

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
EXECUTIVE COMMITTEE
IRVING CONVENTION CENTER
Friday, January 19, 2024

Attendance: Richard Stewart, Jr. – Board Chair; David Cole, Colvin Gibson, Nydia Hoskins, Julia Kang, Greg Malcolm, and Sam Reed – Committee Members; Stephanie Fenley-Garcia, William Mahoney, and Joe Philipp – Board Members; Tom Meehan and Jeremy Pierce – ASM/ICC; Council Liaison Kyle Taylor – City of Irving; Maura Gast, Carol Boyer, Marianne Lauda, and Susan Rose – ICVB

Board Chair Richard Stewart, Jr. called the meeting to order at 9:00 a.m. There were no citizen comments.

Stewart asked for a motion to approve the Executive Committee meeting minutes from December 15, 2023. On a motion from Board member Colvin Gibson, and a second from Board member David Cole, the motion unanimously was approved.

ACCEPTING THE ICVB FINANCIAL REPORTS

Accounting and Budget Director Marianne Lauda reviewed the ICVB September 2023 financials.

Financial Position Summary:

- Revenues by Fund–
 - General Fund budgeted \$15,341,375; actual \$14,951,914; 97.46% collected.
 - Hotel Occupancy Tax (included in General Revenues) – budgeted \$8 million; actual \$9,134,767; 114.18% collected.
 - Reserve Fund - budgeted \$4,499,290; actual \$4,546,629; 101.05% collected.
 - Technology Fund budgeted \$501,500; actual \$502,910; 100.28% collected.
 - ICC CIP budgeted \$5,750, 289; actual \$5,549,589; 96.51% collected.
- Expenditures by Fund –
 - General Fund budgeted \$18,308,168; actual \$16,303,541; 89.05% expended.
 - Reserve Fund – no activity
 - Technology Fund – no activity
 - ICC CIP Fund – budgeted \$3,371,539; actual \$3,366,391; 99.85% expended.
- Expenditures by Department -
 - All departments reported less than budgeted amount for expenditures.
- Fund Balance
 - General Fund decreased \$1,351,627. Lauda noted this was expected due to transfers to other funds.
 - All other Funds experienced an increase in fund balance.
- ARPA
 - General Fund – Total receipts \$16,914,159 and \$13,069,822 expended resulted in an ending balance of \$3,844,337 for this fiscal year. The balance will be expended mainly for salaries and large contracts. ICC CIP – Total receipts \$6,585,132 and \$6,585,130 expended resulted in an ending balance of \$2.00.
 - Total ending balance \$3,844,339 which is 83.64% expended.

Cash Flow Report for September 2023

- Cash flow was positive all year and ended the year with \$7.1 million in cash and investments.

- Thermometer Chart
 - Combined Funds – Goal: \$12 million, Current: \$13,046,498
 - General Fund – Goal: \$3 million, Current: \$4,825,389
 - Catastrophic Reserve – Goal: \$5 million, Current: \$5,048,311
 - Technology Fund – Goal: \$1 million, Current: \$503,117. It was noted the FY23 year-end goal was \$500,000.
 - ICC Reserve/CIP Fund – Goal: \$3 million, Current: \$2,669,681

In response to a question from Board member Bill Mahoney, Executive Director Maura Gast replied the General Fund would be the account to look to as soon as knowledge of large event obligations are known and would budget out of the Operating Fund to meet the need, versus taking funds from the catastrophic reserves. Example: If the FIFA 2026 tournament selects Dallas, we would know far enough in advance to budget accordingly for any financial obligations we may have as part of the region.

ICVB Financials – October 2023

- General Fund:
 - Beginning Fund Balance - \$4,825,389.06
 - No Revenue is shown for October and will not show any until December 2023 financials.
 - Expenditures – (\$935,111.46)
 - Ending Fund Balance - \$3,890,277,60

Note: Expenditures include payments made from Hotel Tax and ARPA funds.

- ICC Reserve/CIP Fund:
 - Beginning Balance - \$2,669,681.25
 - Revenue - \$25,043.71
 - Expenditures – (\$25,043.71)
 - Ending Fund Balance - \$2,669,681.25

Note: Income from the Westin Convention Center Hotel parking garage and then transferred out as an expenditure to ASM/SMG.

Check Register:

- Lauda noted there was major activity from Business Development Incentive Program payments, advertising, and year-end payments.
- Checks payable to SMG for building maintenance and kitchen equipment.
- Texas Hotel & Lodging Association is an annual payment.
- Check to Hoffman Media is a Business Development Incentive Program payment for overflow hotel rooms for the Quilt Expo group.

Meehan noted the checks for furniture were to replace furniture in the Mustang Lounge area of the offices after remodeling. Furniture is acquired through a contractor. Per City policy, old furniture is sold in auction after notification to the City.

ICVB Financials – November 2023

- General Fund:
 - Beginning Fund Balance - \$4,825,389.06. Revenue collected was interest.
 - Revenue - \$18,612.46
 - Expenditures – (\$1,413,783.51
 - Ending Fund Balance - \$3,430,218.01

Check Register:

- Simpleview payment for annual license and quarterly maintenance of the CRM and CMS systems.
- Gast noted contributions to Irving non-profit organizations for retiring Board members recognition of service.
- Check to The Ritz Carlton Hotel, LLC payment is a Business Development Incentive Program payment for overflow hotel rooms.

Cash Flow Report:

- Lauda reported everything is moving along well and the ending cash flow balance is reporting \$5,651,092.

