

MINUTES

Irving Convention & Visitors Bureau Board of Directors

Monday, July 24, 2023 at 11:45 AM

Irving Convention Center – Grand Ballroom 1-2

500 W. Las Colinas Blvd.

Irving, Texas 75061

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, Dallas Burke, David Cole, Karen Cooperstein, Tommy DeBeaudry, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, Kelly O’Briant, Janie Perelman, Hammond Perot, Joe Philipp, and Sam Reed – Board Members; City Attorney Kuruvilla Oommen, Mayor Rick Stopfer, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Councilmen Kyle Taylor and Al Zapanta – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Lori Fojtasek, Wendy Foster, Maura Gast, Marianne Lauda, Brice Petty, Susan Rose, and Monty White – ICVB; Guests – CVB Convention Services Associate Annette Haas-Rios and Vickie Haas.

Board Chair Bob Bourgeois called the meeting to order at 11:55 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve ICVB Board Meeting Minutes for June 26, 2023
- Accept the ICVB Financial Reports – June 2023
- Review the Hotel Occupancy Tax Collections

Bourgeois called for a motion to approve the Consent Agenda. On a motion from Board member Herb Gears, and a second from Board member William Mahoney, the motion was unanimously approved.

PRESENTATION: IRVING HOTEL OUTLOOK AND TOURISM ECONOMICS QUARTERLY UPDATE

Assistant Executive Director Susan Rose gave a presentation to the Board of an overview from the Tourism Economics Quarterly Update.

Discussion was held on local hotel Revenue Per Available Room, noting revenue is up but profit is down, and labor is up, which also takes away from profits.

INDIVIDUAL CONSIDERATION:

APPROVAL OF BUDGET ADJUSTMENT TRANSFER OF \$500,000 IN ARPA FUNDS FROM GENERAL FUND TO ICC CAPITAL IMPROVEMENT PROJECT FUND

Bourgeois called for a motion to approve the Budget Adjustment transfer. On a motion from Board Vice Chair Richard Stewart, Jr., and a second from Board member Karen Cooperstein, the motion was unanimously approved.

APPROVAL OF NAME CHANGE FOR COMPUTER REPLACEMENT FUND TO TECHNOLOGY FUND

It was noted at the August Board meeting the item will be brought forward for approval with the increase in fund balance amount, as a portion of the agenda item was inadvertently cut off.

Bourgeois called for a motion to approve the name change to Technology Fund. On a motion from Stewart, and a second from Board member Colvin Gibson, the motion was unanimously approved.

APPROVING HIGH SPIRITED CITIZEN NOMINATIONS FROM THE COMMUNITY ENGAGEMENT COMMITTEE

- a. Mary Bongfeldt
- b. Kamal Hassan
- c. LaNita Norman Johnson
- d. Clem Lear
- e. Richard L. Lindsey
- f. Fran Mathers
- g. Judy Pierson
- h. Walter O. Theiss
- i. Chris Wallace
- j. Oscar and Kaye Ward
- k. Gary Westerman
- l. Linda Wood

Gibson presented the High Spirited Citizen nominations recommended from the Community Engagement Committee and recognized current Board members who nominated candidates.

Gibson made a motion to approve the High Spirited Citizen nominations, and with a second from Stewart, the motion was unanimously approved. It was further noted that previously approved nominees Ernestine Chapman, Susan Motley and Annette French will also be recognized at the luncheon on September 5.

CHAIR REPORT

Service Award Recognition:

- CVB Convention Services Associate Annette Haas-Rios was recognized for her 25 years of service with the CVB. She is also retiring at the end of the month and will be missed on the Convention Services team. Bourgeois, City Manager Chris Hillman, Mayor Rick Stopfer, Assistant Executive Director Sales and Services Lori Fojtasek, Senior Convention Services Manager Wendy Foster, and Executive Director Maura Gast presented Haas-Rios with her service award.
- Bourgeois reminded Board members to volunteer for the CVB Visitor Information kiosk. There are several upcoming events in the Convention Center where the kiosk will be utilized for guests. Board member David Cole added the interaction with guests and visitors is fun and a fantastic way to serve our community.
- Bourgeois noted the next Board meeting is scheduled for August 28 at the Convention Center in Exhibit Hall B.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Herb Gears:

- The next Committee meeting is scheduled for September 8 at the Irving Convention Center.

Community Engagement Committee

Committee Chair Colvin Gibson reported:

- The Committee met on July 11 and reviewed the High Spirited Citizen nominations. The High Spirited Citizen recognition luncheon is scheduled for Tuesday, September 5 at the ICC with formal recognition for all the 2023 honorees.
- The Committee also advanced the item of adding up to four non-voting members to the Committee from High Spirited Citizens.
- The Visitor Information kiosk reports were examined and reviewed dates for possible events in August through November for the kiosk to operate with volunteers.
- The next Committee meeting is scheduled for October 10.

Destination Development Committee

Committee Chair Greg Malcolm reported:

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

CITY REPORTS

Councilman Kyle Taylor:

- City Council made progress on the Hotel Occupancy Tax collections. Authorization for tax collections and penalties for three delinquent properties were approved. One property has paid in full, a second has paid half of their tax and one additional property is five months behind. He thanked City staff for their efforts on this item.

