

**REVISED MINUTES  
IRVING CONVENTION AND VISITORS BUREAU  
EXECUTIVE COMMITTEE  
IRVING CONVENTION CENTER  
Friday, April 19, 2024**

Attendance: Richard Stewart, Jr. – Board Chair; David Cole, Colvin Gibson, Nydia Hoskins, Julia Kang, Greg Malcolm, and Sam Reed - Committee Members; Tom Meehan and Jeremy Pierce – ASM/ICC; Councilman Kyle Taylor and Councilman Al Zapanta – City of Irving; Maura Gast, Carol Boyer, Marianne Lauda, Brice Petty, 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 March 22, 2024 **Executive Committee** meeting minutes. On a motion from Board member Colvin Gibson, and a second from Board member Sam Reed, the motion unanimously was approved.

**ACCEPTING THE ICVB FINANCIAL REPORTS**

Accounting and Budget Director Marianne Lauda reviewed the ICVB March 2024 financials.

**General Fund:**

- Revenue received was from Hotel Occupancy Tax, penalties, and interest, investment income and miscellaneous.
- After six months into the fiscal year, 34.3% expended.
- Lauda noted a negative balance in Travel and Training due to the reclassification of an invoice for membership that should have been a registration fee, which caused a negative amount.
- Ending Fund Balance is \$3,119,420.83.

**ICC CIP Fund:**

- Revenue from Investment Interest and Irving Convention Center Westin Hotel parking garage.
- Expenditures were \$120,141.33.
- Ending Fund Balance is \$2,354,543.65.

**Check Register:**

- Check to ClubCorp USA for the 2024 Invited Celebrity Classic event sponsorship. The expense was divided between Sales and Marketing Departments.
- CVENT Inc check for media advertising of \$75,552.41. CVENT is a hotel lead source used in the industry.
- Helms Briscoe Performance Group, Inc. is a third-party firm; the charge of \$10,500.00 is for 2024-25 partnership program.
- Live Nation Marketing Inc for 2024 TMF The Pavilion seat contract.
- SMG payments for Business Development Incentive payments, catering, subsidy payment and Capital Improvement Project reimbursements.
- Maloney Strategic Communication payment includes: some expenses for the Total Eclipse in the Park event; Travelers Guide fulfillment for October through December 2023; Quarter 2 printing, projects and storage; and the Smart Meetings “Rock the Underground” event.

Lauda noted all expenditures are paid with Hotel Occupancy Tax. Salaries and Benefits are paid from ARPA funds and are not included in the Check Register report.

Gibson congratulated the team on the Eclipse event and noted the moon pie idea, concept and box was extremely well done.

Cash Flow:

- Spikes in March, June and September are for anticipated transfers in funds.
- The anticipated ending balance for September 2024 is currently \$7,024,639.

Fund Balance Chart:

- General Fund is above goal.
- Reserve Fund is above goal.
- Technology Fund is showing 51%; however, a transfer of funds currently budgeted for August will allow us to meet the goal.
- ICC CIP Fund is showing 78% of goal. Before the end of the year \$1.9 million will be added to the fund but will also see more expenditures.

Stewart asked for a motion to approve the ICVB March 2024 financial reports. On a motion from Board member Julia Kang, and a second from Gibson, the motion unanimously was approved.

#### REVIEW OF HOTEL OCCUPANCY TAX COLLECTIONS

Lauda reviewed the report for January 2024:

- Luxury & Full Service:
  - Both hotels are still delinquent – Doubletree by Hilton DFW Airport North and the Sheraton DFW Airport Hotel. Outstanding balance plus penalties and interest are due.
  - Court hearing is scheduled for November 7.
- All Suite / Extended Stay:
  - Country Inn & Suites by Carlson DFW Airport South has not paid in January.
  - Overall, this category is still down in collections.
- Budget Service:
  - Four hotels have not paid in January.
  - Category is down from the last three months.
- Limited Service:
  - Courtyard Dallas DFW Airport North Irving did not pay in January.
  - Category is up from December, but still below over October and November.
- Short-Term Rentals:
  - There are 28 properties reported in January, down from 34 in November.
  - This category is performing at a steady pace.
- Summary:
  - January collected \$684,161.91, Budgeted \$760,219.00, short 10%.
  - Cumulative Year-to-Date Actual for January is \$2,805,041.97, up 1.3% from Budget.
  - Prior Year collected \$679,603.66 compared to this year \$684,161.91. Looking positive.

