

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Convention Center – Grand Ballroom 1-2
September 26, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Yasir Arafat, Michael Basoco, Tommy DeBeaudry, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Kelly O'Briant, Joe Philipp, Sam Reed, Richard Stewart, Jr., and Council Liaison Kyle Taylor – Board members; Chief Financial Officer Bret Starr, Senior Assistant City Attorney Christina Weber, Councilman Al Zapanta, and Councilman Mark Zeske – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, and Susan Rose, and Monty White – ICVB. Guests: Sales Manager Cheryl Hopkins, Sales and Services Coordinator Brenda Lopez, and Sales Manager Debbie Roberts – ICVB; Executive Vice President of Convention Centers Dan Hoffend and Executive Vice President Convention Center Operations Bob McClintock – ASM Global.

Board Chair David Cole called the meeting to order at 11:47 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from August 22, 2022
- Accept the ICVB Financial Reports for August 2022
- Review of Hotel Occupancy Tax Collections – July 2022
- Accept the ICC Financial Reports for August 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 Richard Stewart, Jr., the motion was unanimously approved.

PRESENTATION

Irving Hotel Outlook Presentation – Tourism Economics Quarterly Update

Assistant Executive Director Finance/Administration Susan Rose gave an overview presentation of the Tourism Economics Quarterly Report. It was noted the full presentation was presented to the Executive Committee by Director of Lodging Analytics Aran Ryan on Friday, September 23.

Highlights of the update were:

U.S. Context:

- U.S. Recovery continuing in September with ADR of 19.0% ahead of 2019 levels, and ahead of CPI growth of 15%.
- Air passenger volumes approaching pre-COVID levels with reduced pilots and number of flights.
- Consumers are spending with confidence. Durable goods are holding steady, and Services are rebuilding.
- Wealth accumulation is shifting toward consumption.
 - Household net worth in general at elevated levels

- Personal savings rates are open for what will happen in the next year
- Job growth continues to be strong. Unemployment rate recovers from 15% to 3.7% in record time.
- Recovery has been accompanied by inflation and the Federal Reserve responds by raising interest rates.
- We are headed for a mild recession in the first half of 2023. It is expected to be short and mild by historical standards.
- Labor markets will weaken moderately and employers face challenges in restaffing, while wage rates are rising.
- Intentions to travel remain high.

Irving Lodging Forecast:

- Assumptions:
 - U.S. economy experiences a mild recession in first half of 2023.
 - This recession is assumed to be slow, but not upend, the travel recovery.
 - Corporate travel normalizes progressively through 2023.
 - Leisure travel continues to be boosted by favorable factors.
 - Group demand improves steadily but remains below 2019 levels.
- Room revenue is expected to be 5.9% above 2019 levels in 2023.
- Lodging demand in Irving has tracked closely with DFW Airport passenger volumes and still below 2019 levels. It may take until beyond 2024 for RevPAR to recover to its historical average.
- Hotel performance in Irving continues to recover.

ASM (SMG) Global Corporate Update and Industry Outlook

General Manager Tom Meehan introduced ASM Global Executive Director of Convention Center Operations Bob McClintock and ASM Executive Vice President of Convention Centers Dan Hoffend. The entire ASM senior management team is attending meetings this week at the Convention Center.

Highlights of the Corporate Update were:

- ASM has a global presence with an integrated network of venues across five continents.
- Committed to enriching the guest experience, while enhancing the bottom line. ASM's culinary arm, SAVOR, delivers culinary services driving profitability with 360-degree solutions.
- ASM VenueShield a best-in-class program providing the highest levels of cleanliness and safety, while inspiring consumer confidants was launched in 2020.
- Committed to sustainability through partnerships and additional programs.
- Committed to people and culture with focused diversity and ASM Global custom training courses and attracting and retaining talent.

Highlights of the Industry Outlook were:

- Business confidence is growing, and face-to-face value has been confirmed.
- Key customer focus is safety, security, customer experience and technology.
- Irving is rebounding to 2019 levels in all areas.
- Compliment to the ICC team and ICVB Executive Director Maura Gast's direction.

INDIVIDUAL CONSIDERATION

Revised Budget – Fiscal Year 2022-23

Gast reported the revised budget was discussed at the September Executive Committee meeting. A copy of the adopted budget is included in the Board packet.

