

## MINUTES

**Irving Convention & Visitors Bureau Board of Directors  
Monday, March 25, 2024 at 3:30 PM  
Irving Convention Center  
500 W. Las Colinas Blvd., Junior Ballroom C-D  
Irving, Texas 75039**

Attendance: Richard Stewart, Jr. – Board Chair; Michael Basoco, David Cole, Colvin Gibson, Todd Hawkins, Nydia Hoskins, Cambria Jones, Julia Kang, Kim Limon, Greg Malcolm, Joe Philipp, Sam Reed, Dick Rogers – Board Members; Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Mayor Rick Stopfer, Senior Assistant City Attorney Christina Weber, and Councilman Al Zapanta – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Maura Gast, Lori Fojtasek, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, Matt Tungett, and Monty White – ICVB. Toyota Music Factory General Manager Eric Albert – Guest.

Board Chair Richard Stewart, Jr. called the meeting to order at 3:30 p.m. and inquired if there were any citizen comments; there were none. Stewart expressed his appreciation for all attending and being flexible with their schedule. Also, some agenda items may be taken out of order to accommodate the schedule for several members are attending a Hotel Association meeting today.

### CITY REPORT

Mayor Rick Stopfer:

- City Council called a general municipal election for City Council Districts 4, 6 and 8, as well as a special bond election for the City Hall Complex on May 4.
- Several activities across the City highlighting the diverse culture in Irving.
- City Council has approved the design contracts for both Senter Park indoor aquatic facility and Mustang Park multi-generational community recreational and aquatic center.
- Music on Main at Heritage Park is set to begin each Friday evening in April.
- The Irving-Las Colinas Chamber of Commerce is busy working on several business opportunities.
- Wells Fargo topping out ceremony had several executives from Wells Fargo San Francisco in town. There will now be 7,000 employees in the two buildings of the project. They are excited the City is investing funds into the area. Anticipating occupancy late July 2024.
- Christus Health is moving into their new facility and looking at moving forward with an addition on the property adjacent to the new building.
- Ritz Carlton Las Colinas (formerly Four Seasons) held a soft opening of their new restaurant Knife Italian. The property and restaurant are bringing a lot of attention to Irving.
- New condominium property is moving forward to build on the former Byron Nelson parking lot. It will be a 120-unit high rise.
- Residential property continues to boom with interest. Several multi-family units are proposing affordable housing, with one area by the airport under construction.
- Partnering with Dallas County for design of a domestic family/children violence facility. It will be a \$10-12 million project and the land has been identified.
- The Yellow Heart Memorial returned to Irving with an opening ceremony on March 13 at the Irving Archives and Museum. The memorial is open to the public through April 7. People from across the U.S. travel to pay their respects and view this powerful symbol of remembrance.
- A Colombian group is bringing their yearly get-together to Levy Plaza in July, with over 2,000 attendees expected.

#### CONSENT AGENDA

- Approving the ICVB Board Meeting Minutes – February 26, 2024
- Accepting the ICVB Financial Reports – February 2024
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the Irving Convention Center Financial Reports – February 2024

Stewart asked for a motion to approve the Consent Agenda; with a motion from Board member Colvin Gibson and a second from Board member Sam Reed, the motion unanimously was approved.

#### PRESENTATION

Toyota Music Factory Updates – General Manager Eric Albert gave a brief update on the TMF planned renovations and a handout of the presentation was distributed:

- New planned tenants to date include Jaxon Texas Kitchen & Beer Garden, Pistil Lounge & Garden, Shoals Barbeque, Chino Latino Asian Fusion Bistro, The Table American Eatery, and the recently opened Rayleigh Underground.
- Redesign of the plaza will create a new hub of activity.
- Creating a better connection to the surrounding hotels, Convention Center, and future corporate offices.
- Graphic enhancements and signage updates will reflect the character and story of TMF.
- Open area store fronts, "Instagram-friendly" and interactive murals utilizing area artists and neon cowboy landmark sign will enhance the entire area.

In response to a question, Albert added the TMF area is 99% leased. A social media campaign will be going out and a construction camera will be set up for viewing. Councilman Al Zapanta suggested considering working with Irving Arts and Culture for local Irving artists and including some Latino arts. Albert noted those conversations have begun. Stewart invited Albert to return at a later date with an update as the Board has a strong interest in the project.

#### HOTEL INDUSTRY UPDATES

Board member Greg Malcolm reported:

- STR Reporting for Irving in February 2024:
  - Occupancy in was 64.1%, down 9.4% from previous year.
  - Average Daily Rate was \$129.17, up 4.8% for the year.
  - RevPAR was up \$82.77, down 5.1% for the year.
- STR report for South Irving in March:
  - Occupancy at 81.7%.
  - Average Daily Rate \$142.19, up 1.5%.
  - RevPAR was \$116.16, up 1.4%, pacing better than previous year.