Board member David Cole asked for a comparison in Hotel Occupancy Tax for 6-7 years ago and how many properties were delinquent. Executive Director Maura Gast replied it was typically a one-off situation and occasionally a property was delinquent. Councilman Al Zapanta noted the City operates on a zero-balance budget and delinquent payments are recorded into the financials in the month it occurred not as a lump sum when the total delinquent payment is received at once. Cash will increase and then be divided among the appropriate months in reports.

#### BOARD AGENDA REVIEW

- The April 22 Board meeting will be held at the Irving Arts Center as the Convention Center is booked with no remaining space. It was noted there is significant road construction in that area, and everyone should plan accordingly for travel.
- The High Spirited Citizen recommendations from the Community Engagement Committee will be presented for approval.

ACTION ITEM: Gast to request a site map of the Toyota Music Factory updates and distribute at a future Board meeting.

#### CITY COUNCIL UPDATE

Councilman Al Zapanta:

- Council will meet offsite in June to review and address the Comprehensive Plan.
- Also discussing the adjustment of facilities and the movement to bring employees back into office space. Some businesses are closing office space and need to consider the option where there will be more dependence on technology that may impact their decisions.
- The next Council meeting is on May 2 and Gast will present the Council ICVB semi-annual update.

Councilman Kyle Taylor:

- Taylor congratulated the team on the Eclipse event. The moon pie item was a hit, and it adds to the ICVB and the ICC reputation of doing quality events. He noted that resonates with the corporate community. NEC Corporation noted their appreciation to give their employees things to do in the area and how the ICVB works with the City in providing lifestyle amenities.
- The challenge for development redesign for office space is how to accommodate the working from home life and mimic what employees have in their home to their office space. Some companies are entertaining the idea of a four-day work week.
- Data centers are approved in both south and north Irving. Relocation corporations are looking for these data centers and the Chamber is working hard for an industry focus in Irving. There is a corporation in the area that wants to consolidate and move to Irving and that would be a huge win.

Gibson asked if there was a sense that Pioneer Resources would be leaving Irving. Taylor stated it is possible maybe after an ownership and leadership change, but there is a lot of confusion in their workforce. It might be 2-4 years, but nothing is solid information. Zapanta noted neither Pioneer Resources nor ExxonMobil own their buildings. They may start emptying offices slowly but not gone all at once. The good news is the owner will want to fill the building before it is completely empty. Taylor noted Pioneer is already taking applications for next year's summer intern program.

Zapanta thanked Board member Nydia Hoskins for hosting the Future Leaders of Irving group. There were 31 graduating seniors from Irving that met with McKesson, Microsoft, Christus Health and the Omni Las Colinas. It gave them a sense of opportunities in Irving and the ability to stay here in the workforce. He also thanked Gast and the ICC staff who hosted the group last month. Gibson added the Irving ISD Breakfast with the Stars event is on May 1 and includes a recipient of the ICVB scholarship. He agreed there is a high quality of students in Irving.

#### CHAIRMAN/EXECUTIVE DIRECTOR REPORTS

- Stewart commented on the media attention to the Eclipse event in Irving and a lack of focus on any other city. Gast added there will be data forthcoming on attendees at both Levy Plaza and Heritage Park who were visiting from outside the area. Hotel occupancy was at 90% and the largest jump was in rate and transient rooms. Assumptions will compare Saturday, Sunday, and Monday hotel data from prior years. It was noted that many countries were also represented at the Levy Plaza event.
- Stewart reminded the Committee that early voting starts on Monday, April 22.
- Gast reported the recognition and proclamation for National Travel and Tourism Week is scheduled at City Council Work Session on May 2 at 1:00 p.m. Board members will meet early for photo opportunities.
- The Texas Senate 2024 Interim Legislative Charges were released on April 11. Gast specifically mentioned the Natural Resources and Economic Development Committee charge for protecting local taxpayers to make recommendations to enhance accountability and increase transparency in the use of Hotel Occupancy Tax funds.
- Gast shared a thank you card addressed to the ICVB from a family in Colorado that attended the Levy Park Eclipse event. They stressed their appreciation for the event and how well done everything was for the day, they felt safe, and gratitude for a free event that exceeded all expectations.

#### EVERBRIDGE TEXT NOTIFICATION

Assistant Executive Assistant Administration and Finance Susan Rose gave the Committee an overview of the Everbridge Notification System. This is a City communication system that uses iAlert mass notification. The ICVB has elected to use the text messaging component to notify Board members of meeting changes in location, time, or parking. The system will be tested on Monday for Board meeting notification of the location change to the Arts Center and construction updates.

With no further comments or discussion, the meeting was adjourned at 9:41 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director