

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Convention Center – Junior Ballroom
May 23, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Michael Basoco, Beth Bowman, Dallas Burke, Herbert Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, William Mahoney, Greg Malcolm, John Nicks, Kelly O’Briant, Hammond Perot, Joe Philipp, Sam Reed, and Richard Stewart, Jr. – Board members; Mayor Rick Stopfer, Mayor Pro Tem Kyle Taylor, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose and Monty White – ICVB; Guests: Economic Development Manager Bryan Haywood, representing Assistant City Manager Philip Sanders, ICVB Senior Convention Services Manager Wendy Foster, Beatriz Campos, Kimberly Kresge, Linda Murray, Hubert Walsh, Barbara Miller – ICVB Convention Services Associate.

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 April 25, 2022
- Accept the ICVB Financial Reports for April 2022
- Accept the ICC Financial Reports for April 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 Julia Kang, the motion was unanimously approved.

BOARD REPORTS

Cole asked the Board to keep the Cooperstein family in their prayers with the passing of Chuck Cooperstein’s mother. Cole introduced Economic Development Manager Bryan Haywood, representing Chief Financial Officer Bret Starr.

Executive Director Maura Gast reported there is not an update at this time for COVID-19/American Rescue Plan Act information. She will keep the Board posted as information becomes available.

Gast and Cole recognized the following ICVB Convention Services Associates for their service and expressed the appreciation for their superb service in welcoming guests to the City of Irving:

- Beatriz Campos – 10 years
- Kimberly Kresge – 5 years
- Linda Murray – 5 years
- Hubert Walsh – 5 years
- Barbara Miller – 20 years

COMMITTEE REPORTS:

Board and Business Development

- Committee Chair Richard Stewart, Jr. reported the next Committee meeting is scheduled for Friday, June 10 at 9:00 a.m. He encouraged all Board members to attend and participate.

Community Engagement Committee

- Gast gave an update on behalf of Committee Chair Karen Cooperstein. The next meeting is scheduled for July 12 and noted the meetings have been moved to 9:00 a.m. going forward. She thanked all who attended for their support at the City Council meeting during National Travel and Tourism Week.

Destination Development Committee

- Committee Chair Greg Malcolm gave a recap of the May 10 Committee meeting that was held at the Irving Golf Club. Those who attended the lunch meeting met with Director of Golf Eric Wofford. Wofford reported all three Irving high schools use the facility for training and any golfer 17 years of age and under can play for free. This year the Club is planning an addition to the patio and additional seating. The meeting was highly informative.
- The next Committee meeting is scheduled for August 9 at 11:30 a.m.

CITY REPORTS

Mayor Pro Tem and Council liaison Kyle Taylor reported:

- Council held a Strategic Plan Budget Retreat that provided a checklist for future focus items but did not complete addressing all the items. The ICVB and Arts and Culture updates were postponed.
- Williams Square Plaza grand opening was remarkably successful.

Mayor Rick Stopfer reported:

- It is budget season for the City. It has been a wonderful year and the City maintained their Triple A Bond rating.
- Continue to see growth in businesses. The Economic Development team and Chamber of Commerce are doing outstanding work, consistently filling the pipeline with businesses. Most recently Holt Cat Caterpillar is looking to hire more skilled labor.
- Proudly attended a few graduation celebrations at local churches and family homes.
- Main priority for the City is the budget.
- Toyota Music Factory change of management from the ARK Group to Brookfield Asset Management. Teams are in place and looking at some construction projects and businesses to tenant.

City Manager Chris Hillman reported:

- The City reopened the newly renovated Williams Square Plaza on May 20. It was a multiyear process with a lot of coordination and communication across many fields.
- On May 18, City Council approved the transfer agreement to Brookfield Asset Management for Toyota Music Factory. Brookfield is a global organization with many properties that they own and manage. The City is excited about the prospective and resources they bring. It is time for the Toyota Music Factory to go the next level with a mutual agreement on the vision.

- The City held a successful budget retreat with good policy discussions. A second retreat is scheduled for August to present the recommended budget. ARPA dollars will be focused on revenue loss pieces.
- The City's annual financial report is located on the City website and Hillman encouraged everyone to review the report.
- Council approved \$156 million in Capital Improvement Program bonds last month. Projects include:
 - Road to the Future street improvements.
 - Renovations of Southwest and Oak Meadows Parks.
 - Mustang Park Recreation Center expansion.
 - Irving Arts Center new roof.
 - Critical technology upgrades for City facilities.
- Approaching \$500 million worth of active projects. The City is moving forward aggressively.