Cole asked for a motion to approve the Revised Budget FY2022-23. On a motion from Board member Julia Kang and a second from Stewart, the motion was unanimously approved.

COVID-19/AMERICAN RESCUE PLAN ACT UPDATE

Gast reported Hotel revenue is reporting up but with a different mix of travelers. Business travel and meetings are slow to return and until stabilized will be on a roller coaster ride. ICVB will continue to be hyper-conservative and cautious moving forward in decisions and will focus on building out the sales pipeline for the long-term.

CHAIR REPORT

- Service Award Recognitions: Gast introduced each staff member and gave a brief biography of their service.
 - CVB Sales Manager Cheryl Hopkins – 30 years
 - CVB Sales and Services Coordinator Brenda Lopez – 10 years
 - CVB Sales Manager Debbie Roberts – 10 years
 - CVB Marketing Director Monty White – 10 years
- Cole reported the Nominating Task Force met and is recommending Bob Bourgeois for Board Chair and Richard Stewart, Jr. for Vice Chair.
- A Board member Visitor Information Volunteer form was distributed as a handout. Board members willing to volunteer can return the completed form to Office Manager Carol Boyer.
- The next Board meeting will be held on Friday, October 21 at the Irving Convention Center. This is a Special Board meeting for the Executive Director's performance evaluation. All Board members are welcome to attend and participate; only voting members may vote on any action.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Richard Stewart, Jr. reported:

- The Committee met on Friday, September 9 and discussed the Nominating Taskforce recommendations, the Board member Annual Self Evaluation Form, continued discussion on qualifications for Board members and working with the City Council on recommendations, and the Strategic Plan Committee items.
- The next Committee meeting is scheduled for Friday, December 3 at 9:00 a.m. He encouraged all Board members to attend and participate.

Community Engagement Committee

Committee Vice Chair Julia Kang reported:

- The next Committee meeting is scheduled for October 11 at 9:00 a.m. She encouraged all to attend and participate in discussions on the ICVB 50th Anniversary celebration planning.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next Committee meeting is scheduled for November 8 at 11:30 a.m.

CITY REPORTS

Mayor Pro Tem Al Zapanta reported:

- He attended the U.S./Mexico Chamber of Commerce Annual meeting in Washington D.C. and was pleased to see people were coming out to a sold-out event. The feedback from attendees is that next year will not be a return to 2019 levels. He complimented the CVB for the excellent job of holding steady in their efforts during the challenging times, but cautioned it is not over yet. The Consumer Price Index is rising, and the trend is driven by COVID, and the supply chain issues. He reported the City Manager and City Council stayed the course and corporations are only bringing in 30% of their people into the office with others working remote.

Council Liaison Kyle Taylor reported:

- Thanked everyone involved with the TSAE event. It was a magnificent event to show off the City. He expressed his gratitude for the ICVB and ICC teams who work hard every day, but this event was above and beyond.

Councilman Mark Zeske reported:

- Agreed with the comments regarding the TSAE event. The event was so unique, and the building looked spectacular. Outstanding job.

City Manager Chris Hillman reported:

- Echoed comments regarding TSAE.
- He commended the ICVB, ICC and City team for pulling together for the extraordinary Triathlon event and bringing over 2000 visitors from outside the City.
- Thanked the ASM team for the update report. The ICVB Board, Gast and staff do an extraordinary job and is best he has ever worked with, which shows how we were able to get through such a challenging time.
- City Council passed the FY2022-23 budget and ICVB additional \$10 million ARPA funds to help with efforts to continue to secure a strong CVB. Funding total over three fiscal year period is \$23 million and by the end of it the Reserves will be fully funded.
- Council approved lowering the tax rate by ½ cent. There were \$750 million in bond projects approved last year but did not raise tax rate but absorbed the cost over the next 10 years.
- Additionally, earlier this year the City Council increased the Over 65/Disabled Person home exemption to \$50,000, all while keeping services in place for a growing community.
- The Central Fire Station was demolished last week to make way for a new station in the Heritage District. A portion of the brick was saved to include in the new station, and it will open in the next 1-1/2 years and be fully staffed with a brand-new ladder truck.
- Upcoming City events include:
 - Movies on Main every Friday in October
 - Illuminate Irving on October 18 at Millennium Park.
 - Eerie Irving on October 22 at Trinity View Park. The family-friendly event will include a haunted house walk-through, carnival games, rides, photo ops and more.