Fund Balance Chart (replacing the Thermometer Chart):

- Lauda noted all funds are doing well. The Reserve and Technology Funds will not change much, other than interest, and the CIP Fund will go up and down throughout the year.

Gibson congratulated Lauda for the impressive Board financials and handling of the accounts. Gibson made a motion to accept the ICVB Financial Reports for September, October, and November 2023. With a second from Board member Sam Reed, the motion unanimously was approved.

REVIEW OF HOTEL OCCUPANCY TAX COLLECTIONS

Lauda reported she had received the collections report from the City just prior to the meeting but can give a review at the end of the meeting before adjourning.

ACCEPTING THE ICC FINANCIAL REPORTS FOR NOVEMBER AND DECEMBER 2023

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

- There were 14 events, and 29 event days with 9,507 in attendance.
- Adjusted Gross Income is close to budget with an actual of \$613,534. Last year reported \$439,579.
- Indirect Expenses are over budget by \$57,028.
- Net Income (Loss) from Operations is \$78,062 over budget. Meehan explained a payment of \$93,000 for general liability insurance premium was paid. The premium is based on the prior year's performance and the budget and forecast are done early which determines the rate. Last year was an incredible year for business which then skewed these numbers, which means making up the difference. The budget would have been met without the \$93,000 payment.

- Year To Date
 - Ahead of budget \$60,944.
 - Rental is down slightly but offset by F&B Catering.
 - F&B Catering is \$1,014,760, up over last year's \$691,972.
 - Total Event Income \$1,298,394, ahead of last year's \$1,179,952.
 - Adjusted Gross Income is significantly up.
 - Expenses are up from last year, due to the unexpected insurance premium payment.
 - Net Income (Loss) for the year is \$272,473, compared to \$147,453 last year.
- Five-Year Comparison
 - F&B Catering YTD Actual is \$1,014,760, compared to \$691,972 last year and well above previous five years.
 - Rental is down slightly from last year.
 - Total Event Income is above the prior five years.
 - Indirect Expenses are up due to inflation, salaries, and the premium insurance payment.

Meehan noted the projections for this year have been adjusted for insurance payment.

ICC Financials for December 2023:

- The forecast report shows \$6,098 returning in the subsidy at year-end. Bookings are in-the-year for-the-year and numbers will be adjusted as the year progresses.
- For the month missed budget by \$507.
- Year To Date
 - Ahead of budget \$60,434.
 - Adjusted Gross Income is ahead of budget by \$49,749.
 - December was slow with only 6 events, and 37 for the year.
 - Rental is down slightly, but offset by F&B Catering, which is up significantly from the prior year.
 - Adjusted Gross Income is \$1,975,349, compared to last year \$1,464,296.
 - Expenses are \$110,183 better than budget.

Gibson congratulated Meehan on his success and made a motion to accept the ICC Financial reports for November and December 2023. With a second from Board member Julia Kang, the motion passed unanimously.

HOTEL TAX COLLECTIONS

Lauda reported the Hotel Occupancy Tax reports collections are up 4.3% for November and up a total of 7% for the year. Two delinquent properties: Doubletree has paid through March 2023 and the Sheraton has paid through June 2023. A more detailed report will be given at the February Executive Committee meeting. It was noted the City is in the discovery process prior to the court hearing scheduled for March 2024.

CITY COUNCIL UPDATE

Council Liaison Kyle Taylor reported there is mandatory Board orientation training. Improvements have been made to get Boards processed from start to finish. Issues on some Boards and Commissions have been with communications and some complaints have been filed. Taylor noted it is important for ICVB Board members to be in attendance as a top three requested Board in the City. The meeting is set for January 30 from 6:00 – 7:30 p.m. There will be a welcome and thank you to all and then will lay out the expectations for members,

how to act and treat others and processes on communication and interaction with City staff. City Council is making note and tracking all attendance at Board and Committee meetings.

ACTION ITEM: Gast to send to the ICVB Board the registration link for the training.

Taylor noted there are three other trainings that will be required for new Board member orientation and reappointed Board members. Council has done due diligence on maintaining Boards and Commissions, and noted all should be fair for anyone to apply. This new process will be efficient, fair, and open.

Stewart asked members to also attend the City Hall tours and noted there is useful information on the City's website with a survey that is available about the possibility of a new City Hall.

BOARD AGENDA REVIEW

Gast reviewed the January 22 Board meeting agenda and noted City Manager Chris Hillman will give a presentation on the Irving Civic Center Complex Site and Planning Discussion. There will be an opportunity for questions from the Board. She noted that once an election for the new City Hall has been called, the City can only share facts and no additional information.

In response to a question from Gibson, Taylor replied the Pioneer building has not been considered for the new City Hall site based on location.

Gast noted Assistant Executive Director Sales and Services Lori Fojtasek will be recognized at the Board meeting for her 30 years of service.

CHAIRMAN/EXECUTIVE DIRECTOR REPORTS

- Stewart noted Board member Joe Philipp will be attending and representing the Board at the Clock Tower dedication in honor of former Irving Mayor Marvin Randle and may be late in attendance at the Board meeting.
- The next Committee meeting is scheduled for February 23.
- The February 26 Board meeting will be held at the Hilton Garden Inn DFW South.

ACTION ITEM: Board member Greg Malcolm to extend an invitation to the new Hilton Garden Inn DFW South General Manager to attend the February Board meeting.

With no further comments or discussion, the meeting was adjourned at 9:55 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director