

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Convention Center – Junior Ballroom C-D
December 19, 2022

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair; Michael Basoco, Beth Bowman, David Cole, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, Kelly O’Briant, Hammond Perot, Joe Philipp, Sam Reed, and Council Liaison Kyle Taylor – Board members; Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Senior Assistant City Attorney Christina Weber, Mayor Pro Tem Al Zapanta, and Councilman Mark Zeske – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose, and Monty White – ICVB. Guests: City of Irving Operations Manager Cecilia Castillo, Meeting Professionals International Chief Brand Officer Drew Holmgreen, Joe Hernandez – Inspire, and Gus Garcia – Parks and Recreation Board member.

Board Chair Bob Bourgeois called the meeting to order at 11:45 a.m. and inquired if there were any citizen comments; there were none. The Board held a moment of silence in honor of Councilman John Danish and his many years of service to the City and to the CVB Board as its liaison.

SWEARING IN OF BOARD MEMBERS

Board members Greg Malcolm, William Mahoney, and Richard Stewart, Jr. were sworn in by Operations Manager Cecilia Castillo for their re-appointments. Board member Yassir Arafat and Nydia Hoskins will be re-sworn in at a later date.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from November 14, 2022
- Approve the ICVB Financial Reports from September and October 2022
- Review of Hotel Occupancy Tax Collections – October 2022

Bourgeois called for a motion to approve the Consent Agenda as presented. On a motion from Stewart and a second from Board member Herb Gears, the motion was unanimously approved.

PRESENTATION

Executive Director Maura Gast introduced Meeting Professionals International Chief Brand Officer Drew Holmgreen. Holmgreen gave a presentation to the Board on the current issues and trends facing meeting professionals, which included:

- Business Conditions
- Employment Conditions
- Travel News

ACTION ITEM: The presentation slides will be available on the Board portal.

CHAIR REPORT

- Bourgeois noted a Board Committee sign up form was distributed. Members interested in serving on a Committee should complete the form and return to Gast or Office Manager Carol Boyer. He also thanked everyone who expressed an interest in chairing Committees:
 - Destination Development Committee: Chair Greg Malcolm, Vice Chair Nydia Hoskins
 - Committee Engagement Committee: Chair Colvin Gibson, Vice Chair Karen Cooperstein
 - Board & Business Development Committee: Chair Herb Gears, Vice Chair Sam Reed
- The next Board meeting is scheduled for January 23, location TBD.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Richard Stewart, Jr. reported:

- Stewart expressed his pleasure in serving as Chair for the Committee.
- Recap of the December 9 Committee meeting:
 - Good discussion on City Council initiatives regarding Boards and Commissions.
 - Upcoming legislative agenda items - more details are available on the Board portal in the meeting packet.
 - Attended the Greater Irving-Las Colinas Chamber of Commerce 88th Legislative Send-Off. It was a good opportunity to meet Irving's political representatives and hear their thoughts.
 - The complete City Council initiatives update is included in the packet for review. He recommended everyone review and understand the complete document.
- The next Committee meeting is TBD.

Community Engagement Committee

Committee Vice Chair Julia Kang:

- The next Committee meeting date is TBD.

Cole added the ICVB horse-drawn wagon with High Spirited Citizen participants rode in the City's Holiday Parade on December 3.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The Committee met on November 8 and a recap of that meeting was reported at the November Board meeting.
- Malcolm encouraged Board members to join the Committee and become engaged in Irving as a destination.
- 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 Board applicant interview process has been streamlined and includes individual interviews to spend more time with applicants to make better choices.
- Last City Council meeting update- reviewed the City's solicitation permit to enhance public safety. The challenge is to be respectful of free speech and protect everyone.
- Approved a five-year analysis of Fair Housing Choice, and an FY23-24 first year action plan with National Development Council. There is \$2 million in ARPA funds for homeless and housing with limited requirements on how to spend the funds. Also reviewing non-congregate shelter and human-first processes and understanding the needs of the homeless. There will be public hearings on the subject and will be presented at the January 12 City Council meeting.

Mayor Pro Tem Al Zapanta reported:

- The Charter Review Committee will report after the first of the year with recommendations. Council will review and vote to determine what will go on the ballot in an upcoming charter election.
- Commended Taylor and City staff on the Ethics Code updates.
- The Boards and Commissions required attendance and automatic renewal changes will be key discussions.
- Wished everyone a happy holiday season and thanked Gast and staff for their perseverance throughout the last few difficult years.

Councilman Mark Zeske reported:

- Thanked Holmgreen for his presentation report and glad to see things are trending upward.
- There are still labor challenges and COVID has changed the way we think about everything. There are still challenges to overcome.
- Appreciates the Board and staff for volunteering around the City and thanked them for their civic service.
- Wishes everyone a happy holiday and brighter 2023.

