

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Convention Center – Exhibit Hall B
June 27, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Yasir Arafat, Michael Basoco, Karen Cooperstein, Tommy DeBeaudry, Herbert Gears, Colvin Gibson, Nydia Hoskins, Julia Kang, Kim Limon, William Mahoney, John Nicks, Michael Randall, Sam Reed, and Richard Stewart, Jr. – Board members; Mayor Rick Stopfer, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, 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: Vice President of Governmental Affairs and Communications Erica Mulder, representing Beth Bowman – Irving Las Colinas Chamber of Commerce

Board Chair David Cole called the meeting to order at 11:50 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from May 23, 2022
- Accept the ICVB Financial Reports for May 2022
- Accept the ICC Financial Reports for May 2022

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

INDIVIDUAL CONSIDERATION

OVERVIEW OF MARKETING PLAN AND OPERATING BUDGET

Gast reported the FY2022-23 Marketing Plan and Operating Budget was presented in detail with good discussion at the Executive Committee meeting on Friday. She noted that a printed copy of the complete document was distributed as a handout and is available on the Board portal.

Budget & Plan Development Priorities include:

- Minimize programming use of Hotel Occupancy Tax funds to rebuild reserves.
- Utilize ARPA funding for programming and Convention Center operations and capital needs.
- Keep building pipelines and awareness, focusing on Needs Analysis priorities and short-term market successes.
- Utilize all data resources available to further refine targets and messages.
- The five-year path to financial stability includes rebuilding all ICVB funds and building the pipeline for the future.

Gast reviewed ICVB Specific Data:

- Citywide HOT collection history.
- ICVB Reserve Fund and Net Operating Expenditure history.

- COVID impact to date on bookings.
- ARPA lost revenue estimates.
- Hotel Needs/Analysis outlook.
- Operating budget assumptions and proposed budget.
- ICC budget forecast and capital improvement plan
- Each ICVB Department and ICC priorities and initiatives were reviewed

Cole called for a motion to approve the FY2022-23 Marketing Plan and Operating Budget. On a motion from Board member Bill Mahoney and a second from Board member Herb Gears, the motion was unanimously approved.

IRVING CONVENTION CENTER CAPITAL IMPROVEMENT PLAN

Cole asked for a motion to approve the Irving Convention Center Capital Improvement Plan. On a motion from Board member Julia Kang, and a second from Cooperstein, the motion was unanimously approved.

DESTINATIONS INTERNATIONAL CODE OF ETHICS

Cole called for a motion to approve the Destinations International Code of Ethics. Board member Colvin Gibson proposed a motion to accept, and with a second from Gears, the motion was unanimously approved.

ICVB BOARD FY2022-26 STRATEGIC PLAN UPDATE

Gast reviewed the four priorities over the next five years and updates:

- Maximize organizational sustainability and growth
- Increase community outreach and collaboration
- Advocate for destination-enhancing development
- Enhance the visitor experience

With no further discussion, on a motion from Board member Sam Reed, and a second from Stewart, the ICVB Board FY2022-26 Strategic Plan update was unanimously approved.

PROPOSED CHANGES TO THE RESERVE FUND POLICY

A copy of the proposed changes to the Reserve Fund Policy was distributed and reviewed; the changes include increasing the Computer Replacement Fund minimal balance to \$500,000, and language to accommodate future years' ARPA funding if allocated to be held in reserves

With no further discussion, on a motion from Kang, and a second from Gears, the proposed changes to the Reserve Fund Policy were unanimously approved as presented.

PROPOSED CHANGES TO THE BUSINESS DEVELOPMENT INCENTIVE PROGRAM (BIZDIP)

Gast reported changes to the program were to pay BizDip payments directly to the client rather than the hotel when a hotel is delinquent per the City ordinance in its Hotel Occupancy Tax remittance.

Cole asked for a motion to approve the proposed changes to the Business Development Incentive Program. On a motion from Mahoney and a second from Gears, the motion was unanimously approved.

BOARD REPORTS

American Rescue Plan Act Update:

Gast reported at this time there is not an update on the American Rescue Plan Act. Gast will keep the Board informed of any updates.