Discussion was held on impact fees in response to a question from Board member Herb Gears and impact into next budget. Impact fees are governed by Chapter 395 of the Texas Local Government Code, which authorizes impact fees to fund required capital costs for locally provided roadways, water, and wastewater facilities as well as storm water, flood control and drainage facilities. Hillman noted the City has not had impact fees in the past, but recently Council authorized staff to move forward in looking at an impact fees study and bring an update to Council at the June 9 Council meeting. The study will analyze the new development and redevelopment opportunities as a City. There is a strong focus around the Texas Stadium site.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

- Gast expressed her appreciation to Hillman and team for the support of the Williams Square, Levy Event Plaza, Toyota Music Factory and Water Street. All these areas lead to great opportunities for incoming client experiences.
- She congratulated Greater Irving-Las Colinas Chamber of Commerce President Beth Bowman and Executive Director-Arts and Culture Todd Hawkins on the fantastic grand opening event for Williams Square Plaza. Mary Higbie and the Mustang sculptor were wonderful additions to the event.
- The CVB is in the budget process and looking at the impact of slow pandemic recovery and concerns for possible recession. The CVB staff will give a hyper-conservative approach to the budget and the priority has to be restabilizing CVB funds to protect the department.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- April was an exciting month with Club Corp Classic and USA Triathlon Multisport National Championships Festival event, along with other events across the City. Both Club Corp Class (under the name "Invited") and Multi-Sport will be back next year.
- The team hosted the Dallas-Fort Worth Association Executives one day event with lunch at the Convention Center. For clients bringing people to our destination and hotels, the Convention Center is the ultimate way to show what we have to offer. ARPA funds will allow for hosting additional events.
- The Sales team is traveling to hospitality trade shows. They are quality shows and seem to be back in full swing.

- Hosting TSAE (Texas Society-Association Executives) Annual Conference September 9-13. The Convention Services team has put together spectacular receptions, dinners, and outings. Board volunteers may be recruited to make it an over-the-top event.
- The Sales team is ahead of pace, but the Corporate market is struggling the most. Once Corporate business comes back, in addition to the weekend business that we have built, Irving should be in a good spot.
- Fojtasek added her congratulations to the Convention Services team on their service awards. They are representatives of the CVB and always who the client sees the most.

Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- April produced record number of website visits and blog pageviews.
- Social media added 1,817 additional followers and likes bringing the total influence to 130,594.
- Staycation Campaign generated 7,241 hotel referrals in April, and in the past twelve months has generated over \$30 million in Potential Economic Value.
- Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated 54,148 post engagements and 5,690 blog visits.
- OTA Campaign with Expedia has generated 3,060 hotel bookings, 6,820 room nights and \$890,917 in hotel revenue.
- Included in the packet is an article written by a 5th grade student at momentous School from the Club Corp Classic event. The article interviewed Pfaff and included Gast's "visitor building blocks."
- Photographs from the Selfie Cube at the USA triathlon Multisport Festival are in the packet.
- Pfaff congratulated the City on the fabulous job of renovating Williams Square Plaza and the iconic Mustangs.
- The "Invited" celebrity event is scheduled for April 20-23, 2023.
- Gast gave a shout-out to Hillman, Taylor, Cole, Councilman Oscar Ward, and Board Vice Chair Bob Bouregeois for volunteering at the USA Triathlon Multisport Festival as race starters.

Administration and Finance

Assistant Executive Director Administration and Finance Susan Rose reported:

- AirDNA Report for April shows 487 available listings in Irving, which was a 5.4% decrease in listings over last year's figure of 515.
- Average Daily Rate for April was \$207.03, a decrease of 3.62% over last year.
- Occupancy was 62.3%, a decrease of 3.05% compared to last year.
- Hotel comparable set reports Average Daily Rate for April of \$111.97, an increase of 17.15% from last year, with Occupancy 3.02% over last year at 63.1%.
- The ICVB held an office clean-up event last week and reorganized, purged, and cleaned every storage space in the office.
- April Stallings, the ICVB Visitor Services Coordinator, is leaving us in June for an incredible opportunity with Charles Schwab at their campus in West Lake. She has been part of the "family" since the Convention Center opened. Short- and long-term plans to fill the position has begun.
- The budget process is top of mind for the department.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- The building has been under a clean-up project, and it showed a lot of history and use.
- Financially, April was a good month with 22 events. The event type is different than the record-setting pace of 2019 pre-pandemic. Corporate business is not back which makes catering numbers suffer. There are more public shows, and those events are rental and concession income only.
- Rest of the year forecast is positive.
- There have been 118 events year-to-date, compared to 29 last year.
- There were 25,760 visitors this month. To date 84,515 visitors, compared to last year 25,000.
- Four surveys were completed in April and several in May. Survey results report a 95.4% satisfaction rate for the year.
- Businesses executing agreements are fighting for space in January-March 2023. The calendar is packed, and space is limited. The booking pattern is coming back strong.
- Signed 19 agreements this month for future and 136 to date.
- The crosswalk project from the Convention Center to the Westin Convention Center Hotel is completed and provides safe travel across the street. Another crosswalk will be installed at the Convention Center garage end of the building.
- There are 24 events in May. Next week A-kon Convention that had a large amount of planning involved and then followed with a corn hole tournament.
- Challenge in hiring staff continues.