City Manager Chris Hillman reported:

- State of the City is scheduled for January 26 at 11:30 a.m. He thanked the Chamber and City Communications team.
- The new owners of the Toyota Music Factory (Brookfield Asset Management) gave a six-month assessment to City Executive staff with plans of investments and decisions over the next year. The Music Factory is well above the 2019 sales tax rate at this point.
- Construction Updates: MacArthur Blvd. will continue with an aggressive 1-1/2-year construction plan.
- Replacing panels in the road from Rochelle to Highway 114.
- Overlay project from Rochelle up to Byron Nelson and a complete reconstruction of road, water, and sewer in the Spring/Summer 2023. Coordinating with all entities in the area, including MacArthur High School, to hopefully limit the impact.
- The Irving Blvd. project is 45% complete and ahead of schedule. Hillman asked everyone to support the businesses in the area during the major reconstruction. It is not just a redo of the street, but of all the underground utilities, water, sewer, etc., with \$25 million paid for by Council of Governments (COG) grant.
- The City has been supporting local business and showing employee appreciation by sponsoring lunches. Several local area restaurants have served lunch to City employees.

- The City is actively moving forward with the Parks and Recreation Strategic Plan and finalizing the approach for aquatic facilities and next steps. Some facilities are over 60 years old with outdated equipment and damage that need repair. There is a 15-to-20-year plan that the Parks Board and City Council will be reviewing with plans to replace some of those facilities.
- Conversations are being held on youth sports and equal access to the City's fields. Working on a grant program to present to Council for association fees and an increase in field fees.
- Best wishes for the holiday season and 2023.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- Thanked Holmgreen for his presentation. She noted that staff will try once a quarter to bring presentations before the Board for perspective and a big picture across the industry, with several of the industry's trade associations based in the DFW area.
- Several months of ICC financials will be included in the January Board meeting and will then be caught up. The complete reports will be reviewed at the January Executive Committee meeting.
- Still anticipating the first two calendar quarters of 2023 will be soft with a mild recession. Irving Corporate meetings are sourcing dates but remain soft.
- Gast thanked Hillman and staff for their partnership, along with Irving Fire and Police Departments for their support at the ICC. She noted the City's Parks and Recreation Department brought in an industry event to the ICC and it is much appreciated.
- Executive Committee meeting attendees judged the annual ICVB/ICC holiday door decorating contest after their last meeting. It was a fun week of holiday activities for both staffs.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- November and December are typically slow and that is the case for this year as well.
- Four Seasons Dallas Resort and Club will have a new name as Ritz-Carlton Las Colinas, and good rates are posted on their website, which is a positive sign.
- Working on the Invited Celebrity Classic and USA Triathlon Multi-Sports events in April 2023.

Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- November and December were slow. There were 137 proposals and website traffic declined in November slightly, but blog traffic increased with 8,612 pageviews.
- Promoted content is performing well. TSAE was the top performer for website visits, followed by TripAdvisor and MPI.
- In November, the Staycations / Leisure Campaign generated 5,727 hotel referrals.
- Congratulations to General Manager Tom Meehan and the ICC for receiving the 2022 Stella Award for Best Convention Center in the Southwest.
- Announcement: Visit Irving was recognized in *Best of Meetings Today 2022* for Best South CVBs/DMOs.
- The ICVB holiday greeting video message was played for the Board. The ICVB holiday card, both print and digital, has the video message included.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA report for October shows:
- There were 554 available listings, a 29.7% increase over last year.
- The Average Daily Rate was \$219.55, a decrease of 2.81% over last year.
- Occupancy percentage was 56.1%, an increase of .09% compared to last year.
- For the hotel comparable subset, Average Daily Rate for October was \$110.14, an increase of 8.10% from last year, with Occupancy at 56.9%, a decrease of 3.78%.
- The Administration and Finance team continue to pay invoices and keep the Information Technology infrastructure safe.
- ICVB/ICC teams had a full week of holiday activities that included a scavenger hunt, hot chocolate, pancakes and plaid breakfast, game day, potluck, and gift exchange. Rose thanked the board members who volunteered as judges of the door decorating contest.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- The ICC audit year-end audit closed and next month will report on 3 months' worth of financial reports.
- October reports better than budget by \$85,000 and January is booked full.
- The FY2022-23 budget goal is to beat budget again and this year is off to a great start.
- The Best of Meetings Today 2022 award means a lot and is an award to ASM Global and the ICC.
- Building projects include:
 - Outside lighting on the outside upper and lower canopy with colors will start in January.
 - Grand Ballroom lighting project with color-changing lights is 85% complete.
 - Monument signs by the fountain have been started and should be completed in the next few weeks.
- Overall, the building is in great shape.
- Assistant General Manager Jeremy Pierce is working on the video boards and menu boards.
- ASM Global has seen different business levels across the board compared to 2019, and the ICC has been fortunate.
- Attended International Association of Exhibitions & Events and came away with valuable information and contacts, and the attendance was back to 2019 levels.
- Wished everyone a happy and prosperous holiday and new year.