Chief Financial Officer Bret Starr reported:

- Hotel Occupancy Tax has exceeded the projections for the year. The estimates were cautious and now on track for \$26.2 million. Two properties are in arrears with payments and had informal payment arrangements. The City is now turning the item over to a legal firm for delinquent tax payments.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- Gast presented a video from ICTN from the TSAE event that recapped the event. She thanked the staff for their extraordinary support and all who volunteered to make it such a success. It said a lot to guests that the Board made such a significant effort.
- Thanked Hillman, Irving PD, Fire, Traffic & Transportation Department and all who made the PTO Triathlon event a seamless operation to the guests. It took more than 200 non-Irving police and fire officers to pull off the race and they all worked tirelessly to make everything run as smoothly as possible. Other entities involved were: City Communications, ICTN, Las Colinas Association, Parks and Recreation Department, General Manager Nydia Hoskins from Omni Las Colinas, Tom Meehan and ICC team, and Waste Management Department. Hillman brought a perspective as a runner. She also gave a shout-out to Sports Sales Manager Debbie Roberts for bringing the event to the City and on the heels of the multi-sport Triathlon event in April. Irving should be proud.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- She expressed gratitude for everyone involved in the TSAE event. The team was focused on being sure everyone had a wonderful time while being safe and went away happy. She also thanked Meehan and team, Chef Eduardo Alvarez, and ICC banquet staff. There was plenty of food and seating was spread out for socializing. There were 235 people who attended the excursions.
- Team is hoping to bring in more groups in the next 2-3 years to showcase Irving.
- PTO event was successful, despite the heat.
- The Sales team made goal for the year and had zero recent cancellations due to COVID.
- Working on a multi-sport for next April and the Club Corp Class will happen the same weekend next year.
- SMERF Sales Manager Katherine DiPietro is retiring after 16 years on ICVB staff and moving to Arizona. Her replacement has been hired with industry experience, specifically in Irving.

Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- The August Marketing and Communications report is in the packet for review.
- Maloney Strategic Communications did a fantastic job for the TSAE event, showing branding in the building with cling-ons at front lobby desk, elevators and floors, unique drinks, up lights, and fun colors turned the building into a fun music-themed party. A social media event coming to Irving in March will engage those ideas.
- The social media selfie-stand at the PTO event was a hit.
- The Las Colinas Association Bowl-a-thon gained the ICVB three more awards: Most Team Strikes, Most Individual Strikes and Community Partner Award.
- Thanked Board member Yasir Arafat for his assistance at a recent DART photo shoot.

- Congratulated Marketing Director Monty White on his 10-year anniversary. He has been an instrumental part of the ICVB's first HSMIAI Platinum Award, and he was named to HSMIAI Top 25 Minds. He brings tremendous exposure to the ICVB and Irving.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA report shows:
 - For the month of August there were 558 available listings in Irving, which was a 39.2% increase over last year of 401.
 - Average Daily Rate for August was \$218.17, a decrease of 1.87% over last year.
 - Occupancy percentage was 56%, a decrease of 3.65% compared to last year.
 - For the hotel comparable subset, Average Daily Rate for August was \$117.87, and increase of 13.64% from last year, with Occupancy at 58.1%, a decrease of 7.67%.
- The Administration and Finance team:
 - The team participated in an excursion activity during TSAE with the Irving Salvation Army and assisted with Music Trivia Bingo. The building looked phenomenal with the view and lighting and the weather was fantastic.
 - The team is processing and paying invoices for year-end. And the new fiscal year starts next week.
 - IT Manager Brice Petty continues to refine the infrastructure and make improvements as needed.
 - Rose and Petty will attend the Destinations International Business Operations Summit in St. Louis in October. Gast will be speaking at the event. The best practice information gained from Finance and HR peers is invaluable.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- The Convention Center achieved budget ten of the eleven months in the year.
- It has been a tremendous year and hoping to return over \$500,000 to the Operating Subsidy for the building, which is the highest amount ever.
- There were 18 events in August and 184 events to date and looking to be over 200 by end of the year.
- To date, 14,464 visitors in August and 171,919 visitors recorded this year.
- Future guest rooms booked this month shows 13,647 and 37,181 for the year, compared to 19,836 in the prior year.
- Two surveys were returned with 100% score, and 94.8% for the year.
- September is a busy month with 27 events.
- The TSAE event was tremendous. There were numerous people involved in the planning and it was perfect execution and weather.
- Congratulated Watson and ICC for the Global Biorisk Advisory Council STAR accreditation. The ASM VenueShield program played a large part in that certification.
- Building projects include:
 - Outside lighting on the outside upper and lower canopy with colors.
 - Grand Ballroom lighting project with color-changing lights.
 - Monument signs by the fountain and a large monument sign on Hwy 114 to come.
 - New kitchen equipment and new landscaping.

