

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Arts Center – Suite 200
March 28, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Dallas Burke, Karen Cooperstein, Herbert Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, John Nicks, Kelly O’Briant, Hammond Perot, Michael Randall, Nydia Hoskins, Sam Reed, and Richard Stewart, Jr. – Board members; Council Liaison Mayor Pro Tem Kyle Taylor and Deputy Mayor Pro Tem Al Zapanta – City of Irving Elected Officials; Assistant City Manager Philip Sanders, Interim Chief Financial Officer Bret Starr, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Brice Petty, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB; Guests: Vice President of Governmental Affairs & Communications Erica Mulder – Irving-Las Colinas Chamber of Commerce; Katherine DiPietro, Wendy Foster, and Kathy Levine – ICVB staff.

Board Chair David Cole called the meeting to order at 11:45 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from February 28, 2022
- Accept the ICVB Financial Reports for February 2022

Cole called for a motion to approve the Consent Agenda as presented. On a motion from Board member William Mahoney and a second from Board member Karen Cooperstein, the motion was unanimously approved.

INDIVIDUAL CONSIDERATION

Cole called for a motion to approve the ICVB Board and Business Development Committee nomination of Live Nation Toyota Music Factory General Manager Tommy DeBaudry to fill the Industry-at-Large seat on the Board. On a motion from Board Member Richard Stewart, Jr. and a second from Cooperstein, the motion was unanimously approved.

BOARD REPORTS

COVID-19 / American Rescue Plan Act Update

Executive Director Maura Gast reported a new variant virus has been reported and staff remains hyper-cautious in their safety and sanitizing guidelines. Business is still trending well, and the Board will be updated with any changes in the market.

BOARD CHAIR

- Cole and Gast recognized and thanked the following awardees for their service:
 - Assistant Executive Director Administration and Finance Susan Rose – 30 years
 - Accounting and Budget Director Marianne Lauda – 35 years
 - Sales Manager Katherine DiPietro – 15 years
 - Convention Services Manager Kathy Levine – 10 years
 - Senior Convention Services Manager Wendy Foster – 5 years
- Cole noted the next ICVB Board of Directors meeting will be held on April 25 at the Hilton Garden Inn DFW South.

BOARD COMMITTEES

Board and Business Development Committee

Committee Chair Richard Stewart, Jr. reported:

- Thanked the Board for approval of the Industry-at-Large Board position.
- The next Committee meeting is scheduled for June 10.
- The Committee has excellent community leaders and experience and is discussing the Board appointments and commitments. Will work along with City Council to identify people willing to serve that have the expertise and time to commit to Board participation. He noted all Board members are encouraged to attend Committee meetings.

Community Engagement Committee

Committee Chair Cooperstein reported:

- A recap of the High Spirited Citizen luncheon with recipients comments was discussed.
- The Committee discussed moving forward with an annual program for High Spirited Citizen nominees.
- There will be a temporary pause in nominations for the program.
- The next meeting will be held on July 12.
- The Committee agreed to meet at 9:00 a.m. going forward.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next meeting will be held on May 10 at 11:30 a.m.

Cole asked all Board members to send an email to Office Manager Carol Boyer if they are not attending Board and/or Committee meetings. Attendance records are recorded with absences noted in categories: Company Business, Other or Represented by another individual.

CITY REPORTS

Mayor Pro Tem Kyle Taylor reported:

- City Council met last week and discussed William Square Plaza, Charter review, Boards and Commissions.
- The Boards and Commissions Committee will look at the nomination process to have the best qualified candidates with a willingness to serve. Council and City staff will have a role in that process and Taylor will continue to work with the ICVB Board and Business Development Committee.

- A Special Council meeting was held at the Convention Center with economic incentives as the main topic. He thanked Chamber Chair John Nicks for his valuable input and insight.
- The High Spirited Citizens luncheon was a wonderful opportunity for the recipients and their family and friends to be recognized and appreciated.

