.
- Several articles in the packet; one featuring ICC Executive Chef Eduardo Alvarez.
- Thanked all who attended the Annual meeting and congratulated Shining Star award winner ICVB Director of Accounting Marianne Lauda.

Assistant Executive Director Susan Rose

- December STR Report – Irving Texas:
  - AirBNB – 442 available listings, a 34.8% increase over last year
  - Average Daily Rate - \$110.57
  - Interviewing for ICVB IT position; 9 interviews conducted; second round of interviews next week; goal to have position filled by April.
  - Congratulated Lauda and ICVB Senior Accounting and Purchasing Assistant Monica Soto for Shining Star award
  - Lauda and Rose working on the Munis human resources project, which includes payroll and risk management components
- Visitor Information kiosk report is included in packet

IRVING CONVENTION CENTER

General Manager Tom Meehan

- Thanked everyone for great comments and feedback from RCMA event. Motivation to keep going and do better.
- January busy month:
  - Set record for Catering with net \$794,000; \$1.256 million gross
- February will be another good month
- Year is looking very strong and well ahead of pace from last year and forecast.
- Year Ten is shaping up to be a solid year; Contributes success to partnerships and relationships
- Projects:
  - New parking garage equipment is being installed and will match equipment at the Westin Irving Convention Center garage.
  - Painting around the building and outside fence
- Congratulated Shining Star award winner ICC Director of Sales Matt Tungett
- Thanked the ICC Operations staff for their hard work; going on eight weeks of non-stop working for events
- North Texas Teen Book Festival will test the building's capacity limits
- Following week, power needs will be tested with the NBM Show

Director of Sales Matt Tungett

- Guest Rooms booked for January 2020; 2,431 and 17,166 year-to-date

- 29 signed contracts; 82 year-to-date
- Surveys show Customer Service scores of 86.7% for month and 95.2% year-to-date

#### LIVE NATION

##### Mike Riley

- RCMA event is good example of synergy and relationship and partnership to sell Irving
- March 13 Excision 2020 Hour, featuring The Evolution
- Comedian Kate Del Castillo on March 14
- Nick Cannon Presents MTV Wild 'n Out Live on March 31; first amphitheater event in 2020
- Working closely with Dallas eSports Team Envy to host two weekends
- Announced Los Tigres Del Norte & La Adictiva on April 11<sup>th</sup> and Judas Priest on October 3

#### HOTEL REPORTS

##### Board member Greg Malcolm – Hotel Association

##### STR Report for January:

- Occupancy 64.8% - down 2.5%
- Average Daily Rate is \$115.85, up 3.3% to previous year
- RevPAR \$75.6, up .8% year-to-date

##### Board member Kim Limon

- Hampton Inn Las Colinas:
- Occupancy for December 59%; down against competitive set 2.6%
- RevPAR \$81.7; #1 in competitive set at Average Daily Rate
- Renovations are completed
- Hilton Garden Inn Las Colinas starts lobby renovations in March

#### DCURD

##### Assistant General Manager Dallas Burke, representing Board member Jacky Knox

- Flood control efforts:
  - Nine inches of rain and second wettest calendar year on record
  - Stormwater pumping total for the three districts combined is now over 800 million gallons; more than 200-man hours.
- Wrapping up dredging in Valley Ranch and moving efforts to the main lake at E. Valley Ranch Parkway
- IFCD III – STEM program to educate students on flood control:
  - Team kicked off STEM program and Flood Control Project Challenge to three elementary schools
  - Given a presentation on flood control operations
  - Students challenged to design their own models for Valley Ranch
  - Team of judges will return in late February to view the projects

#### IRVING-LAS COLINAS CHAMBER OF COMMERCE

##### Chamber President Beth Bowman

- Economic Development, since October 1:
  - Eight total project wins
  - Creating or retaining more than 3,600 jobs

- Creating \$134 million in capital investment
  - 1.4 million square feet of commercial office space
- Excited to continue working with Amazon and their fulfillment center at DFW Airport and put 1,000 new jobs in our community
- Current pipeline:
  - 57 active projects
  - Representing more than 28,000 potential new jobs
  - Over 9 million square feet of commercial space
  - Approximately 19% of those projects represent corporate or U.S. headquarters
- Looking forward to welcoming Team Envy home for eSports and excited to see what it brings
- Proud of TMF and the economic impact
- Important to focus on retaining corporate assets that Irving has and recruit for maintaining more than just TMF and Water Street areas and the welcoming Irving community Irving has.
- Irving unemployment rate has dropped to 2.7%, down from 2.9% in October and continues to run favorably with State of Texas and nationally, both at 3.5%
- Chamber is highlighting women in business with Passion into Action: Women's Leadership Forum
- Best in Irving competition voting ends March 20

#### Chamber Chairman David Pfaff

- Jobs and employee talent are important to the Chamber Board
- Excited for internship program with MacArthur High School students – big initiative is to have all Chamber companies in the intern program
- Launched Bridging the Talent Gap Dallas County; encouraged all to participate in the survey
- Calendar Events:
  - April 20-22 Washington D.C. Fly-In with elected officials
  - February 25 Five Star Business Mixer at Thirsty Lion from 4:30 – 6:00 p.m.
  - Mardi Gras celebration at Po' Melvin's
  - Passion into Action Dallas County on May 21
- Texas Senator Ted Cruz attended Chamber lunch meeting with legislative updates
- Reminded everyone to vote
- Thanked Bowman and team for their efforts at the Chamber

#### IRVING ARTS CENTER

##### Executive Director Irving Arts and Culture Todd Hawkins

- New museum in soft opening phase – very proud, facility is extremely beautiful
- Upcoming Programming:
  - "Les Ballets Trockadero de Monte Carlo" – February 25
  - Bumper Jackson – March 7
  - The Tap Pack – March 13
  - "Bella Gaia" – April 19
- Upcoming Exhibitions:
  - Courtyard Gallery - North Lake College student photography exhibition
  - ThinkIndia Foundation presents India ala Art – a lifelong learning weekend February 29-March 1 with daily yoga, poetry and more
  - Thrift Style exhibit opens May 15 and Grand Opening of Irving Archives Museum

Arts Board Chair Kim Andres

- India group gave wonderful performance and tremendous way to open the museum as a preview
- Irving Family Advocacy Center will be renamed Carol Susat Family Advocacy Center
- Thanked Hilton Garden Inn DFW staff for hosting Board meeting

Lindsey adjourned the meeting at 1:39 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director