Mayor Rick Stopfer:

- DART:
 - The 40th Anniversary Celebration events will be going on over the next few months.
 - The City is negotiating for the purchase of land to include a new fire station.
 - Authorization has been approved for a mural at the entrance into downtown Irving area.
 - City Manager Chris Hillman and other City Managers and Mayors are discussing putting funds into DART and looking at the 20-year financial report, along with how to receive some funds back.
- There are events this month across the City for parks recognition.
- There is a long way to go with street construction projects. It is challenging and running into issues with people in the right-of-way, which creates delays. At the end of the year, four major projects should be complete and will provide some relief for traffic congestion. The Streets Department is down in employees, but still working at full force.
- The Police Department Police Athletic League (PAL) program has a grand opening of the newly designed and reconstructed facility in the next few weeks. Volunteers did 90% of the work.
- The City is in the budget process. Almost every City department is short-staffed, and expenses and salaries will increase by moving all employees to the 80% salary standard.
The City is fortunate to be in the economic development situation it has. He noted that million-dollar facilities are defaulting on loans, office buildings are losing money, and many have stopped making payments with no return on investment, creating situations where people are walking away from deals. Stopfer commended the Irving-Las Colinas Chamber's Economic Development team and their partnerships. He also noted ICVB Executive Director Maura Gast is an excellent partner with the City's many opportunities and projects. There are a tremendous number of

opportunities in the pipeline for business in Irving and the future is bright, but it is not the time to be unrealistic. The City is working with multi-family, parking, and commercial developers.

City Manager Chris Hillman reported:

- Fire Station #8 is on the Council agenda for approval and now can begin to move forward on the redesign. Currently the Irving Fire Department has 10 ambulances and will introduce Medic 8 to the fleet next year. Medic 8 will be staffed during peak emergency hours and during special events.
- Moving forward and addressing infrastructure needs, starting with roads, safe and clean drinking water and parks. Specifically addressing recreation and aquatic centers. Lively pool has been torn out, Lee pool will be replaced, and focus on accessibility standards and safe water. Cost is \$7-8 million.
- Mustang Park property will add 9 acres adjacent to the property and add a \$16 million multi-generational recreation and aquatic center. The business plan will be complete in January.
- Finishing the six-mile loop of Champion Trails with completion by 2025. The project is in the final design stage.
- Expanding parking, trail, energy-efficient lighting, and pickleball court at Keeler Park.
- The Public Safety Wellness Unit won the 2023 National Officer Safety and Wellness Award in the category of Comprehensive Wellness. The unit oversees peer support programs and provides crisis intervention, training, counseling and more. Irving is one of only five winners and the only Texas city to be awarded.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- Attended the Destinations International Convention last week in Dallas. Visit Dallas did an excellent job of hosting the first sold-out event with 1,600 attendees from over 20 countries. The event included the induction into the DI Hall of Fame for the Negro Motorist Green Book created in 1936 by Victor Green into the Destinations International Hall of Fame. Gast thanked the Irving Arts and Culture Department for bringing this exhibit to Irving from the Smithsonian.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales team has made their annual goal for the year.
- Highlighting a few groups: Handbell Association in July with over 1,300 room nights, the Church Network group with 1,828 rooms, Texas Judiciary, and Cornhole tournament coming soon. The North Texas Sewing and Quilt Expo is coming in August with 4,000 attendees anticipated.
- The Convention Services team is busy and made over 2,000 custom badges in June.

Marketing Director Monty White reported:

- Website traffic increased over 105,000 sessions to the Irvingtexas.com website.
- Blog traffic increased with over 7,600 page views.
- Social media had an additional 1,002 followers in June and Facebook had the most significant growth with 880 new lines.
- TripAdvisor was the top performer for website visits in June, followed by Houstonian and Priceline. Paid search increased with 20,676 site visits.
- The Staycations campaign generated 10,943 referrals in June and continues to do extremely well.

- Concert-specific campaigns are also running and have resulted in over 2,200 ticket sales and hotel referrals.
- Continue to see articles from the Southern Travelers Explore Conference in March. Recent article “Why Irving Texas Made Me Cry” featured the Stetson hat party, personalized locks on the bridge event and comments on how special people in Irving are.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA reports for June show:
 - There were 600 available listings, which is about a 9.5% increase in listing over last year’s figure of 553.
 - The Average Daily Rate was \$225.10, which was an increase of 6.85% over last year.
 - Occupancy percentage of 64.8%, which was an increase of 4.17% compared to last year.
 - Hotel comparable set reports an Average Daily Rate for June of \$114.22, a decrease of 1.63% from last year, Occupancy at 66.8%.
- The Administration and Finance team activities included:
 - Volunteer Visitor Information Kiosk at the Church Network event with Office Manager Carol Boyer and Board member David Cole.
 - The Salvation Army of Irving luncheon event combining Super Lunch and the Soup, Soap and Hope luncheon is tomorrow at the ICC with Boyer as event Chair.
 - Attended the DI Convention in Dallas, with inspiring opening speaker, Dallas Mavericks CEO Cynthia Marshall.
 - The team is continuing to pay bills, moving contracts forward and keeping staff safe from cyber security attacks.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- There are no financial reports available to include this month. June and July financials will be available at the August Board meeting.
- Revenue numbers are at a record high, but so are expenses. Leads keep pouring in and there are no available weekends for a year.
- Building projects include:
 - Painting walls throughout the building from the Orange to a Navy Blue
 - Replacing carpet in the office areas and adding new updated furniture.
 - Will incorporate contemporary furniture in work grouping areas.
 - New artwork will be installed and may add murals from local artists.
 - Replacing concrete joints in the plaza area in front of the building.
 - Completed a new crosswalk sign by the round-about circle.
 - Continuing the outside LED lighting, waiting on parts but should be completed in next 2-3 weeks.
 - The goal is to have the building in position for the next 10-15 years on trend and in good shape.

