

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Hilton Garden Inn DFW Airport South
April 25, 2022

Attendance: Bob Bourgeois – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, Karen Cooperstein, Herbert Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, John Nicks, Kelly O’Briant, Hammond Perot, Joe Philipp, Sam Reed, and Richard Stewart, Jr. – Board members; Interim Chief Financial Officer Bret Starr and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan – ICC Staff; Carol Boyer, Maura Gast, Brice Petty, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB; Guests: Economic Development Manager Bryan Haywood, representing Assistant City Manager Philip Sanders.

Board Vice Chair Bob Bourgeois called the meeting to order at 11:51 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

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

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 member Richard Stewart, Jr., the motion was unanimously approved.

PRESENTATION

Assistant Executive Director Finance and Administration Susan Rose gave a brief overview of the Tourism Economics Irving Hotel Outlook quarterly report. The report was reviewed in detail at the April 22, 2022, ICVB Executive Committee.

U.S. Context

- Pandemic impact on travel was rapid and severe. Nationally we are in the midst of recovery.
- US hotel room demand is still below pre-pandemic levels but recovering quickly; however, national numbers are still below pre-pandemic numbers.
- US recovery continued in March with an Average Daily Rate of 10.5% ahead of 2019 levels.
- Economic Assumption – consumers are spending with confidence. Durable goods are up 38.9% and services are up slightly.
- Wealth accumulation is shifting toward consumption. Household net worth has increased, as well as personal savings.
- Employers face challenges in re-staffing. One in ten positions remain open. This is expected to resolve over time, but slowly.
- Nationally wage rates are rising at 17% higher than pre-pandemic. Wages are rising faster than consumer price and putting pressure on hotel performance to meet the challenge.

- Inflation will accelerate before slowing.
- Intentions to travel remains high at 9 in 10 with travel plans in the next six months. Companies are reporting 8 in 10 planning to travel soon. The war in Ukraine and gas prices are impacting travel decisions.

Irving Lodging Quarterly Forecast will be:

- A review of assumptions.
- An approach to the model based on analysis of historical STR data performance, travel recovery timeline and pricing gains, assumption on new property openings.
- Room revenue is expected to be 8.5% below 2019 levels in 2022.
- The forecast indicates 2023 numbers slightly ahead of 2019.
- Lodging demand in Irving has tracked closely with DFW Airport passenger volumes, and DFW South sub-market has been the least negatively impacted during the pandemic, but still broadly impacted.
- It may take beyond 2024 for RevPAR to recover to its historical average.

Recap:

- Hotel performance in Irving continues to recover with 2022 below 10.4% compared to 2019.
- The next fiscal year forecasts ahead 5.7% of 2019.
- The timing of recovery remains uncertain, but it will take time to recover to pre-pandemic levels.

BOARD REPORTS

BOARD CHAIR

- Bourgeois noted the next ICVB Board of Directors meeting will be held on May 23 at the Irving Convention Center.

BOARD COMMITTEES

Board and Business Development Committee

Committee Chair Richard Stewart, Jr. reported:

- The next Committee meeting is scheduled for June 10.
- Stewart encouraged Board members to review the Committee minutes for additional information.

Community Engagement Committee

Committee Chair Cooperstein:

- In a recap of the April 5 Committee meeting, Cooperstein reported:
 - The Committee discussed the High Spirited Citizen luncheon and reviewed recipient comments. General consensus from the Committee is to continue with the luncheon format going forward. The nomination process will reopen after a slight pause and more information will be provided when available.
 - The Committee also discussed the ICVB 50th Anniversary on November 9. A Council Resolution will be presented and there will be an opportunity to celebrate the ICVB and the impact tourism plays in the community. There will be a small reception at the Irving Convention Center on November 9.
- The next meeting will be held on July 12 and staff will present plans for the ICVB 50th Anniversary celebration.
- 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. at the Irving Golf Club.

CITY REPORTS

City Manager Chris Hillman reported:

- Hillman thanked Malcolm for hosting the Board meeting at the Hilton Garden Inn DFW South and praised the beautiful facility and welcoming staff.
- Planning for the City's FY2022-23 budget has begun and seeking resident suggestions and feedback. Email input to AskTheBFFs@CityofIrving.org.
- Budget season kick-off is in May and will work with ICVB Executive Director Maura Gast and Irving Arts and Culture Director Todd Hawkins on the second tranche of American Rescue Plan Act funds.
- Voters approved \$570 million bond projects and the City is moving forward with those projects and issuing bonds. The rise of interest rates has pushed projects up a couple of months.
- Thanked Interim Chief Financial Officer Bret Starr and former Chief Financial Officer Jeff Litchfield, the City Attorney's Office, and City financial advisors for their efforts in keeping the City's AAA rating with Moody's Investor Services and Standard & Poor's. The S&P rating is stable after three years of challenging work.
- Combined with the November 2021 refinance of \$60 million, the City saved more than \$110 million by refinancing existing liabilities at a lower interest rate.
- Celebrating Irving's diversity on May 7 at Heritage Park with a special event – "Fusion." Fusion celebrates the many cultures of Irving through arts, crafts, music, and food. Admission and parking are free.
- "On Stage" at Heritage Park every second Friday of the month – May 13 is movie night at 6:00 p.m. showing "Encanto." Free admission and parking.
- Working with the Irving-Las Colinas Chamber of Commerce and the Las Colinas Association on economic development projects.

