

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS**  
**Omni Las Colinas Hotel – Salon F**  
**January 23, 2023**

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair; Yassir Arafat, Beth Bowman, Dallas Burke, Karen Cooperstein, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, Nydia Hoskins, Julia Kang, William Mahoney, Greg Malcolm, Kelly O'Briant, Janie Perelman, Hammond Perot, Joe Philipp, Sam Reed, and Council Liaison Kyle Taylor – Board members; Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Mayor Rick Stopfer, Councilman Oscar Ward, Senior Assistant City Attorney Christina Weber, 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, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB. Guests: Irving Parks and Recreation Board Vice Chair Paul Silverlieb, Bear Kidwell, and Stephanie Booker – Hackberry Creek HOA member.

Board Chair Bob Bourgeois called the meeting to order at 11:46 a.m. and inquired if there were any citizen comments; there were none.

**CONSENT AGENDA**

- Approve the ICVB Board of Directors meeting minutes from December 19, 2022
- Approve the ICVB Financial Reports from November and December 2022
- Review of Hotel Occupancy Tax Collections
- Approve ICC Financial Reports from October and November 2022
- Accept the Revised September and October 2022 ICC CIP/Reserve Fund Financials

Bourgeois called for a motion to approve the Consent Agenda as presented. On a motion from Board member William Mahoney, and a second from Board Vice Chair Richard Stewart, Jr., the motion was unanimously approved.

**INDIVIDUAL CONSIDERATION**

Bourgeois called for a motion to approve amending the ICVB Irving ISD Scholarship Applicant Requirements to include students whose parents work in the Hospitality Industry as recommended by consensus of the Community Engagement Committee. On a motion from Board member Colvin Gibson, and a second from Board member Julia Kang, the motion was unanimously approved.

**CHAIR REPORT**

- Bourgeois encouraged Board members to sign up to serve on a Board Committee. A 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.
- A Conflict of Interest form was distributed as a handout for all Board members to complete and turn in to Office Manager Carol Boyer.

- An updated Board member roster was distributed as a handout. Any edits to contact information can be turned in to Boyer for revision. The roster will be posted on the Board portal.
- The next Board meeting is scheduled for February 27 at the Irving Arts Center.

#### COMMITTEE REPORTS:

##### Board and Business Development

##### Committee Chair Herb Gears reported:

- The next Committee meeting is scheduled for March 10.

##### Community Engagement Committee

##### Committee Chair Colvin Gibson reported:

- Recap of the January 17 Committee meeting discussions included:
  - The High Spirited Citizen recognition luncheon. The Committee is working toward a date in May 2023 for the luncheon. There may be a limited amount of time to receive new nominations.
  - The current applicant pool for the ICVB Irving ISD Hospitality scholarship is in dire need of qualified participants.
  - There is a lot of work for the Committee to complete this year and Gibson encouraged Board members to sign up to serve and assist.
- The next Committee meeting date is April 11.

##### Destination Development Committee

##### Committee Chair Greg Malcolm reported:

- The next Committee meeting date is February 14.

#### CITY REPORTS

##### Council Liaison Kyle Taylor reported:

- Hotel Occupancy Tax collections in January reports seven properties are currently delinquent. The City has hired Linebarger LLC to process delinquency collections.
- Amendments to the R-AB Ordinance were to be presented to the Planning and Zoning Committee with the recommendation of allowing restaurants city-wide to operate at a 40/60 ratio food to alcohol. The current Ordinance states 50/50 ratio and allows a 30/70 ratio in the Urban Center. Changes to the reporting processes were also presented.
- Discussion of revisions to the Smoking Ordinance to address vaping / electronic cigarettes.
- Ordinance inspections and development standards to meet international codes and state requirements.

In response to a request from Stewart to explain the 40/60 R-AB Ordinance, Taylor explained the proposal is for restaurants city-wide to be able to serve 40% food and 60% alcoholic beverages and moving to a 30/70 ratio will allow higher end places to attract their core customers. Changes to the reporting process would help enhance development in the Heritage District.

