

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
EXECUTIVE COMMITTEE
IRVING CONVENTION CENTER
Friday, December 15, 2023

Attendance: Richard Stewart, Jr. – Board Chair; David Cole, Colvin Gibson, Nydia Hoskins, Greg Malcolm, and Sam Reed – Committee Members; Yasir Arafat, Bill Mahoney, and Joe Philipp – Board Members; Tom Meehan and Jeremy Pierce – ASM/ICC; Maura Gast, Carol Boyer, Marianne Lauda, and Susan Rose – ICVB; Guest - Councilman Al Zapanta.

Board Chair Richard Stewart, Jr. called the meeting to order at 9:01 a.m. There were no citizen comments.

Stewart asked for a motion to approve the Executive Committee meeting minutes from November 10, 2023. On a motion from Board member Colvin Gibson, and a second from Board member Sam Reed, the motion was unanimously approved.

ACCEPTING THE ICC FINNICAL REPORTS – OCTOBER 2023

ICC FINANCIALS

General Manager Tom Meehan reported on the October 2023 financial reports:

- Review of Forecast Report shows for the first month of the fiscal year we are just over the subsidy budget of \$1.395 million by only \$22,062. This indicates a strong booking pattern for the year and will only continue to get lower as we continue to layer business over existing business and fill in the gaps.
- There were 17 events, and 24,000 in attendance with an ancillary income of \$791,000 just over the budgeted amount.
- Other Income: \$100,000 in concert parking, AV commissions, and decorating. There were some large shows in October.
- Indirect Expenses are \$83,000 below budget and \$139,000 better than budget for the first month of the year.
- Year To Date – one month into fiscal year:
 - F&B Catering is \$603,360 net, compared to the previous year at \$479,931. Gross number is \$1.2 million in October alone.
 - Parking and Electric are reporting big numbers due to large shows in October.
 - Total Event Income is just below budget.
 - Adjusted Gross Income reports \$1,066,671, better than last year in a record-breaking year.
- Five-Year Comparison – one month into fiscal year:
 - Rental Income slight decrease from prior year, but over FY2021-22 and 2020-21.
 - Catering came close to breaking the record of four years ago.
 - Event Income is the highest since opening the building.
 - Indirect Expenses factor in higher food, labor, and supply costs.
- The forecast is solid. After a record-breaking year, will focus this year on controlling expenses and creating new revenue streams.
- The record-breaking year produced an increase in insurance costs with a \$90,000 payment due next month, which was not accounted for in the budget.

In response to questions regarding electrical event issues, Meehan replied the ICC has a great staff who is knowledgeable in working with electrical events. The building has several places to pull power. The Grand Ballroom was not built for tradeshow and can present a challenge for vendor-type shows. Meehan confirmed that electrical specifics are worked out when signing contracts.

Discussion was held on cellular coverage in the building. Board member Yasir Arafat suggested moving to 5G stand-alone cellular in 2024. Assistant General Manager Jeremy Pierce noted the City of Irving has a signed contract with a company who disbanded and now AT&T holds the contract for the ICC.

Stewart asked for a motion to accept the ICC Financial Report for October 2023. On a motion from Board member David Cole and a second by Gibson, the motion passed unanimously.

ICVB FINANCIAL REPORTS

Accounting and Budget Director Marianne Lauda reported the City is in the process of closing out September Hotel Occupancy Tax, and therefore end-of-year financials are not yet available. Next month's meeting will have the ICVB Financial Reports for October, November, and December 2023.

HOTEL OCCUPANCY TAX COLLECTIONS

The Hotel Occupancy Tax Collections reports were reviewed through September 2023.

- Luxury & Full-Service properties reporting an increase in collections.
 - Two hotels are still delinquent; Doubletree by Hilton DFW Airport North has paid through March 2023, and the Sheraton DFW Airport Hotel has paid through May.
- Wyndham DFW Airport Hotel has been closed and is now reopened. The property issued payment of \$2.85 for the month.