INDUSTRY PARTNERS

Toyota Music Factory and Live Nation

Board member Tommy DeBeaudry reported:

- Last month had record rainfall and discovered multiple leaks in The Pavilion.
- August was a record month with over 70,000 tickets sold.
- September has been quieter volume wise, but individual shows are on a much bigger scale, with the majority being amphitheater size.
- Two events cancelled for September 24 and 25, both with South Asian demographics.
- October will return to a busy month with a few special events (17 promoted events and a couple of private events).
- November slows down with 8-10 events and a final amphitheater show on November 12.
- Executing contracts with a local Dallas church to host services on Sundays going forward in 2023.
- December is typically slow and will be dark after December 15 through the New Year.

Hotel Industry Updates

Board member Kim Limon:

- The Hampton Inn Irving/Las Colinas for August was at 67.5% Occupancy.
- Average Daily Rate of \$107.43 and Index of 112.1, and RevPAR is \$72.74 with 112.3 Index.
- September numbers are up and down but predict to be down for the month.
- October looks good with some group business on the books.
- Need a Sales Manager, otherwise fully staffed.

Restaurant Industry Updates

Cole reported:

- WePancakes Restaurant opened at Hwy 183, west of Story Road. The space was empty for a long time, and it is good to see investments in the area. The restaurant has complimentary reviews.
- Thai restaurant The Padaek is back open on Main Street with the second owner (third owner in two years for the space).

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving Arts and Culture

Executive Director Arts and Culture Todd Hawkins reported:

Irving Arts Center:

- In celebration of Hispanic Heritage Month
 - A group exhibition which highlights local Latino artists and Arts Connection members. The works span a variety of media, painting, drawing, mixed media, assemblage, sculpture, and photography. Exhibit runs through November 26.
 - Main Gallery – Danville Chadbourne exhibition highlights work concerned with the evocation of spiritual or primal states, using simple organic forms.
 - Also featuring “State Fair” photographs from one of the foremost Mexican artists of the twentieth century.
 - October 6 – special bilingual story time, arts and crafts activities celebrating National Hispanic Heritage Month.
- October 9 – Second Sunday Funday.
- October 22 at 7:30 p.m. Bella Gaia: A live concert experience that mixes music and NASA immersive imagery to take the audience on an interstellar adventure.

- Irving Archives and Museum:
 - October 8 – Next installment of Second Saturday program. Free for entire family with October theme of Airports and Airplanes.
 - October 15 – Friends of the Irving Museums are hosting a sneak preview of the Smithsonian Institution’s exhibit “The Negro Motorist Green Book” at 5:30 p.m. This includes dinner and a sneak peek at the exhibition before it opens to the public on October 16.
 - October 16 – returning to Sunday hours.
- Grand Reopening of the Mustang Museum on October 8 from 10:00 a.m. to 4:00 p.m. with festivities and ribbon cutting at 10:30 a.m.
- The ICVB November Board meeting will be held at the Irving Archives and Museum with a tour of the “Green Book” exhibit.

Las Colinas Association

Board member Julia Kang reported:

- Thanked Mayor Stopfer, Hillman, Taylor, Zeske and ICVB Board and staff for their participation in the LCA Bowl-a-thon, benefitting the Irving Family Advocacy Center. The event raised over \$25,000.
- Next event is the Paw Colinas 5K-9 on October 22 at 7:00 a.m.
- Las Colinas Day of the Dead Canalside Celebration on November 1 with the U.S. Mexico Chamber from 4:00 – 8:00 p.m.
- Holiday in the Plaza event at Levy Plaza on December 3 and 4.

Cole reminded the Board the Irving Marathon series Oktoberfest 5K on Saturday, October 1. All are encouraged to participate and walk with the ICVB team.

With no further discussion, the meeting was adjourned at 1:35 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director