BUREAU MANAGEMENT AND STAFF REPORTS

Gast reported:

- The ICVB has been assisting with two inaugural events: ClubCorp Classic and USA Triathlon Multi-Sport Festival
 - The ClubCorp Classic event has changed its name to "Invited Celebrity Classic." This year's event had a good turnout and Irving showed incredibly well. The ICVB team was in the media room and had volunteers on the golf course.
 - The USA Triathlon Multi-Sport Festival will be at Levy Plaza this weekend. There have been impressive registration numbers. Sponsorship opportunities are still available. Gast advised to plan accordingly for traffic and road closures.

Sales and Services

- Gast reported Assistant Executive Director of Sales and Services Lori Fojtasek is out of the office today. Gast noted the complete ICVB Sales report is included in the packet.

Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Pfaff thanked everyone for their support and help with the ClubCorp Classic event. The media coverage was good, and the course looked amazing. The media was happy with the turn out and everyone worked hard to make the event successful and next year will be even bigger and better.
- SXSW Conference and Festivals event was smaller this year post-pandemic and the team is confident it will grow next year.
- March was a good month with 184 lead prospects, an increase over previous months.
- Website traffic had 78,655 total sessions to both websites and holding steady.
- Blog traffic had 10,488 pageviews, which is an increase over February.
- Paid search advertising engagement increased with 11,259 site visits.
- Blog traffic increased in February with 9,658 pageviews.
- Social media added 1,840 additional Followers and Likes.
- Staycations Campaign generated 7,186 hotel referrals. In the last twelve months, the Staycations Campaign has generated 22 million impressions, 124,029 hotel referrals year-to-date, with a potential economic value of \$29 million.
- This fiscal year the Meetings Campaign generated 9,238 website sessions and 130 meeting inquiries.
- YTD Promoted Content Campaign generated a combined 27,114 post engagements and 2,410 blog visits.
- Micro-Campaigns to date have seven sports and two concert micro-campaigns, generating 4,494 hotel referrals. The most recent micro-campaigns are for the Club Corp Classic.
- Sr. Director of Marketing Communications Monty White was awarded the Top 25 Extraordinary Mind in Hospitality, Sales, Marketing and Revenue Management. Congratulations, Monty.
- The ICVB received three Bronze, one Silver and one Platinum Adrian Award for 2021. All Gold Adrian Awards are eligible for Platinum Awards, which is the top award for its category. The ICVB "Visit Irving Safely Campaign" received a Platinum award in the Consumer, Group Sales, and Travel Trade advertising category. The Platinum award was up against several other nationally recognized campaigns.
- Pfaff noted an article included in the Marketing and Communications report for Women's Day that includes a quoted section from Gast.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- February AirDNA Report shows:
 - There were 433 available listings in Irving, which was a 5.3% decrease over last year.
 - The Average Daily Rate was \$220.94, an increase of 15.97% over last year.
 - Occupancy was 59.8%, a decrease of 0.03% compared to last year.
 - The hotel comparable subset Average Daily Rate for March was \$93.70, an increase of 20.01%, Occupancy of 58.9%, an increase of 4.25% from last year.
- Administration/Finance Department:
 - Happy to have hired Matt Tungett to the ICVB Sales team and have been updating the new employee guide and procedures.
 - Continue to work on the Fired Up! Values statements and will roll out to staff for input shortly.

- Working on the FY 2022-23 budget
- Continue to volunteer as needed with ICC events.
- Honoring the ICVB Administrative Professionals staff for Administrative Professionals Week: Carol Boyer, Brenda Lopez, Monica Soto, April Stallings, and Carol Stoddard.

Board member Michael Basoco asked about the differences in the South Irving market compared to North. Board member Greg Malcolm noted the manufacturing companies and DFW Airport transient travelers fill South Irving properties, while Corporate travelers use North Irving properties. The market mix is quite different on the South and North sides of DFW Airport. South properties do get their numbers in Rate but do claim more Occupancy.

