

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Jack D. Huffman Community Building - Auditorium
November 14, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Michael Basoco, Beth Bowman, Karen Cooperstein, Stephanie Fenley-Garcia, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, Greg Malcolm, Janie Perelman, Hammond Perot, Joe Philipp, Michael Randall, Sam Reed, Richard Stewart, Jr., and Council Liaison Kyle Taylor – Board members; Chief Financial Officer Bret Starr, Mayor Rick Stopfer, Councilman Oscar Ward, Senior Assistant City Attorney Christina Weber– City of Irving; General Manager Tom Meehan– ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, and Susan Rose, and Monty White – ICVB. Guests: Kevin Smith, Partner and Mario Castro, Senior Manager – Crowe, LLP, and Joe Hernandez – Inspire.

Board Chair David Cole called the meeting to order at 11:47 a.m. and inquired if there were any citizen comments; there were none.

ELECTION OF OFFICERS

Cole made a motion on the recommendation of the Board & Business Development Committee for Bob Bourgeois as Board Chair and Richard Stewart, Jr. as Board Vice Chair and asked for any other nominations. With no further nominations, a vote was taken, and the motion passed unanimously.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from September 26 and October 21, 2022
- Review of Hotel Occupancy Tax Collections – August 2022
- Accept the ICC Financial Reports for September 2022

Cole called for a motion to approve the Consent Agenda as presented. On a motion from Board member Sam Reed and a second from Board member Richard Stewart, Jr., the motion was unanimously approved.

INDIVIDUAL CONSIDERATION

ICC AUDIT REPORT FOR FY2021-22 – CROWE, LLC

Executive Director Maura Gast introduced Crowe LLP Partner Kevin Smith and Senior Manager Mario Castro.

Smith thanked the Committee for the opportunity to present the audit report, and noted:

- The FY2021-22 audit is a clean audit with no weaknesses reported.
- There has been a change in auditing standards and the audit opinion is stated upfront and with the highest level of assurance that financials are reported and prepared in accordance with the contractual agreement and has no impact on the opinion.
- Management and Auditors responsibilities were reviewed.
- Smith noted it was a spectacular year for the ICC and no concerns were issued.

- Growth was seen in Operations and fixed costs remain consistent.
- Remitted capital reported on the financial statement is \$601,276 returning to the Capital Improvement Fund.

Smith reviewed the required communication document:

- The scope and timing of the audit is consistent with previous years.
- Significant accounting policies are all consistent with previous years.
- One significant accounting estimate was tested – the allowance for doubtful accounts and bad debt expense.
- In agreement with management judgements about qualitative aspects of significant accounting practices, with one corrected adjustment identified as a result of procedures.
- One uncorrected misstatement was identified. Management was aware and the auditors noted the item is clearly immaterial. It is a small amount of negative Account Receivable balance of \$13,874. Both parties deemed the item to be acceptable.
- Overall, a very clean audit.

Smith reviewed the Management Letter:

- The ICC finance team responded and collaborated well with auditors.
- Significant deficiency warrants the Board's knowledge of the item relating to segregation of duties, as had been noted in the past. This is not an unusual finding in small finance departments.

Cole asked for a motion to accept the Irving Convention Center Audit Report for FY 2021-22. With a motion from Board member Julia Kang and a second from Board member Karen Cooperstein, the motion was unanimously approved.

APPROVING BUDGET ADJUSTMENT TRANSFER ACHIEVED FROM ICC FY2021-22 OPERATIONAL SAVINGS TO THE CONVENTION CENTER RESERVE/CAPITAL FUND

With a motion from Board member Cooperstein and a second from Board member Kang, the motion was unanimously approved.

APPROVAL OF COMMUNITY ENGAGEMENT COMMITTEE RECOMMENDATIONS FOR HIGH SPIRITED CITIZEN NOMINATIONS

Cooperstein presented the nomination from the Community Engagement Committee of Ernestine Chipman and Susan Motley for High Spirited Citizen. She noted the nomination forms are included in the packet. Both candidates are unsung heroes in the community.

Cooperstein asked for a motion to approve the nominations of Ernestine Chipman and Susan Motley for High Spirited Citizens. With a motion from Kang and a second from Board member Colvin Gibson, the motion was unanimously approved.

CHAIR REPORT

- Cole welcomed the new Greater Irving-Las Colinas Chair Janie Perelman to the Board.
- The Board viewed a video from ICTN of the ICVB 50th Anniversary Celebration.
- The next Board meeting is scheduled for December 19 at the Irving Convention Center.