CHAIR REPORT

- Cole reported the next Board meeting will be held on July 25 at the Irving Convention Center.
- The Las Colinas Bowl-a-thon is scheduled for September 14 from 6:00-9:00 p.m. at Pinstack Las Colinas. The ICVB has registered for two teams. Anyone interested in participating as a bowler or spectator was asked to email ICVB Office Manager Carol Boyer.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Richard Stewart, Jr. reported:

- Stewart gave a recap of the June 10 Committee meeting, noting discussion topics were Strategic Plan Committee items and next steps, and the Committee continues to review Board criteria and job descriptions.
- The next Committee meeting is scheduled for Friday, September 9 at 9:00 a.m. He encouraged all Board members to attend and participate.

Community Engagement Committee

Committee Chair Karen Cooperstein reported:

- The next meeting is scheduled for July 12 and noted the meetings have been moved to 9:00 a.m. going forward.

Destination Development Committee

- The next Committee meeting is scheduled for August 9 at 11:30 a.m.

CITY REPORTS

Mayor Rick Stopfer reported:

- Three Council members were sworn in at the recent Council meeting:
 - Councilman John Bloch – District 1
 - Councilman Brad LaMorgese – District 2
 - Mayor Pro Tem Kyle Taylor – District 7
- The five-year budget plan update was reviewed at Work Session. Moving as fast as possible for bond sale, road, and drainage improvements.
- Taking input on June 28 for Keeler Park improvements. The park is a 4-acre development and serves as a neighborhood park. The improvements are intended to provide more recreational opportunities for the local community.
- Ribbon cutting ceremony at Jaycee Park on June 21 to welcome home “Hippo Fantasia”, a bronze sculpture of three hippos, as part of a \$53 million flood plain project.
- The Irving 360 Civic Academy starts again in July and applicants are being accepted.
- 2022 Juneteenth Festival and Walk of Remembrance at Bear Creek Heritage Park drew a crowd despite the hot weather.

- Through federal Community Development Block Grant funds, the City is offering to repair or replace central air-conditioning units to qualifying low-and moderate-income resident homeowners.
- There are a number of job fairs being held across the City.
- Stopfer thanked the Irving-Las Colinas Chamber of Commerce team and Assistant City Manager Philip Sanders for their challenging work on the recruitment of new businesses coming to Irving and expansion projects.
- Ritter, a specially trained Irving Police dog, was invited to Uvalde to help the witnesses and others impacted by the tragic school shooting. He will give assistance and support to the children in the community.
- ARPA money has been received with a \$27 million final tranche.
- Fourth of July celebration with parade, watermelon give-away and live music at Heritage Park and fireworks at Levy Plaza.
- The Great Flag Caper founded by Nell Anne Hunt will distribute over 40,000 American flags with 300 volunteers over the Independence Day holiday weekend.
- DART news:
 - DART Board looking at changes for a complete management turnover at all levels.
 - Working on Silver and TRE line repair. Received federal funds for improvements not included in original plan and a percentage will return to the City. Irving is anticipating \$25,000-26,000 returned to the City for road improvements along the line.

Assistant City Manager Philip Sanders reported:

- The City is developing a citywide bicycle plan and community feedback is an integral part of the plan. Opportunities to comment will be available through public meetings and the project is expected to take 12 months to complete.
- Beginning June 20, crews will be removing sidewalks and other pavement areas around City Hall for a landscaping project and retrofitting repairs. Many areas may be closed or fenced off in the coming weeks.
- Also reported on his excitement for new businesses coming to Irving.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

- Gast reported ICVB staff representatives attended an introductory meeting with Brookfield and the new Music Factory General Manager and discussed taking the Toyota Music Factory to the next level.
- Shoutout to Senior Director of Marketing Communications Monty White and Accounting and Budget Director Marianne Lauda for the continued patience and professionalism in creating the Marketing Plan and Operating Budget.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales and Services team is slightly behind pace but feels strong to make goal.
- Corporate business travel has not returned to pre-pandemic levels.