In response to a question from Board member Yasir Arafat, Gast replied staff is working with Simpleview on an app having traded in some support hours to do so. She noted that 60% of apps that are built are never downloaded and therefore using caution and focusing on making the website as robust as possible so the user does not have to download an app. Traffic to the website is used for analytics and data compilation. The hospitality and travel industry struggles with destination-specific apps and user education.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- The March 2022 ICC financials show a \$140,000 better-than-budget month, and \$335,000 ahead of budget for the year.
- The forecast looks very strong.
- Projects in the building include lighting, monument signs, ICC/Westin ICC Hotel crosswalk in May, and new ballroom chairs.
- There were 17 new agreements signed in February and 16 in March. The booking pace is happening fast.
- There were 16 events in March and 17,365 guests in the building, with 14,451 hotel room nights.
- Major events in March included Texas Student Councils with 2,500 students for three days, Express Cheer, USA Gymnastics Trampoline and Tumbling 2022 Elite Challenge.
- There are 25 events in May, which includes DFW Minority Showcase, Sneaker Exit, Irving ISD Salute to Service, and return of TEXSOM International Wine Awards.

Hillman asked about staffing and Meehan noted some positions have been posted but applications are slow. Staffing is still a struggle but is more about who you know. Still working with a small staff and ICVB volunteers for larger events. Gast referred to a Thank You note included in the packet from TCBY Yogurt in the Toyota Music Factory. The owner thanked the ICVB and ICC for driving business to the Toyota Music Factory and the impact it has had on their business.

INDUSTRY PARTNERS

Hotel Partners

- Malcolm reported the March report for the City shows Occupancy of 71% for weekends and strong at 75.8% Occupancy for weekends, Average Daily Rate is \$110.73, and RevPAR of \$78.63.
- South Irving reports 79.3% Occupancy, Average Daily Rate of \$129.38 and RevPAR of \$102.61.
- Hilton Garden Inn DFW South short-staffed and all employees are working all departments.

Board member Nydia Hoskins reported:

- Omni Las Colinas ended March at 49% Occupancy and Average Daily Rate of \$205.00.
- April is trending at 70% Occupancy.
- Echoed the staffing issues and everyone is doing many different jobs at this time.
- Waiting for Group business to return.
- Kitchen is busy and Express catering is doing well.
- The team is positive and excited for the return of business. Feel strong about Spring and Summer.
- Summer Lakeside pool kick off party on May 20, more information will follow.

Board member Kim Limon reported:

- Hampton Inn Irving/Las Colinas ended March with Occupancy of 68.7%, Average Daily Rate of \$104.68, and RevPAR of \$71.97. Happy with ADR of over \$100.00.
- Average Daily Rate for April is trending \$109.00 and should finish the month at 70% Occupancy.
- Echoed the issues in staffing.

RESTAURANT INDUSTRY

Board member William Mahoney reported for Board Chair David Cole:

- Hudson House is officially open at Hwy. 114 and MacArthur Blvd. It is a higher end sit-down restaurant which features an oyster bar.
- Kitchen 101 at the Toyota Music Factory is open and is walk-up counter service with fabulous food.
- It has been reported that the restaurant in the Four Seasons Hotel will transform to include a steakhouse with well-known Executive Chef.

Irving-Las Colinas Chamber of Commerce

Board member John Nicks reported:

- Economic Development Team has recruited and retained 12 companies, six of which are corporate headquarters, representing more than 500 jobs and \$90 million in capital investment.
- Irving's Unemployment rate for March was 3.4%, lower than both the State of Texas at 4.4% and National rate of 3.6%.
- Two Irving-Las Colinas Chamber economic development "wins" have won awards.
 - The Christus Health office building received Dallas CEO's Commercial Real Estate Award for Best Office Project and the Dallas Business Journal's Best Real Estate Deals – Top Suburban Office Development
 - DFW Park 161 development was also awarded top Industrial Development.
- Early voting kicks off today and VoteForIrving.com serves as a local resource for the community to learn about the candidates running for City Council and Irving, Carrollton-Farmers Branch and Coppell school districts.
- Best in Irving Awards and Five Star Mixer will be held at the Omni Las Colinas Hotel, April 26 at 4:30 p.m.
- Corky's Gaming Bistro ribbon-cutting is scheduled for Thursday, April 28 at 4:00 p.m.
- Small Business Resource Fair on May 4 at 9:00 a.m. at the Chamber offices. It is an opportunity for small businesses to learn more about the resources available to them, with representatives from the City, Irving ISD, SCORE, and the Small Business Administration.

Arts and Culture

Irving Arts Board Chair Kelly O'Briant reported:

- Saturday, April 30 the Irving Archives and Museum is hosting a family fun day highlighting the latest traveling exhibit *iPleibol! In the barrios and the Big Leagues*. The exhibition examines how generations of Latinos and Latinas have helped make the game of baseball what it is today. There are activities planned with a baseball theme. Dog Haus food truck will be on site as well.
- *The Queen's Cartoonists* on Sunday, May 1 will play music from classic and contemporary animation synchronized to video of the original films.
- Annual Exhibition of Irving ISD artwork is in the final weeks at the IAC galleries.
- The 37th Annual Texas and Neighbors Exhibition awards ceremony and reception on May 15 with \$9,000 in awards across eight media categories.

Bourgeois thanked Malcolm and the Hilton Garden Inn DFW South staff for their hospitality.

The meeting was adjourned at 12:51 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director