Deputy Mayor Pro Tem Al Zapanta reported:

- He expressed his thanks to Nicks for his input and direct comments at the Council's Special Meeting. This is a competitive market and important for the City to keep up. Nicks gave input on what a company is looking for in a City and why when deciding on corporate locations.

City Manager Chris Hillman reported:

- Williams Square Plaza project will be completed April 16. A ribbon cutting ceremony is planned for late May/early June. He expressed his appreciation for everyone who worked on the project.
- The City is starting the FY2022-23 budget process and Strategic Planning review. Looking at a five-year plan for the General Fund and how to continue to manage increases.
- The Diversity and Inclusion Committee will hold a cultural symposium on April 12. It is a community event in partnership with the Islamic Center of Irving for a cultural and educational experience.
- A new sign honors the late, former Assistant City Manager Ramiro Lopez, who served the City for 12 years. The City's Briery Yard facility entrance has been renamed Ramiro Lopez Way. His family was there to celebrate and remember a great man and his impact on the City as a whole.

BUREAU MANAGEMENT AND STAFF REPORTS

Gast reported:

- The ICVB is beginning the FY2022-23 budget cycle process.
- The March 25 Executive Committee meeting reviewed financials year-over-year back to 2019 and is looking at the work that needs to be done to stay on the five-year path to financial stability as outlined in the Strategic Plan.
- Next month's Executive Committee meeting will have an updated forecast from Tourism Economics; highlights of that update will be presented at the April 25 Board meeting.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The ClubCorp Classic event at the Las Colinas Country Club on April 22-24 and the Cole Swindell concert at The Pavilion at Toyota Music Factory being held in conjunction with it will bring in crowds and good exposure for Irving.
- The 2022 USA Triathlon Multisport Festival will be held April 28-May 1 in Irving. This is the first-ever event bringing together six multiple race formats. All races will utilize Irving's Levy Event Plaza.
- The ICVB is also hosting the Texas Society of Association Executives (TSAE) with approximately 600 meeting planners in September. She noted there may be some volunteer opportunities for Board members during the event, much like what was done for RCMA a few years ago.
- April 7 is Global Meeting Industry Day – ICVB Sales will join as a sponsor of the event to showcase how the hospitality market flows through DFW and the impact on the City.

- ICC Director of Sales Matt Tungett has been hired as ICVB Corporate Sales Manager and will begin on April 18. Everyone is looking forward to working with him.

Marketing and Communications

Assistant Executive Director Diana Pfaff reported:

- February was a good month with 124 lead prospects, an increase over previous months.
- Website traffic had 64,737 total sessions to both websites and holding steady.
- Blog traffic had 7,546 pageviews in January.
- Paid search advertising engagement remained level with 9,375 site visits.
- Blog traffic increased in February with 9,658 pageviews.
- Social media added 1,577 additional Followers and Likes.
- Staycations Campaign generated 6,949 hotel referrals. In the last twelve months, the Staycations Campaign has generated 22 million impressions, 127,048 hotel referrals year-to-date, with a potential economic value of \$28 million.
- This fiscal year the Meetings Campaign generated 4,868 website sessions and 47 meeting inquiries.
- YTD Promoted Content Campaign generated a combined 7,068 visits through social media and the ICVB blog.
- The Online Travel Agency Campaign produced 10,680 hotel bookings and 21,562 room nights, which generated \$2,377,593 in direct hotel revenue.
- Micro-Campaigns to date have six sports and two concert micro-campaigns, generating 3,036 hotel referrals. Combined, they represented \$1.3 million in potential economic value.
- Assisting the City and Chamber with the Club Corp Classic event and helping to push ticket sales.
- Pfaff thanked Cooperstein for her leadership on the Community Engagement Committee and guidance in the High Spirited Citizen program. She expressed her appreciation to General Manager Tom Meehan, Tungett, and the ICC team. The luncheon was a momentous event.