- The Sales team attended a site tour of the new Element hotel.
 - The property is slated for early-July opening and is located close to the DART station.
 - It is built vertically and has gorgeous views from the top floor with a modern concept.
 - Lovely property and fully staffed.
 - Bar with beer/wine available.
 - Breakfast is included in rate.
 - Tours can be arranged.

Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Echoed comments and congratulated White on the outstanding job for the Operating Budget and Marketing Plan document.
- The complete Marketing and Communications report will be placed on the Board portal.
- May was a strong month and summer is typically strong for analytics.
- Website traffic reports 94,000 website sessions, the highest to date.
- The Visit Irving blog is doing well with 11,000 page views.
- Uniquely Irving blog series is extremely popular and was supported with ARPA funds.
- There were 9,000 site visits, an increase of 14,000.
- Social media added 1,900 additional followers.
- Digital marketing Staycations produced 8,600 referrals, totaling \$45 million in Potential Economic Value.
- The Hidden Gem campaign generated 320,000 impressions.
- The four micro campaigns in May generated 7,300 hotel referrals.
- OTA Campaign with Expedia has generated 11,500 room nights since January.
- ICVB sponsored the Cooling Tent at the Lone Star BBQ Festival and Pfaff thanked the staff volunteers who worked it

Administration and Finance

Assistant Executive Director Administration and Finance Susan Rose reported:

- STR for Irving in May reports Occupancy of 71.2%, compared to last year at 15.3%.
- Average Daily Rate was \$118.46, an increase of 28.5%.
- Irving YTD reports RevPAR of \$111.97, up 37.2% over last year.
- The AirDNA Report for May shows 535 available listings in Irving, which was a 16.8% increase in listings over last year's figure of 458.
- Average Daily Rate for May was \$195.15, a decrease of 7.54% over last year.
- Occupancy was 64.9%, a decrease of 1.33% compared to last year.
- Hotel comparable set reports Average Daily Rate for May of \$114.97, an increase of 12.99% from last year, with Occupancy 9.48% over last year at 71.4%.
- The Administration and Finance team:
 - Continually updating and revising the Board portal.
 - The administrative staff has been taking shifts covering the front desk phones.
 - ICVB received new monitors and is completing the required cyber security updates.
 - Rose thanked Lauda for her continual patience and thoroughness in working on the budget while completing all other duties.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- Financially, May was a good month with 22 events. Many of the events were multi-day events.
- There were 17,000 guests in May and 110,000 for the year.
- Booked 881 guest rooms for the month and 17,488 year-to-date.
- Received 12 surveys with an average score of 93.3% and 95.5% for the year. The ICC is immensely proud of these scores and happy to see the increase in returned surveys.
- Booking pace is good with 10 new agreements and 146 for the year, compared to 76 last year.
- Financials are very solid and the types of events this year are different from events in the past. Events are generating revenue in rental, while concessions and parking continue to be sold. Catering is down due to the types of events being held.
- Forecasting for next year will be a challenge with all the uncertainty remaining in the market.
- Building projects include:
 - LED lights in the Exhibit Hall is complete and is a fabulous upgrade with several new features.
 - New chairs for the ballrooms and meeting rooms.
 - Security camera upgrades and some new locations.
- Re-staffing is still slow.

In response to a question from Mahoney, Meehan replied the cost savings from the LED light upgrades is considerable. The previous fixtures used to have two globes with six bulbs in each, totaling 12 bulbs per fixture. The cost for bulbs was expensive and they were dull the older they got. There is an automatic savings on bulbs and labor with the new LED lights.

INDUSTRY PARTNERS

Toyota Music Factory

Cole introduced Live Nation General Manager Tommy DeBeaudry to the Board. DeBeaudry thanked Gast, Cole for their assistance in easing into the process of becoming an ICVB Board member. He also thanked Meehan for the help in accommodations of overflow parking for TMF events.

General Manager Tommy DeBeaudry reported:

- The last 12 months since the shutdown has been challenging. Live Nation has done a massive reorganization and is constantly updating COVID policies to be in compliance.
- It has been a challenge to get the infrastructure up to speed after being closed for several months during the pandemic.
- Staffing is the number one challenge and not 100% fully staffed yet, and they are hiring.
- The new TMF owners are committed and heavily invested in improving the venue.
- The events calendar is robust – last week of July through August there were 24 promoted events.
- The long-term corporate initiative focus is on the under-served South Asian market and there are three targeted events with more to come.
- The show calendar is on The Pavilion at Toyota Music Factory website.
- Compared to 2019, last year was full with 115 promoted shows, and 155 private events.
- On target for 2022 to be record-setting for amphitheater shows and pacing ahead of budget this year.

