

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Omni Las Colinas – Mandalay Ballroom
August 23, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair, Beth Bowman, Bob Bourgeois, Herb Gears, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Clem Lear, Rick Lindsey, Greg Malcolm, Joe Philipp, Sam Reed and Richard Stewart, Jr. – Board members; Mayor Rick Stopfer – City of Irving Elected Officials; Assistant City Manager Philip Sanders and Senior Assistant City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB.

Board Chair Karen Cooperstein called the meeting to order at 11:52 a.m. and inquired if there were any citizen comments; there were none. Cooperstein thanked the Omni Las Colinas staff for their hospitality for the meeting accommodations.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from July 19, 2021.
- Accept the ICVB July 2021 Financial Reports
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report
- Accept the Irving Convention Center June and July 2021 Financial Reports

Cooperstein asked for a motion to approve the Consent Agenda as presented. On a motion from Board member Rick Lindsey and a second from Board member Herb Gears, the Consent Agenda was unanimously approved.

INDIVIDUAL CONSIDERATION

- Approval of Budget Adjustment of ARPA Funding, Contingent on Irving City Council Approval
- Approval of the Revised Budget and Marketing Plan – Fiscal Year 2021-22

Executive Director Maura Gast gave an overview of the revised FY2021-22 budget and marketing plan. She noted that City Council has not yet taken action on the American Rescue Plan Act funding but are supportive of the recommended revisions. The recommendations for the budget are especially conservative due to the Delta variant of COVID-19. A copy of the revised budget and marketing plan was distributed as a handout.

Cooperstein asked for a motion to approve the Budget Adjustment of ARPA Funding, Contingent on Irving City Council Approval and Revised Budget and Marketing Plan for Fiscal Year 2021-22. On a motion from Gears and a second from Board member Bob Bourgeois, the motion was unanimously approved.

BOARD REPORTS

Chair Report:

- A Board member Leadership Form was distributed as a handout. The form is intended to streamline and simplify the process for nominations to Board Chair, Vice Chair and Committee Chair and Vice Chair positions. To gauge interest in serving in these leadership positions, Board members were invited to complete the form and return to Cooperstein. A taskforce will be formed to review and present to the Board and Business Development Committee for nomination recommendations to bring to the full Board for approval.
- The deadline for applying to City Boards and Commissions is September 23. Applications are online at the City's website. The ICVB Board will have two positions open.
- The Strategic Plan Retreat is scheduled for September 23-24. This is an important process, typically with three-year goals set. Due to the pandemic and the necessity of returning to financial stability within five years, the Strategic Plan will be composed of a five-year plan.

Board and Business Development Committee

Committee Chair Bourgeois reported:

- The next meeting is scheduled for September 10.

Community Engagement Committee

Committee Chair Clem Lear reported:

- The next Committee meeting is scheduled for October 12.
- There is a volunteer opportunity on September 25 for Keep Irving Beautiful.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- August 10 meeting recap
 - The Committee discussed the current City R-AB Ordinance. The discussion centered around making changes or adjustments to make it easy for businesses and restaurants to operate in Irving. Another special meeting to further the discussion and form a recommendation with adjustments to the Ordinance will be scheduled shortly. Members of the City Planning and Zoning staff were in attendance.

CITY REPORTS

Mayor Stopfer reported:

- The City's budget retreat discussions included being prepared for where the City is going with CARES Act and ARPA funds to maximize dollars to operate efficiently. Discussion was also held on the pension bonds and Council voted to approve the opportunity to utilize and replenish the pension bond program to take advantage of low interest rates.
- Council is receptive to continue working with the ICVB and Arts and Culture for funding.
- Anticipate issuing over \$100 million in new bonds.
- Drainage and bond proposal - \$600 million passed for streets and roads clean up. Another \$80-100 million is anticipated to be needed in the next few years for improvements.
- Council also discussed tax collections.
- Economic development in the City continues with ribbon cuttings and ground breakings. Over 50% of sales tax is in business-to-business category.
- Continue to work on water/sewer replacements and overlays.

- The Diamond Interchange is now 25% complete and on schedule with the reconstruction of the plaza.
- Continue to develop the Downtown area, including Water Tower set in the original site in Heritage Park.
- Events and restaurants and continuing to open in the Toyota Music Factory.
- Looking forward to the R-AB discussion and the Board's recommendation.