Administration and Finance

Assistant Executive Director Administration and Finance Susan Rose reported:

- February AirDNA Report shows:
 - There were 395 available listings in Irving, which was a 4.4% decrease over last year.
 - The Average Daily Rate was \$227.23, an increase of 27.56% over last year.
 - Occupancy increased 3.97% compared to last year.
 - The hotel comparable subset Average Daily Rate for January was \$109.56, an increase of 12.82%, Occupancy of 59.6%, an increase of 8.70% from last year.
- Administration/Finance Department:
 - The team attended several days of training to rebuild, refocus, and leverage our strengths. A Committee has been assigned to work through the priorities and objectives and will present to all staff.
 - Working on the budget and carefully looking at priorities.
 - The team will continue to volunteer to work concessions with ICC staff.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- The February 2022 ICC financials will be reported in next month's packet, along with March 2022.
- Missed budget by \$20,000 but the forecast is strong for the rest of the year. Numbers are not back to 2019 figures but show a solid path.
- There are between 15-20 events a month with a different mix of groups from previous years.

Director of Sales Matt Tungett reported:

- Extremely excited for the new role and challenge with the ICVB after 12 years at the ICC.
- March was busy with the Teen Book Festival, and NBM Graphics Expo which is the largest tradeshow of the year and a repeat client. First in Texas Robotics event was held last week.
- Also signed the first Corporate group of the year with significant guest room impact.
- April has cheer/dance events, Texas Association of Student Councils, and Tumbling USA Gymnastics.
- Guest room bookings YTD are 14,000, compared to last year 5,300.
- Hosted an Austin client luncheon for the first time in two years and attendees were excited to be back.

INDUSTRY PARTNERS

Hotel Partners

- Malcolm reported the February report for the City shows 64.5% Occupancy, Average Daily Rate is \$107.53, and RevPAR of \$69.37.
- South Irving reports 70% Occupancy, Average Daily Rate of \$127.02 and RevPAR of \$88.91.
- Hilton Garden Inn DFW South for February 2022 is showing 77.9% Occupancy, \$126.97 Average Daily Rate and RevPAR of \$98.93.

Board member Nydia Hoskins reported:

- Omni Las Colinas had some cancellations in February and reported Occupancy of 35% and Average Daily Rate of \$189.97.
- March is off to a much better start.
- Excited to report the Catering Manager is returning.
- Feel strong about Spring and Summer.

Board member Kim Limon reported:

- Hampton Inn Irving/Las Colinas ended February with Occupancy of 62.2%, Average Daily Rate of \$100.59, and RevPAR of \$62.96.
- The property did make budget in February and March is hitting at 70% Occupancy with an Average Daily Rate of \$105.95.
- Hiring staff and trying to get back to full available occupancy.

RESTAURANT INDUSTRY

Board Chair David Cole reported:

- iFratelli business plan is to have good locations in areas that generate 1,200-1,500 lunch sales from 11 am to 3 pm. Sales are tracked by the U.S. Economy State Tracking system by pizza sale Monday through Friday. During the pandemic sales were 200-300 per day. The iFratelli Las Colinas location just went back over 2,000 average and blew away every other city in the state.
- Cole was a judge this year at the Texas Pro Start Invitational in Plano. The culinary curriculum is in all four Irving high schools. The Invitational includes two regional competitions and a state final competition with more than 350 culinary arts and restaurant management high school students. Cole would love to capture the event for Irving one day.
- Board Vice Chair Bob Bourgeois will Chair the April Board of Directors meeting while Cole is in Washington D.C. for the National Restaurant Association Meeting.