In response to a question from Board member Michael Basoco, Meehan noted details are being completed for the location of monument signage.

INDUSTRY PARTNERS

Hotel Industry Updates

Board member Greg Malcolm reported on the STR report for the City of Irving:

- April reported 74.5% Occupancy, with weekends strong at 78.3% and weekdays at 73.5%.
- Average Daily Rate shows \$118.59, and RevPAR was \$88.29.
- Hotels in South Irving report Occupancy for April at 82.5%, Average Daily Rate of \$136.93 and RevPAR at \$109.29.
- May is strong with 82% occupancy and Average Daily Rate of \$136.00.
- Hilton Garden Inn DFW South is reporting 82% Occupancy.

Board member Nydia Hoskins reported for the Omni Las Colinas:

- Thanked everyone for their support of the summer kick-off party.
- April was a banner month on many fronts with Food & Beverage and room nights only \$200,000 off budget.
- Short-term contracts are in demand.
- April finished at 70% Occupancy, Average Daily Rate of \$205.47 and RevPAR at \$105.30, a 52% change year-over-year.
- New Chairman of Omni Peter Strebel and Kurt Alexander has been appointed president of the company. Strebel will be involved on a global consulting basis. Hoskins is excited about the new direction.
- Guest room renovations have been approved, but still facing challenges of supply chain issues.
- Ballroom and public space area will be renovated as well, hopefully by the end of the year.

Restaurant Industry

Cole reported:

- Mattito's Restaurant closed and moved to Flower Mound location.
- The Restaurant Revitalization Fund failed to pass the Senate.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

DCURD

Board member Dallas Burke reported:

- Progress on waterway maintenance plan is progressing well ahead of schedule for the year.
- Work continues the storm water pump station emergency generator project, despite supply chain delays. Installation has been completed and project is moving into its final phase with completion scheduled by the end of summer.
- Irving Flood Control District III – several major maintenance items, including a new sluice gate system and repair of the pump station discharge pipes.
- Irving Flood Control District I – received a glowing review from the Army Corps of Engineers and passing grade on the annual levee inspection.

Irving-Las Colinas Chamber of Commerce

Chamber Chair John Nicks reported:

- Corporate travel is starting to come back but not close to 2019 numbers. Air travel is packed, and load factors are high.
- Economic team reporting seven recruiting/retention wins, three of which are corporate headquarters and one international, year-to-date 500 jobs and \$90 million in capital investment.
- Seven ribbon cuttings in the month.
- Hosted Washington DC Fly-in event with several Congressional members and staff.
- Chamber Five Star Mixer tomorrow at 4:30 p.m., hosted by CUBExec Las Colinas.
- June 1 Coffee Break presents "Best Applications for Small Businesses"
- The Chamber website lists all Chamber and Community events.

Irving Arts and Culture

Irving Arts Board Chair Kelly O'Briant reported:

- Registration for Art Adventure Camp is open. The first camp begins Monday, June 13.
- Two Theater Camps; July 25-29 and August 1-5. The students will create, write, and perform an original production guided by professionals from Chicago's own award-winning *Child's Play Touring Theater*.
- Starting in June, the second weekend of every month will be filled with Family Fundays. Free day of activities for the entire family and is sponsored by the Friends of the Irving Museums.
- Arts Center showcases the 37th Annual Texas and Neighbors Exhibition, with 86 pieces from 83 artists from Texas, Oklahoma, New Mexico, Louisiana and Arkansas.
- The exhibit for the show, *Billy Hassel: Continuum* is also exhibited in the Focus gallery.
- Irving Archives and Museums is currently featuring *Pleibol: In the Barrios and the Big Leagues*. The Smithsonian exhibition will be on display until June 19.
- June 29 through the end of July the museum is featuring an exhibit celebrating Irving's Great Flag Capers.

Las Colinas Association

Board member Hammond Perot reported:

- Williams Square Plaza opening events were incredible and the plaza looks fantastic. The first meeting was held in 2017 to start initiating the process on the project. He expressed his appreciation to the City for their efforts.
- The Las Colinas Bowl-a-thon event will be held Wednesday, September 14 from 6:00-9:00 p.m. at Pinstack Las Colinas, benefitting Irving Family Advocacy Center.
- LCA annual operations assessment invoices will be distributed this week and reflects the first-rate reduction on member assessments in 25 years.
- Audit for security and alarm monitoring operations is being completed.
- Way Finding Project update – Las Colinas Association will maintain, replace, and repair signs owned by the City. A few signs have been repaired and replaced and monument signs will be highlighted with landscaping. There have been positive comments on the project.

Cole gave a shout-out to Irving Cares on their 65th birthday.

With no further discussion, the meeting was adjourned at 12:53 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director