DART Update:

- Nadine Lee has been appointed the new President and CEO for DART. She is a dynamic person with a great outlook. Hillman, Stopfer and Lee are meeting to review TRE items, including murals under the bridge area, or reconstructing the bridge. Also discussing if Federal CARES Act dollars could be divided back into the communities for ADA accessibility, etc.

City Manager Chris Hillman:

- The City's FY2021-22 budget discussion is underway.
- City is working on restructuring debt to 3-3.5%, anticipating 2.5-3%. The next step for Council will be to approve final contracts for three pension entities.
- Hillman expressed his appreciation for Gast and Executive Director of Arts and Culture Todd Hawkins for their input on the budget. City staff has a great financial policy and direction from the Finance team to make things happen and focus on entities that are really taking on the impact of the pandemic, i.e., Hotel Occupancy Tax, affordable housing, etc.
- The Heritage Park redevelopment should be completed by end of 2021.
- Irving Boulevard construction will begin in October. The project aims to reenergize the downtown area with pedestrian enhancements and parking, water, and wastewater improvements.
- There will be an investment of over \$100 million worth of investment into South Irving and the Heritage District.
- Laughs by the Lake returns on August 27. It is a free event at Levy Event Plaza with food trucks on site.
- A time lapse video of the Williams Square redevelopment was shown. The project is on scheduling and anticipated opening is March 2022.

Gast thanked Hillman, Stopfer and City Council for their leadership and support.

STAFF REPORTS

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Irving has been awarded the ClubCorp Classic PGA Tournament of Champions. It will be held at the Las Colinas Country Club in April 2022. It is an annual Celebrity/Pro Am event with a \$1.5 million purse and will benefit the Salesmanship Club. ClubCorp headquarters will be coming to Williams Square as well, per the tournament organizers.
- Sales is also working with the Professional Triathlon Association that is looking for a home for a Pro/Am event with five events over a six-day period in October 2022. They have been impressed with the growth in Las Colinas.
- The sales team hit the annual goal of 100%, but still experiencing some cancellations.
- The complete Sales and Services report is included in the packet.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- The Marketing and Communications Report is included in the packet.
- For the fifth month in a row, the website set a record with 90,134 total sessions. The ICC website shows significant improvement and is near its pre-pandemic average of 12,000 sessions per month.
- Blog traffic increased to over 12,000 page views.
- Advertising engagement increased to another all-time high, with 38,311 site visits.
- Social media increased with 118,186 total influences.
- CARES Act Campaign Phase 2 continues:
 - Staycations campaign generated 17,029 hotel referrals and 13.5 million impressions.
 - Meetings Campaign will continue through mid-September at a reduced pace. Year-to-date, it has generated 4.2 million impressions, 17,634 website sessions and 169 meetings inquiries.
 - Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined 20,717 blog visits and 101,921 post engagements.
- There are several media articles attached in the packet, highlighting *Sports Illustrated* article for MLB Home Run Derby and showcasing Po Melvin's benefit for Irving Cares. Also, an article in the *Dallas Morning News* for the Lucky Leaf show.

Assistant Executive Director Susan Rose reported:

- STR and AirDNA Data:
 - For June 2021 data report is included in the packet.
 - For July, the AirDNA report shows there were 456 available listings, a 33% increase over last year. Occupancy was 66.9%. Average Daily Rate was \$243.57 an increase of 27%.
 - Hotel Comp Subset reports an Average Daily Rate of \$105.77, a slight decrease. Occupancy of 63.5%, up 4%.
- Administration/Finance Department:
 - Progressing with Destinations International accreditation submittal. The process is a full replication every eight years. Rose gave a shout out to Fojtasek, Pfaff, and Director of Accounting Marianne Lauda for their assistance.
 - Three members of the team attended Records Management training for compliance updates.
 - The team continues meeting on Zoom to observe safety protocols.
 - The final submission of the budget is completed. Rose thanked Lauda for her diligence in tracking ARPA funds and reporting.

Gast also gave a shout out to Lauda for all her hard work in the past few months on the budget.

IRVING CONVENTION CENTER

Gast reported for General Manager Tom Meehan:

- The building will be closed on August 30-31 for the torque testing that takes place every five years; it will be especially important this year with the systems stressing the building endured during the winter storm. Staff will be working remotely as the building will be operating on emergency power only those two days.