Executive Director Maura Gast added the trial for delinquent payments has moved from December to March 28, 2024. Board member Joe Philipp stated the need to be diligent in pursuing these payments. Stewart added the City is properly handling the process and ICVB can review and assist the City in providing whatever they need to move forward. City staff does contact delinquent properties, and penalties and interest are assessed. This is the first time there has been a lawsuit. Lauda noted the ICVB is still not paying the hotel property directly for any Business Development Incentive payments but issuing payment to the client instead.

- All Suite / Extended Stay properties – all properties have paid, and collections are up compared to July and August 2023.
- Budget Service properties - two hotels have not paid.
 - OYO Hotel DFW Airport North is five months delinquent.
- Limited Service properties – all properties have paid, and collections are up from the prior month.
- There were 33 short-term rental properties reporting and remitted \$24,012.74 in September.
- Summary – September collected \$754,716.43, down 14.3% from budget.
- Cumulative YTD budgeted \$10,477,780.00 and collected \$8,817,768.23; the ICVB had budgeted based on \$8 million in collections. In response to a question from Gibson, Lauda reported the former Four Seasons Resort property collections were \$93,000 and now reporting \$50,000 but climbing slightly. The projected flag change to Ritz Carlton is scheduled for January 23, 2024. There have been some supply chain issues associated with their renovations and impacting timing.

CITY COUNCIL REPORT

Councilman Al Zapanta reported:

- A special Council meeting is scheduled on Saturday, December 16 at City Hall for an Irving Arts and Culture Museum Board discussion. It is a public meeting and he urged everyone to attend. The afternoon discussion will discuss the Comprehensive Plan. The Council will be reviewing zoning and other items on available/vacant buildings and land use. Other discussions will include hotel development, and the former ExxonMobil site.
- Other upcoming discussions will be City Hall relocation or renovation, review of older buildings in the City that are 55+ years old, and suggestion for improvements to the holiday parade for candy/toy distribution.
- Zapanta noted there was a constituent from the Muslim community that attended the last Council meeting to request a statement in support of a cease fire in the Israel-Gaza conflict. There was no official item on the Council agenda to address the issue. City Council will make time in the upcoming meeting to hear the comments as an agenda item.

Arafat added there is a lot of unrest in the Muslim community. The situation in the City was hostile five or six years ago. Emotions come from people who have families overseas that have been hurt in the conflict. He suggested a Muslim organizer meet with Mayor Rick Stopfer and schedule special Council meeting to have 5-6 people speak. Another suggestion was to offer a medical equipment drive at one of the mosques and one at City Hall. Zapanta noted the originally scheduled meeting was moved from the ICC to City Hall and they will have 30 minutes on the agenda to speak at the meeting tomorrow.

Discussion was held on the positioning of the ICVB with City Council and whether ICVB is informing Council enough. Zapanta noted Gast is asked to give an updated presentation to the Council semi-annually and does it well. Philipp asked if there could be more connection with the community and Zapanta replied the challenge is the North/South Irving divide. The ICVB connection is a business entity. Community representation on all levels is key and the ICVB Board is a good diverse mix of leaders. The connection will always be a challenge. Stewart expressed his appreciation for Zapanta's input.

ACTION ITEM: Gast to send out updated information on the December 16 Council meeting.

BOARD AGENDA REVIEW

- A follow-up of the ICC Year-End Audit Results will be presented.
 - There was no issue with the ICC audit, but questions were raised by the City staff following the meeting regarding what was presented at the Board meeting versus what was written in the documents. Gast asked for questions or concerns at the last meeting and will ask again at the December 18 Board meeting. Subsequent communication is in the packet closing the loop. She noted that in any meeting, the time to bring up questions or concerns is during the meeting. There were no further questions from the Committee.

CHAIRMAN/EXECUTIVE DIRECTOR REPORTS

- The next Committee meeting is scheduled for January 19. A draft schedule of meetings for 2024 is included in the Board packet.
- Stewart noted this is a working Board and he expects Board members to commit to at least one Committee. A draft of 2024 Committee assignments will be presented. Going forward meetings will cover more information but be handled efficiently.

With no further comments or discussion, the meeting was adjourned at 10:10 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director