Board member Nydia Hoskins reported:

- Omni Las Colinas in February was busy with 61% Occupancy and RevPAR \$139.29.
- Total Revenue per Room Occupancy was slightly above \$500 – up in F&B and booked several last-minute conferences.
- March is much slower and may miss budget. April and May are remarkably busy with solid business.

- Renovation is starting and beginning with water valve replacements at half-occupancy.

Board member Kim Limon reported:

- Hampton Inn Las Colinas in February showed Occupancy 71.6%, up 18.7%.
- Average Daily Rate of \$129.90, down over last year.
- RevPAR at \$86.54, up 9.9% from last year.
- March will end close to budget and April is busy.

#### RESTAURANT INDUSTRY UPDATE

Board member David Cole reported:

- Cavalli's Pizza at Belt Line Rd. and Hwy 635 has permanently closed.
- Michael's Italian Kitchen restaurant at MacArthur Blvd. and Hwy 114 has permanently closed.
- Cole spoke to manager of The Ranch restaurant, and he noted since the opening of the new Embassy Suites, The Ranch has served 75-100 covers more per day compared to last year before the hotel opening.
- Delucca Gaucho Pizza is opening soon in the space previously occupied by The Keg.

#### PRESENTATION

Irving Hotel Outlook – Tourism Economics Update

Assistant Executive Director Administration and Finance Susan Rose gave a brief presentation from Tourism Economics and a copy of the presentation was distributed.

Oxford Economics Macro team:

- U.S. Context
  - The U.S. economy is expected to slow down in 2024.
  - The result of higher interest rates is not felt yet and spenders are being cautious.
  - Curtailed spending will mildly impact travel.
  - Excess savings are now largely exhausted and more concentrated among the wealthiest households.
  - Debt has risen in some important categories and credit card debt is coming back at higher interest rates.
  - Delinquency rates are rising with borrowing costs surging.
  - Room demand will continue to normalize in 2024. International and group demand have room to grow, and U.S. demand has essentially recovered to 2019 levels and is expected to normalize.
- Irving Lodging Forecast
  - Room revenue is expected to be 8.5% above 2019 levels in 2024, while operating and labor costs have risen 25%.
  - Forecast summary shows a 5% weaker RevPAR than anticipated.
  - It may take beyond 2026 for real RevPAR to recover to its historical average.
  - Hotel performance in Irving continues to recover.
  - Consumer spending on the normalization of room demand with both play a role. Urban center trends are growing year-over-year, while all other market types are flat or declining.

#### BOARD CHAIR REPORT

- Stewart reminded and encouraged all Board members to sign up for the City and State mandatory Boards and Commissions training.
- Next Board meeting is scheduled for April 22 location TBD.

#### COMMITTEE REPORTS

##### Board and Business Development

Committee Chair Sam Reed reported:

- Recap of March 8 meeting:
  - Discussion was held on new Board member orientation.
  - A copy of the Board member self-evaluation form will be included in an upcoming Board meeting packet for completion.
  - The former Board member luncheon was a success, and the 2024 luncheon will be scheduled in the Fall.
  - A Strategic Plan discussion was centered around relationship-building.
  - Next Committee meeting is scheduled for June 14 at 9:00 a.m.

##### Community Engagement Committee

Committee Chair Colvin Gibson reported:

- Thanked the Board members for the High Spirited award nominations that have been received. Initial screening of nominees will be completed for the Class of 2024 by the end of April 2024. A nomination form was distributed.
- Firming up plans for a community engagement initiative at the Heritage Society Annual Fish Fry.
- The next Committee meeting is April 16.

##### Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next Committee meeting is May 14 at 11:30 a.m.

Zapanta mentioned on Wednesday, March 27 a group of 30 seniors from Irving ISD high schools will be visiting the Irving Convention Center as part of the Future Leaders of Irving program.

#### CITY REPORTS

Assistant City Manager Philip Sanders reported for City Manager Chris Hillman:

- Thanked Albert for the presentation update on the Toyota Music Factory.
- City Council approved the design for two new aquatic centers; Senter Park and Mustang Park at the February 22 Council meeting.
- All other points of interest were covered in Mayor Stopfer's update.

Councilman Al Zapanta also deferred to Mayor Stopfer's report and noted:

- Council is gearing up for this year's budget retreat with discussion around new Ordinance impact fees and the Exxon Mobil and PUD-6 developments.
- Discussing Noise Control Ordinances and the direct impact of transitioning buildings from warehouses to data centers.

## BUREAU MANAGEMENT AND STAFF REPORTS

### Bureau Management

Executive Director Maura Gast reported:

- Thanked Board for their flexibility with the meeting schedule and apologized for the necessary last-minute adjustment for today's meeting.
- Gast noted as a follow-up from the Executive Committee meeting, the two OYO hotels that are currently delinquent in their tax collections have two different owners.
- Delinquent Hotel Occupancy Tax collections court hearing has been postponed until November 7. The current report balance, including penalties and interest is \$930,000.