DCURD

- Board member Dallas Burke reported:
Thanked Hillman and City inspection crew for their assistance in the stormwater pump station emergency generators project. They are a top-notch crew and arrangements are being made with DART and the City to close Lake Carolyn Parkway and California Crossing for the delivery of the unit. There will be a grand opening and will invite everyone to see the improvement for the Urban Center flood control.
- Erosion control wall installation is underway on Cottonwood Creek segment 1 and 5 and Lake Bobcat. These were waterway slope failure locations and repairs are being made to the slope and water's edge.
- Dredging project projects continue and has removed 15,000 cubic yards of silt. Dredging is underway at Las Colinas Blvd. at Fluor and will remove 10,000 yards of silt from the upper end of that floodway. Dredging is scheduled for Hackberry Creek and Southfork Hackberry Creek at Highway 114.
- Advertising for bids is underway for Lake Carolyn new wall construction test project. The project will replace 400 linear feet of concrete stem wall with a vinyl sheet pile. Projected savings of 30-40% and a 100-year lifespan.
- New DCURD Board member Roy Santoscoy has been appointed by City Council replacing outgoing Director Charles Cotton.
- Two rebuilt flood controllers for the Diamond Interchange are completed one year ahead of schedule and an inspection will be completed on April 19.
- New Irving Flood Control District I Board member Calvin Lewis of Dr. Pepper Snapple was appointed by City Council.
- New Board member Shree Asanare appointed by City Council filling a position that has been vacant for a few months.

Irving-Las Colinas Chamber of Commerce

Board member John Nicks reported:

- Economic Development Team continues to fill the pipeline, representing \$31 million in capital investment and 46,000 jobs and 26 million square feet of commercial space.
- This fiscal year there have been nine corporate wins, and five are corporate headquarters and four are international corporations.

- U.S. Department of Labor reports Unemployment rate remains flat from January and Irving continues to show a downward trend.
- The Chamber team is finalizing Federal priorities and the Board will continue to meet on these in April.
- The Chamber website is being updated ahead of the municipal elections with candidate information.
- Women's Leadership Forum: The Great Resignation on April 7 with a virtual panel discussion on the latest workplace economic trend.
- The "Best in Irving" awards will be presented at the Five Star Mixer on April 26 at the Omni Las Colinas. He encouraged everyone to vote.

Arts and Culture

Executive Director Arts and Culture Todd Hawkins reported:

- Welcomed the Board to the Arts Center and invited everyone to tour the four exhibits currently on display in the galleries.
- March is National Youth Art Month; for over 30 years, the IAC has celebrated in partnership with the Irving ISD. Student art works are exhibited in the Main Gallery.
- Carpenter Lobby current features selections from the IAC permanent collection, highlighting a few particularly important works that have been donated over the years.
- Courtyard Gallery features selections from the IAC's Teen Ambassadors.
- Dupree Lobby has *Partituren/Time Stands Still: Photographs by Michael Matthews and Michael Kruscha*.
- Hosted the Dance Planet 25, a dance workshop by the Dance Council of North Texas. There were over 1,100 people from across North Texas who participated in performances, workshops, and Master Classes. The IAC will continue to recruit multi-day events with the potential of generating room nights, a goal shared with the ICVB.
- Continuing the IAC's Celebration Series with "VIVA Trio" on April 7.
- "The Queen's Cartoonists" on May 1 at 2:30 pm plays music from classic cartoons and contemporary animation.

The Las Colinas Association

Board member Hammond Perot reported:

- The Las Colinas Association Annual Meeting was held March 22. Harry Lake was elected Commercial Representative and Carl Klinke is Residential Representative.
- 2021 shows a slight uptick in alarms processed by LCA Security, with response time of five minutes. Most were technical alarm errors and two valid commercial burglary alarms.
- Over 2,000 fire alarms, with two valid fires.
- There was a slight decrease in compliance cases opened. Common issues were fence repairs, landscaping maintenance and unapproved improvement to property.
- There were 552,000 total miles driven by security patrol in 2021 with six vehicles out on the street.

Cole noted there is a copy of The Las Colinas Association newsletter at each place and in the Board packet for review.

TIF

Board member Michael Randall reported:

- The TIF Board has not met since the last ICVB board meeting.
- TIF Board member Brad LaMorgese has resigned to run for City Council and Dan Niemeier will replace him and be a great asset to the Board.

Cole noted instructions for registration to the Irving Marathon Series is at each place and he encouraged everyone to join the ICVB team. He thanked the Irving Arts Center for hosting and LaMargarita for catering the meeting.

The meeting was adjourned at 12:53 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director