Mayor Rick Stopfer reported:

- The year has started out well. The City issued \$100 million in bonds to move forward with development across the City.
- Infrastructure projects continue to be difficult and challenging.
- The last water carbon pump station renovation is a \$30 million project with a two-year timeframe. The project replaces pumps and lines.
- Moving forward with a senior facility project.
- Looking forward to the Wells Fargo new building groundbreaking.
- DART Update:
  - Negotiated with DART for real estate to expand Fire Station #8.
  - City management is meeting monthly with DART's new management to review challenges with the system.
  - Partnered with Meadows Foundation on a homeless study to collect data and focus on a solution to respond respectfully and support people experiencing homelessness.

Assistant City Manager Philip Sanders

- Irving Blvd. road construction project is 50% complete and on schedule. The MacArthur Blvd. project will start at the end of January, along with Northgate Road utility work.
- A draft plan of the homelessness study was finalized and presented to City Council for final approval. It is an increasingly difficult situation, and the City is seeking federal funds for assistance.
- Also working on a new economic development program with grant money through ARPA for small businesses in recovery from COVID to navigate the new world in the aftermath of the pandemic.
- King Square was unveiled at the entrance of the Jackie Townsell area. It is a new pocket park and stands as a tribute to Dr. Martin Luther King, Jr.
- Frost Fest is scheduled for February 18.
- State of the City address is scheduled for January 26 at the Irving Convention Center.

Councilman Oscar Ward reported:

- The R-AB Ordinance will move forward to the next City Council meeting.
- The Sambuca restaurant property under construction in the Toyota Music Factory is still planning to open later this year.

Councilman Mark Zeske thanked Board members for their commitment and service.

## BUREAU MANAGEMENT AND STAFF REPORTS

### Bureau Management

Executive Director Maura Gast reported:

- Thanked Board member Nydia Hoskins and the Omni Las Colinas Hotel team for hosting the meeting.
- Gast noted industry articles in the packet report mixed messages on the hospitality industry recovery. The Executive Committee held discussions on the delinquent properties for hotel occupancy tax collections and the concern for the amount of properties who were delinquent in the month.

- The brand assessment project is progressing. Meetings were held with hotels, ICVB staff, ICVB Board leadership, Irving-Las Colinas Chamber of Commerce, and City officials to get additional input. A survey will be pushed out to the community for perspective on how they see Irving. The data gathering will take three months while working through results to refine messaging.

#### Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales team is doing well and has met their goal and is on pace for the year.
- The newest member of the sales team, Donna Groves who replaced Katherine DiPietro, will attend the Board meeting next month. She has also made her goal and is traveling this month.
- ICVB and ICC sales team members will attend the Southwest Showcase next month, one of the bigger trade shows in the industry.

#### Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- December was a typically slow month. There were 117 prospects and website traffic declined in December slightly with 49,911 sessions to the Irvingtexas.com site.
- Blog traffic decreased with 4,834 pageviews.
- Digital Campaigns:
  - Staycations performed well, generating 6,080 hotel referrals. YTD the campaign has generated 95,445 referrals, representing \$32.8 million in potential economic value.
  - Micro-campaigns to date have generated 10,010 hotel referrals, representing \$4.2 million in potential economic value.
- The advertising campaign was refreshed and rolled out in December.
- News clips are slowly coming in on the Four Seasons Resort flag change to Ritz Carlton.
- Pfaff thanked the Las Colinas Association for their coverage of the ICVB 50<sup>th</sup> Anniversary event in their newsletter (a copy of the publication was distributed as a handout).

#### Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA report for November shows:
  - There were 564 available listings, a 32.1% increase over last year.
  - The Average Daily Rate was \$215.51, a decrease of 6.47% over last year.
  - Occupancy percentage was 48.2%, a decrease of 12.61% compared to last year.
  - For the hotel comparable subset, Average Daily Rate for November was \$114.17, a decrease of 12.18% from last year, with Occupancy at 49.5%, a decrease of 12.18%.
- The Administration and Finance team is working on coordination of the branding study and next steps.
- Rose recognized CVB Technology Manager Brice Petty for his completion of the Palo Alto certification program. The program demonstrates that engineers can correctly deploy and configure Palo Alto networks and next-generation firewalls while leveraging the rest of the platform. Petty spent many hours studying and diligently working on passing the exam. This is a huge achievement, and it will save the ICVB money as it decreases our need for outsourcing.

## CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- The ICC financials are complete for October and November 2022.
- The first two months of the fiscal year there were 39 events, compared to 30 last year and 31,232 in attendance compared to 29,246 last year.
- October/November hotel rooms booked are 6,328, compared to 5,916 last year.
- Total event income beat 2019 numbers, but at the same time beat the highest expense amount ever due to higher labor, food, and supplier costs.
- The ICC is off to a solid start and the remainder of the year forecast looks good.
- Building projects include:
  - Outside LED lighting project on the upper and lower canopy has started.
  - Grand Ballroom lighting project with color-changing LED lights is complete and looks incredible. The Hilti event in January was the first group to experience the lighting and they were blown away with the options for their events.
  - The new monument sign by the fountain is complete and the sign on Highway 114 is 98.5% complete with a final review of the details.
  - Pre-function space and column lighting will change to LED lights, as well as the elevator shaft and mezzanine area on the first floor.

## INDUSTRY PARTNERS

Hotel Industry Updates

Board member Greg Malcolm:

- STR report for Irving reports December ended at 57.9% Occupancy, \$107.20 Average Daily Rate and RevPar of \$62.08.
- Hotel property at Highway 183 and Valley View reports 74.2% Occupancy and Average Daily Rate of \$139.90.
- 2023 numbers are projected to reach 2019 numbers.

Board member Nydia Hoskins:

- The Omni Las Colinas ended December with 56% Occupancy and an Average Daily Rate of \$200.70.
- It was a banner year for Occupancy but not where it should be.
- New revenue streams and new programming continue to do well.
- The front property driveway project is completed and new carpet in the Ballroom is being installed the week of March 9.
- January is off to a great start, with this weekend sold out and 15 groups in house.
- Short term business is strong and transient business travel is up.
- The Omni sales team has hired three more people.

## DCURD

Board member Dallas Burke reported:

- There are 29 projects scheduled for 2023.
- Several dredging and other waterway maintenance projects are underway or on tap.
- Upgrading Lake Carolyn safety signage, emergency cables and ladders.
- Improvements to Mandalay Canal are planned. Currently updating all electrical so that LED lighting and additional tree lighting can be added to brighten the area.

- Irving Flood Control District 1-A has some major dredging projects planned, along with ongoing levee maintenance improvements. The Corps of Engineers will be onsite in March to perform a periodic inspection that is required for all federal levee systems.
- Irving Flood Control District III has several large flood control improvements, including replacement of sluice gates and two more rebuilt storm water pumps being installed. One more final pump is being rebuilt and will be in service this Spring.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce:

Chamber Chair Janie Perelman reported:

- The Chamber's Economic Development team continues to have a strong pipeline of projects and prospects with 100 in various stages. One-fifth of these are Corporate headquarters.
- The unemployment rate for December reports Irving's rate declining to 2.9%. This is the first time the rate has been below 3% since 2019. Irving's rate is lower than both Texas at 3.6% and national rate of 3.3%.
- The 88<sup>th</sup> Texas Legislative session began on January 10 and the Chamber is working closely with the legislative action team to advocate for the Irving-Las Colinas business community.
- Irving Advocacy Day in Austin is on March 1 and all Board members are encouraged to attend.
- The 2023 State of the City is scheduled for January 26 at the Irving Convention Center, hosted by the Chamber. This year's theme is *Reinvesting in Today, for Tomorrow*.

Irving Arts and Culture

Executive Director Todd Hawkins reported:

- Irving Archives and Museum:
  - New special exhibit "Fighting for the Right to Fight: African American Experiences in World War II" will open on January 27. The exhibit features artifacts, photographs, and oral histories to highlight some of the extraordinary achievements and challenges of African Americans during World War II.
- Irving Arts Center:
  - 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:

- The LCA annual Board meeting will be held in March with new Board member elections.
- Architectural control saw 858 submissions and construction activity is down from 2021.
- Continuing to work on the LCA 50<sup>th</sup> Anniversary celebration.
- The Urban Center holiday lighting was an enormous success and appreciated by so many.

Closing thoughts

- Bourgeois reminded the Board to sign up for service on a Committee and complete the Conflict of Interest form.
- The ICVB has a team that walks the 5K race in the Irving Marathon Series. The next event is on February 18, and he encouraged all to join the team.
- Gears noted the ICC is full today with activity, school buses and students. Meehan stated the event is a DECA (Distributive Education Clubs of America) high school event with 2,000 students.

With no further discussion, Bourgeois adjourned the meeting at 12:48 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director