INDUSTRY PARTNER REPORTS

Board member Nydia Hoskins reported:

- Tour of the new Omni Las Colinas renovations will be available to Board members after the meeting.
- July was busy, but Group base business is still missing.
- Liberty Tax group held meeting at the ICC and the Omni was their base hotel over the weekend.
- Catering continues to be the bread and butter of business.
- Weddings are booked every weekend through the Fall.
- COVID Delta variant is affecting business travel and loyal customers.
- Transient business is at 50-60% on weekends.
- July finished at 42% Occupancy.
- Labor Day pool party was a fun event to close the summer.
- Lakehouse pool one-day resort pass will be continued until further notice.

Board member Greg Malcolm reported:

- STR report for Irving in July 2021 reports Occupancy at 65.44%, weekends are dominating.
- Weekday Occupancy is 61.2%, Average Daily Rate is \$98.86, and RevPAR is \$64.61.
- The Hilton Garden Inn DFW South is reporting Occupancy at 69.9%, Average Daily Rate of \$123.33 and RevPAR at \$86.17, making it one of the stronger markets in the City.

RESTAURANT UPDATE

Board Vice Chair David Cole reported:

- Legislative update:
 - Texas Restaurant Association (TRA) has Kelsey Erickson Streufert VP of Government Affairs and Advocacy as a lobbyist for legislative affairs. She is a great advocate for the industry.
 - The TRA followed six important bills in the regular legislative session.
 - In the special session, the TRA is following employment law, employee leave and benefits and scheduling items.
 - Senate Bill 14 for specific employee benefits, i.e., sick leave passed through the Senate and is now waiting in the House for approval.
 - The Raise the Wage Act is also being reviewed and under fire. The Act would raise the minimum wage and eliminate the tip credit for tipped employees. Cole stated it would be detrimental to the restaurant industry.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Sam Reed reported:

- The Chamber Economic team for 2021 is reporting 17 wins, 11 recruitments, 6 retention/expansions, and over \$300 million in capital investment, which equates to 3,000 job opportunities and 1.6 million square feet of commercial space.
- Texas unemployment declined from 6.0% to 5.4%, and the national rate decreased to 5.4%, moving toward a record low.
- The 87th legislative session will convene if there is a quorum, and there are 17 items to review, including voter reform.
- Other items include the Texas redistricting process for congressional seats.
- Federal legislative items include President Joseph Biden's \$4.5 trillion infrastructure plan.

- Upcoming Chamber events include:
 - August 24: COVID 19 Conversation with DFW Hospital Council President and CEO Steve Love.
 - August 24: Chamber virtual Five-Star Mixer hosted by the Omni Las Colinas.
 - August 26: virtual State of Dallas County with Dallas County Judge Clay Jenkins.
- The final deadline for applications to join Leadership Irving is tomorrow, August 24, at close of business.

IRVING ARTS AND CULTURE

Arts and Culture Executive Director Todd Hawkins reported:

- Hawkins thanked the City for their support and Gast and the ICVB team for continuing to be partners.
- Winners of the *Sonatina and Sonata International Youth Piano Competition*, presented by Fryderyk Chopin Society of Texas will hold three performances, beginning today.
- “*Bad Seed*” presented by Main Stage will run September 10-25.
- Pleased to present “*Bob Nunn Retrospective*”, September 11 – November 14. Nunn is a revered professor at North Lake College for more than 30 years.
- Viewing for “*Two Minutes to Midnight and the Architecture of Armageddon*” begins on September 1, hosted by the Irving Archives and Museum. The exhibit allows viewers to come face-to-face with present nuclear realities while also offering a look into the collective psyche of the American people during the Cold War.
- *ICTN at 40* opens September 7 – History of Irving Community TV Network special exhibit in celebration of the 40th anniversary. The display includes old photos, equipment, video reel of ICTN through the years and interactive display.
- Irving Archives and Museum will host a temporary exhibit on Prohibition in conjunction with the IAM grand opening ticketed event on November 12, “Rum Runners and Rug Cutters.” Also, on November 13 there will be a free community, all day ice cream social at the Museum

Cooperstein adjourned the meeting at 1:07 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director