ACTION ITEM: Gast to send a link to the video the Board members.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Richard Stewart, Jr. reported:

- Stewart expressed his appreciation of the Board for the nominations of Board Chair and Vice Chair.
- The next Committee meeting is scheduled for Friday, December 3 at 9:00 a.m. He encouraged all Board members to attend and participate.

Community Engagement Committee

Committee Chair Karen Cooperstein:

- Cooperstein thanked the Board, ICVB and ICC teams for one of the best parties ever attended at the Convention Center. The ICVB 50th Anniversary Celebration was a fabulous evening with over 300 people, including former Board and former ICVB staff. Chef Eduardo Alvarez outdid himself with the outstanding food and beverage. There was also a proclamation presentation by the Mayor to the ICVB. It was nice to see so many people out again and it was an important milestone to mark. The leadership from Gast and CVB team has been incredible over the years.
- The next Committee meeting date is TBD.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The Committee met on November 8 and discussed the ICVB and ICC sales pipelines, new hotel development and had a good discussion on the Business Development Incentive Program (BizDIP). The Committee tabled discussion on tax exempt groups to be eligible for BizDIP for a future meeting.
- The next Committee meeting date is TBD.

CITY REPORTS

Council Liaison Kyle Taylor reported:

- Taylor presented the new City Boards and Commissions Ordinance. A full copy of the Ordinance is included in the packet. He noted the addition of attendance requirement of 75% across all Boards and language from the Ethics Code were changes and there will be a long look at the automatic reappointment process language in the Ordinance.
- The short-term rental program went live on July 25 and as of October 21, 28 properties have registered, and 57 others have open code enforcement cases. There are 14 more applications pending. The registration process is simple, and renewal is required 60 days prior to expiration and must be approved every 12 months. Enforcement is issued based on complaints. The City can revoke their approved based on the City Ordinance. STR collections today average 51 properties per month at \$130,000.

- Hotel tax delinquency is still a hot topic and there are two properties that have been delinquent most of the year.

In response to a question from Cole, Taylor noted that Code Enforcement Director Shane Diller is the contact person for code enforcement.

Councilman Oscar Ward:

- Thanked the ICVB and ICC team for a wonderful evening at the 50th Anniversary celebration.
- Agreed with Taylor on the STR reporting and discussions on collections need to be at the forefront.
- October 1 is the roll out for solid waste servicing the community one day per week and it has been well received. The City is still recruiting CDL drivers.

Mayor Rick Stopfer reported:

- The holiday season is a time when family challenges are in plain view, and he encouraged everyone to look for free events for families in the City.
- Non-profits are in full swing for the season: Salvation Army Red Kettle Campaign and Angel Tree and Police and Fire Pancake Breakfast to name a few. Write a card to a senior citizen and the Letter to Santa PO Box is at City Hall. As we celebrate our successes, volunteering is important and there are several opportunities not only during the holiday season.
- There were 250 University of Dallas volunteers who tackled needed repairs on 50 homes in Irving. This is the second year the growing group volunteered, and alumni are now involved.
- City Manager Chris Hillman has taken a leadership role with other City Managers on DART. They are looking at restoring the bus service that was previously cut and doing an analysis and study on services. Irving is the third largest contributor to DART. The challenges are cleanliness and safety. DART is spending over \$100 million over the next ten years for cleaning personnel after every route and raising DART police salaries, along with adding police personnel. There will also be a study on homelessness for enforcement while taking a stand and having a voice in order to bring awareness to the problem and make a change.

City Manager Chris Hillman reported:

- Appreciates the Mayor's words and his work on the DART Board.
- He congratulated the ICVB on 50 years and noted the ICVB staff is the absolute best in the country. They have made an incredible impact in the industry and is always top notch. He is proud to work side-by-side with Gast and the team. He also thanked the ICVB Board members for their leadership.
- The construction on Irving Boulevard is a \$25 million project. Hillman asked the Board to support the small businesses in the area. It has been a struggle with COVID and now the construction project for many of them to stay in business. City staff is working with the small businesses through the Employee Appreciation Program and are in constant communication and feedback with the businesses.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- Gast echoed the thanks and praise for the Board and City support of the 50th Anniversary celebration. It was all-hands on deck with staff and volunteers and turned out to be a wonderful and memorable event.
- It has been an extraordinary year with plenty of moving pieces and do not want to lose sight of the \$601,000 returned to the Convention Center Capital Fund. ICC staff is always looking for ways to do things more efficiently.
- Gast asked Board members to take time after the meeting for a self-guided tour of the “Green Book” Exhibit in the Irving Museum. A copy of the “Green Book” was distributed as a handout. It is a powerful exhibit, and it should be noted the Irving Arts Center and Irving Black Council has been putting on some great programs.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- She expressed the ICVB is a great place to work and the tenured staff is a testament to that. She thanked the Board for their continued leadership and support.
- The Sales team achieved 125% of their annual goal by September 30. The year was hard, and the team has found ways to work around the challenges.
- The Texas Society of Association Executives (TSAE), the Multi-Sport event and the Invited Club Classic all will return in 2023 in the same week, along with ACON. She thanked the Irving Police Department for their partnership to make those events happen successfully.

Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Echoed Fojtasek’s statements for the ICVB as a wonderful place to work. She added Gast has made it one of the top CVBs in the country. She also thanked ICTN for their assistance on the Anniversary video and footage for the history loop video that was shown at the event.
- The growth in Irving has been tremendous over the past 50 years and the City is in a good position. The 50th Anniversary Celebration was an excellent event to showcase the history.
- The FY 2021-22 Marketing and Communications report was distributed as a handout.
- Meeting-sales leads and inquiries increased 82% with 1,726 total.
- There were 929,612 total sessions and 748,063 total users in combined website traffic for the year and 1,427,488 pageviews.
- Blog pageviews increased 12% with 133,868 pageviews from 104 blog posts and added 19,000 new followers.
- Promoted Content Campaign, which highlights local businesses through the blog and social media generated 31,889 blog visits and 236,431 post engagements on social media.
- Advertising, paid search and digital marketing campaigns generated 41,881,841 impressions and 519, 812 site visits.
- Staycations / Leisure Campaign generated 94,995 hotel referrals with potential economic value of \$31,381,325.
- Online Travel Agency Campaign generated 12,273 hotel books, 18,207 room nights resulting in \$2.5 million in direct hotel revenue.

- Micro Campaigns which promote local events and concerts generated 8,879 hotel referrals with a potential economic impact of \$3,718,196.
- It was the best year to date for industry awards and Pfaff congratulated Director of Marketing Monty White for his demanding work and support on the Adrian Platinum Award Visit Irving:Simpleview.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA report shows:
- For the month of September, there were 570 available listings, a 46.2% increase over last year.
- Average Daily Rate was \$223.32 a decrease of 17.01% over last year.
- Occupancy percentage was 55.7%, a decrease of 8.44% compared to last year.
- For the hotel comparable subset, Average Daily Rate for August was \$119.24, an increase of 8.86% from last year, with Occupancy at 54.5%, a decrease of 13.80%.
- The Administration and Finance team:
- Rose thanked the Mayor and Hillman for the ARPA funding the ICVB received and assisted in making a challenging year less painful.
- Holiday activities are underway and the ICVB and ICC teams are volunteering at the Salvation Army Red Kettle and Angel Tree programs.
- Continuing with year-end accounting tasks and processing invoices.

In response to a question from Board member Michael Basoco, Rose gave a brief description of the STR and AirDNA report differences.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- Looking back over the past 12 years of the Convention Center coming to Irving, it was the best decision he has made to work with this group of people, including Gast, the City staff and Board. Making visions come to life is truly rewarding and it is an honor and privilege.
- It was a tremendous year for the ICC – broke a record in Adjusted Gross Income and beat budget this year by \$130,000 of the \$1.395 million subsidy, the highest return to the Capital Fund of \$601,289.
- There were over 213 events this year with 190,000 in attendance.
- Comparing 2019 to 2022: 2019 there were 5 sporting events with 9,500 attendance, 2022 there were 13 and 35,600 attendance. There were no tradeshow in 2019 and 2022 had six. Banquets and Meetings remain flat.
- The audit is complete with a clean audit result.
- Adjusting for the new fiscal year in projects and budget planning. Food costs and labor increases are a challenge, along with working with ways to ease the approach of increases with repeat clients.
- Building projects include:
 - Outside lighting on the outside upper and lower canopy with colors.
 - Grand Ballroom lighting project with color-changing lights.
 - Monument signs by the fountain and a large monument sign on Hwy 114 to come.
 - Implementing a new touchless parking system in the garage with both the ICC and Westin Convention Center Hotel.

- Replenishing F&B equipment.