Gast also gave the Live Nation report for Board member Tommy DeBeaudry in his absence:

- There are 16 confirmed special events for the year, some spanning multiple days.
- April events include:
  - Sessanta: Primus, Puscifer, A Perfect Circle – April 12
  - Bailey Zimmerman: Religiously. The Tour – April 13
  - Social Distortion and Bad Religion – April 18
  - ALT103.7 Presents Blue October – April 20
  - Riley Green: Ain't My Last Rodeo Tour – April 25
- Hosted Live Nation Legends Road Show on March 4-6. All General Managers and concessionaires attended.
- The Pavilion is one of 16 venues with a goal of 70% or more landfill waste and will soon end single-use plastics at The Pavilion to assist with their recycling efforts.

Assistant Executive Director Sales and Services Lori Fojtasek:

- Hosted a *Smart Meetings* magazine event in Irving. The publication is for industry meeting planners, and they chose the Ritz Carlton Las Colinas for their group. The ICVB hosted a dinner event at Rayleigh Underground with a theme of "Rock the Underground." It was the first group to have a buy-out event at Rayleigh Underground. The event was an enormous success and the building looked beautiful.
- Fojtasek showed a video from ICTN of the "Rock the Underground" event.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- A video of the upcoming "Total Eclipse in the Park" event at Levy Plaza on April 8 was shown.
- Pfaff expressed her thanks to Las Colinas Association and the City of Irving for their assistance.
- A specially curated moon pie box was distributed that featured fun facts and a moon pie.
- The Board will receive an invitation to the VIP area with a parking pass and glasses. RSVPs are needed and she encouraged everyone to arrive early. Activities start at noon.
- The world's largest edible moon pie is being created by Executive Chef Eduardo Alvarez at the Convention Center.
- Pfaff encouraged Board members to review the MarComm report and articles that are included in the packet.

#### Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported the CVB is using a new data software called Symphony to create charts and graphs that will be the new format for this report:

- STR Data for Irving in February 2024:
  - Occupancy was 64.1%, Average Daily Rate of \$129.17 and RevPAR of \$82.77.
  - Last six month's performance and year-over-year comparison graph are included in report.
  - Short term rental data shows Occupancy of 45.5%, down 2.9% compared to last year, and Average Daily Rate of \$220.01, RevPAR \$100.14.
  - Supply / Demand and Revenue information will also be included, as well as some Tourism Economics information going forward.
- The Administration and Finance team continues to update the Board portal for 2024. The portal has the most up-to-date information for Board members.
- Working on a new expense software conversion which will roll out to staff at the end of March.
- Beginning the FY2024-25 budget process.

#### CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- In February there were 19 events and 31,945 attendees and 67 events YTD.
- On a record setting pace with financials
- The sales team is challenged with extremely limited space availability.
- Projects in the building:
  - The monument sign construction on Hwy 114 will be starting soon.
  - All other projects are going well, including the LED lighting on columns and outside staircase.
- Meehan reported Chef Alvarez is on the fourth attempt of the world's largest moon pie and determined to make it as perfect as possible.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving Arts and Culture Executive Director Todd Hawkins reported:

- Rumors: Fleetwood Mac Tribute band will perform on Thursday, March 26.
- Hawkins expressed his gratitude for the several mentions of art programs that are happening, including the Yellow Hearts Memorial.
- LaFrontera: A Border Exhibition at the Irving Archives and Museum in the Community Gallery. It is a human look at the border crisis. The event on March 22 had over 200 people and 90% of them were first-time visitors. It was powerful to introduce our community and the power of the arts.

The Arts Board is working on changing their bylaws and committee structure and using the ICVB structure as an example.

LAS COLINAS ASSOCIATION

Board member Julia Kang reported for Las Colinas President Hammond Perot:

- LCA Annual Meeting is scheduled for March 26, with two open Board positions.
- Hosting the Mandalay Canal Light Club with an al fresco event enjoying live music and beverages. Bites and libations will be available for purchase from Venetian Terrace and live music curated by Toyota Music Factory. Lights will illuminate the canal with a sound activated light show synchronized to music. Events are April 10-11, May 15-16, and June 5-6.
- Irving Marathon PawsColinas presented by the LCA is scheduled for Saturday, April 20 at Levy Plaza benefiting Canine Companions.
- The 5<sup>th</sup> Annual LCA Bowl-a-thon will be held on September 4 from 6-9 p.m. at Pinstack Las Colinas benefiting Irving Cares as this year's non-profit partner. 100% of proceeds will be donated.

TIF

Chair Dick Rogers reported:

- TIF has received and is reviewing budget that includes Wells Fargo and other projects.

With no further discussion, Stewart adjourned the meeting at 4:50 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME

Executive Director