INDUSTRY PARTNERS

LIVE NATION UPDATES

Live Nation General Manager Tommy DeBeaudry:

- July 23-August 1 there are 17 events and 4 special events scheduled.
- Currently 35 confirmations for private events and at budget for 2023.
- Upcoming event - Sad Summer Festival, which is an all-day event.
- Noah Kahan on October 15 moved to American Airlines Center.

HOTEL INDUSTRY UPDATES

Board member Greg Malcolm:

- STR report for June shows Occupancy for the City at 72.8%, down 1.5%.
- The Average Daily Rate of \$122.74 and RevPAR at \$89.37, both have increased.
- South side of Irving shows Occupancy of 80.9%, Average Daily Rate at \$137.04, and RevPAR at \$100.82.

Board member Kim Limon:

Hampton Inn Irving/Las Colinas

- Report for June:
 - Occupancy reporting 72.9%.
 - The Average Daily Rate was \$122.95, down 4.1% from the competitive set, but still showing #1 in the comp set.

RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- This is the first year the Texas Restaurant Show Conference competed against the National Restaurant Show and was similar in size. Next year's conference is in San Antonio.
- 2025 Conference is scheduled to be in Dallas, but if no Convention Center it may stay in San Antonio.
- 2026 Conference is scheduled to be in Houston, but the World Cup may be there, so may stay in San Antonio again.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

DCURD:

Board member Dallas Burke reported:

- The dredging project at Hwy 114 and 161 is underway.
- The emergency backup generator project is completed.
- Working on the Mandalay Canal Glow Celebration project.
- APT pilot project to put rubber tire vehicles on guideway – financing will happen in 2025.
- Irving Flood Control I – the five-year inspection was completed by the Corps of Engineers and received glowing reviews. It was a wonderful team effort.
- Irving Flood Control III – working on a large erosion control project.
- Currently every single pump has been rebuilt and is back up to design capabilities.

Irving-Las Colinas Chamber of Commerce:
Chamber Chair Janie Perelman:

- Dallas Morning News ranking 150 publicly traded companies in Dallas-Fort Worth based on 2022 revenue and 20 of them call Irving home.
- Business Facilities Magazine annual ranking Texas recognized as best.
- The Economic Development team facilitated a series of round table discussions.
- Irving's Unemployment Rate improved from May at 3.6%, down to 3.4% in June. Irving's rate is now below the State of Texas of 4.2% and National rate of 3.8%.
- Upcoming Events: North Texas Job Fair hosted by Congresswoman Beth Van Duyne at the Irving Convention Center on August 7.
- August 30 is the State of Dallas County program with County Judge Clay Jenkins.

Irving Arts and Culture

Irving Arts Center:

Board member Todd Hawkins reported:

- *Thank God It's Funny Comedy Nights*, featuring Arvin Mitchell on Friday, July 28 with new set up for the Arts Center and the audience will have an opportunity to sit on the stage of Carpenter Theater. The new configuration is called the Carpenter Cabaret.
- Currently the 23rd Annual Connection Members Exhibition is in the Main and Focus Galleries, featuring 127 works by 70 artists.
- May 27 – August 20 at Irving Archives and Museum is the Smithsonian traveling exhibition, *Delores Huerta: Revolution in the Fields*. The exhibition is in both English and Spanish.
- Also featuring a new exhibit NOT ALONE: Working Together in the Fight Against Human Trafficking runs through August 5.

Las Colinas Association

Board member Hammond Perot reported:

- Thanked Burke and DCURD for their efforts with the Mandalay Canal project.
- The LCA Board approved a special election in October.
 - Use change for single family development at Royal and Riverside and includes the school that is associated with it.
 - Use change Texas Card House Social at MacArthur Blvd. and Hwy 114.
 - Make some under-utilized properties more profitable.

Mayor Pro Tem Al Zapanta added a thank you to Gast and Las Colinas Association for their partnership at the U.S. Mexico Chamber event. There were 2,400 people who attended. He thanked everyone for working together to make changes and improvements. On the second floor of the building there are original Native American, Mexican and Civil War art exhibits.

With no further discussion, Bourgeois adjourned the meeting at 1:45 p.m.

Respectfully submitted,



Executive Director Maura Allen Gast, FCDME