INDUSTRY PARTNERS

Hotel Industry Updates

Board member Greg Malcolm:

- October 2 – 29, 2022 for Irving South Side hotel shows 83.2% Occupancy, a 21% increase.
- Average Daily Rate is \$137.38, a 12% increase and RevPAR is \$114.29, up 25.5%.
- The Hilton Garden Inn DFW Airport South has new lobby furniture, water feature wall, and fitness center upgrades.

Board member Kim Limon:

- The Hampton Inn Irving/Las Colinas for October finished at 76% Occupancy.
- Average Daily Rate of \$115.16, which is the best month of the year, rate index of 106.7, and RevPAR is \$87.48.
- Budget is finished and waiting approval.

Restaurant Industry Updates

Cole reported:

- Brasão Brazilian Steakhouse on Highway 114 and MacArthur is open and has complimentary reviews.
- Cole encouraged visiting Irving Main Street restaurants during the construction project to show support.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Greater Irving-Las Colinas Chamber of Commerce:

Chamber President Beth Bowman reported:

Congratulations to the ICVB staff for 50 great years. It was great to see the authentic touches throughout the program.

The Economic Development Team has more than 100 projects at various stages and 1 out of 5 projects are Corporate Headquarters.

Unemployment decreased 3.6% from August to 3.3% in September, which is the same as the National rate and below Texas at 3.8%.

Midterm elections are completed and there have been shifts in representatives from Irving in the Congress and House of Representatives. The Chamber's 88th Legislative Send-off event is scheduled for November 30 at AT&T University. Registration is open.

In response to question from Stewart, Bowman replied there are big issues on the agenda and working with Gast and Hillman to keep Texas competitive and navigate through the social initiatives, keep Texas open for all and transportation infrastructure items. Irving Day in Austin is in February 2023 and a top priority at the Chamber for economic tools remain funded. Looking for continuity and the challenge will be the need for business leaders and citizens to call upon elected officials for Irving's priorities.

Chamber Chair Janie Perelman reported:

Perelman encouraged all to attend the Legislative Send-Off at AT&T University with State representatives to support the priorities.

The 2023 State of the City will be held on January 26 at the Irving Convention Center with the theme of "Reinvesting Today for Tomorrow".

Irving Arts and Culture

Executive Director Arts and Culture Todd Hawkins reported:

Welcomed the Board to the Irving Archives and Museum.

- Irving Arts Center:
- Celebration Series 2022/2023
 - *Noche Buena: A Christmas Spectacular* – December 2 at 7:30 p.m., featuring ballet folklórico de Los Angeles & Mariachi Garibaldi de Jaime Cuellar.
 - *David Brighton's Space Oddity – The Quintessential David Bowie Tribute* – January 27 at 7:30 p.m.
 - *Les Ballet Trocadero de Monte Carlo* on February 17 at 7:30 p.m.
 - The Kingdom Choir – February 26, 2023, at 2:30 p.m.
 - *Soul of America – a tribute to Aretha Franklin* – April 14, 2023, at 7:30 p.m.
- Irving Archives and Museum:
 - The "Green Book" exhibit focuses on the DFW experience during the 1930's to 1960's and the segregation era. A panel discussion was added and included five people as they told of their personal experiences to a standing room only crowd. Board member Colvin Gibson reported on the event and noted Opal Lee, the designated grandmother of Juneteenth and nominee for 2022 Nobel Peace Prize, along with District Judge Davis were on the panel, the media covered the event. Gibson thanked the museum staff for their planning and support. Stewart added as a person who lived through this time, it is important to reference this dark time in history and keep it in our school curriculum. He shared his personal experience traveling during this time with his family.

Las Colinas Association

Board member Julia Kang reported:

- Echoed the kudos and congratulations to the ICVB for 50 years.
- Last month celebrated the Day of the Dead with the U.S. Mexico Chamber on the Mandalay Canal and the second Paws Colinas 5K9.
- Holiday in the Plaza will be held at Levy Plaza on December 304 with 50 local retailers and vendors, Santa, ice skating rinks, and more. In lieu of admission, guests may bring an unwrapped gift for the Irving Police toy drive.
- The LCA budget is in the process, and it is the second year for a recommendation to the Board in rate reduction on assessments.

TIF

Board member Michael Randall reported:

- The TIF Board has not met since the last meeting and there is no update at this time. The next Board meeting is scheduled for December 6.

Cole asked Board members to "check-in" on social media for the Irving Archives and Museum and mention the "Green Book" exhibit.

Board Vice Chair Bob Bourgeois recognized Cole for his service as Board Chair and thanked him for his leadership. He is a great asset to the Board and the City of Irving.

With no further discussion, the meeting was adjourned at 1:35 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director