Hotel Industry Updates

Board member Kim Limon reported:

- The Hampton Inn Irving/Las Colinas for May was at 75.2% Occupancy.
- Average Daily Rate of \$113.24.
- RevPAR at \$85.25, showing index growth of 132.3%.
- The Hilton Garden Inn Las Colinas property lobby is reopened and beautiful.
- Pool is not in operation at the moment.

Board member Nydia Hoskins reported for the Omni Las Colinas:

- May was at 62% in Occupancy.
- The pool has been busy.
- Short-term business is rampant.
- Catering is full and busy. She expressed her appreciation for the ICVB team and the social media pushes.
- The Omni Las Colinas will have a DJ and party on July 2 prior to the City events on July 4.
- Excited about the rest of the summer and the hotel is set up well for the third and fourth quarters of this calendar year.
- Renovations of the guest rooms have been approved and will keep the Board updated.

Restaurant Industry Updates

Cole reported:

- There are several restaurants closing and/or leaving Irving, but there are investments in new restaurants, and most are doing well.
- Opened or coming soon: Hudson House, The Reserve, and Wing Stop at Northgate and MacArthur, and a Brazilian restaurant going in where Champps was previously.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce

Chamber Chair John Nicks reported:

- Envoy Air invited 100 flight attendants to apply as prospective employees and hired all 100. It was encouraging but must adjust to hiring and surviving in this environment. They almost doubled pilot salaries and are now competitive in the market.
- Economic team reporting nine recruiting/retention wins, two are Fortune 500 companies and North American Headquarters.
- Builders FirstSource Global Headquarters is relocating to Irving from Dallas
- Caterpillar announced it will move their global headquarters to Irving.
- The Chamber's International Economic Development team attended the Texas-Panama Transportation Trade Mission in Panama City. The team joined with port authority leaders as well as Texas Economic Development Corporation to explore opportunities to expand during this multi-day event.
- Hosted a successful small business resource fair with 100 vendors.
- June 28 Five Star Mixer at Glory House Bistro.
- Ribbon cutting at Fluid Life at 4:00 p.m. on July 12.
- The Chamber website lists all Chamber and Community events.

Las Colinas Association

Board member Julia Kang reported:

- Hosted Summer Snow Down at Water Street on June 21, featuring Kona Ice Truck and served 350 snowcones to attendees. There were guests from surrounding cities that had heard about the event on Facebook.
- The Lone Star BBQ Festival on June 18 at Levy Plaza was a major event, with a good crowd. The ICVB Cooling Tent was a hit and the place to be. She thanked those who attended and volunteered.
- LCA will sponsor the concert stage at the City's July Fourth Celebration at Levy Event Plaza. The event will include food, fireworks, and plenty of fun.
- The Las Colinas Bowl-a-thon event will be held Wednesday, September 14 from 6:00-9:00 p.m. at Pinstack Las Colinas, benefiting Irving Family Advocacy Center.

TIF

Board member Michael Randall reported:

The TIF Board met on June 20 and discussed:

- Hotel Indigo improvements development:
 - The Board approved funds for public improvements last November for the causeway along the canal. These were required improvements for the City. They requested one tree removal be an optional item and are working with the City to get the permit to remove the tree.
 - There were \$585,000 in public improvement dollars for the property and an additional \$145,000 will go before Council for a shade/waterfall element. If not approved, the \$145,000 will be removed from the total.

Cole reminded the Board the Irving Marathon events begin again in October and registration is already open for the 5k walk/run. He gave a shout out for the Lone Star BBQ Festival and noted Irving native Alex Aguilar who played on the concert stage is dropping a new song which mentions Irving and Cole encouraged everyone to support local talent.

With no further discussion, the meeting was adjourned at 1:36 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director