INDUSTRY PARTNERS

Hotel Industry Updates

Board member Greg Malcolm:

- No STR report available for November but reporting for South Irving for November through December 10: Occupancy was at 71.1% and Average Daily Rate was \$131.95, RevPAR was \$93.79.
- In Irving, Revenue is \$1 million behind 2019 levels and labor is up 19%. Optimistic 2023 will be heading down the right path.

Board member Kim Limon:

- Preliminary STR data for November for the Hampton Inn Irving/Las Colinas finished 61.9% in Occupancy and 7.9% over the comparable set. The Average Daily Rate was \$108.77, growing but barely over the comparable set at 1.9%.

- December may finish with 55% Occupancy.
- It is a slow return on the hotel side of the tourism industry.
- Looking for two front desk positions, a Director of Sales position, and an Area Sales Manager.

Restaurant Industry Updates

Board member David Cole reported:

- Restaurants are still not back to 2019 levels.
- The National Restaurant Association Public Affairs Conference is scheduled for June 19-21, 2023, in Washington, D.C.
- The Texas Restaurant Association Statewide Board retreat is scheduled for the last week in February with Capitol visits on March 1, which is also the Chamber's Irving Day in Austin, Texas.
- Two Irving restaurants have applied for R-AB zoning, Politano's Pizza and Pasta which is already open but adding a bar, and a new-build Fogo De Chão coming to Irving on Highway 635 in front of The Dump furniture store.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Greater Irving-Las Colinas Chamber of Commerce:

Chamber President Beth Bowman reported:

- Thanked Board Chair and Gast for attending the Chamber's Board Strategic Planning Retreat. Discussions were held on industry concerns, infrastructure, and workforce. She also thanked the City for continuing to invest in the Chamber.
- The Chamber has 100 economic projects in the pipeline at various stages.
- The unemployment rate for Irving in October was 3.3%, State of Texas was 4%, and National rate was 3.7%.
- The Chamber was able to present their agenda at the Texas 88th Legislative Send-Off event at AT&T University last week and will stay in touch with representatives. It will be a challenging legislative session and will keep aligned with the ICVB agenda.
- ExxonMobil is moving its corporate headquarters to Houston.
- The Chamber's team #1 priority is retaining companies and reminding businesses of Irving's incredible assets and location.

Stewart expressed his appreciation to attend the legislative send-off event. He suggested reminding legislators that it is more than frustrating to spend four-plus hours driving to Austin, Texas to attend and speak at Committee hearings and then be delayed. When it is time to testify, half of the Committee leaves, which does not show support from them. He noted there should be a way to tactfully share with Senators and House Representatives the frustrations. Bowman acknowledged the concerns and added the need to work together to keep officials accountable.

Irving Arts and Culture

Executive Director Todd Hawkins reported:

- Irving Archives and Museum:
 - Only a few more days to see the "Green Book" exhibit through January 8. At 2:00 p.m. on Saturday, January 7 there will be a presentation on the Green Book sites in Texas.
 - The museum is holding an employee appreciation event for the City of Irving. Employees and their families will be admitted free of charge and there will be a 20% discount in the gift store for dates over the holidays.

- Irving Arts Center:
 - Hosted *Ballet Folklorico of Los Angeles for Noche Buena: A Christmas Spectacular* on December 2. The show was sold-out.
 - Continuing with the Celebration Series:
 - David Brighton's *Space Oddity: The Quintessential David Bowie Tribute* on January 27.
 - *Les Ballet Trocadero De Monte Carlo* on February 17.
 - The Kingdom Choir on February 26 in Carpenter Hall.
 - *Soul of America: A Tribute to Aretha Franklin* on April 14.

Las Colinas Association

Board member Hammond Perot reported:

- Performing end-of-year review – construction is down 50%, an uptick in estoppel process for commercial sale and is in line with mortgage rates, resale is down 15%. Keeping an eye on economic activity.
- Gearing up for the Las Colinas Association Annual Meeting in March. Materials will be sent out in January. There are no Board member changes.
- *Holiday in the Plaza* was held at Levy Plaza on December 3-4 and was a tremendous success. He thanked all those who volunteered and attended.
- The LCA is also reviewing state legislative items.

Bourgeois thanked the LCA for the holiday lights and landscape items throughout the Urban Center and noted everything looks beautiful.

Wishing everyone a happy holiday season, and the meeting adjourned at 1:07 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director