

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**EXECUTIVE COMMITTEE**  
**IRVING CONVENTION CENTER**  
**Friday, June 21, 2024**

Attendance: Richard Stewart, Jr. – Board Chair; David Cole, Colvin Gibson, Julia Kang, Greg Malcolm, and Sam Reed - Committee Members; Joe Philipp – Board Member; Tom Meehan and Jeremy Pierce – ASM/ICC; 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 May 17, 2024, Executive Committee meeting minutes. On a motion from Board member Julia Kang, and a second from Board member Sam Reed, the motion to approve the minutes with revision was unanimously approved.

**ACCEPTING THE ICVB FINANCIAL REPORTS**

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

**General Fund:**

- Revenue received was from Hotel Occupancy Tax and Investment Income.
- To date - 44% expended for the year.
- Ending Fund Balance is \$4,764,296.98.

**ICC Reserve/CIP Fund:**

- Not much activity other than Investment Interest and payments to SMG for Westin Irving Convention Center parking garage lease.
- Ending Fund Balance is \$2,311,944.18
- A transfer from the General Fund will be applied before the end of the fiscal year.

**Check Register:**

- Payment to Irving Marathon Group, LLC for sponsorship.
- SMG payments include Business Development Incentive Program payments, Westin Irving Convention Center garage rental, equipment, and furniture.
- Maloney Strategic Communication Inc payment for ICVB advertising management, Invited Celebrity Classic Event, and final payment for Total Eclipse in the Park event.
- Expenditures are 21% from ARPA funds and 79% from Hotel Occupancy Tax collections.

Executive Director Maura Gast added representatives from Maloney Strategic Communications and Simpleview, along with staff members who oversee these contractors have been invited to the July Executive Committee meeting as requested by the Committee.

Cash Flow:

- The anticipated ending balance for September 2024 is currently \$6,159,297.

Fund Balance Chart:

- General Fund is above goal.
- Reserve Fund is above goal.
- The Technology Fund is showing 52%.
- A transfer of funds to the Reserve Fund is currently budgeted for August.
- ICC CIP Fund is showing 77% of goal. This account changes as we make payments and transfer into the Fund at the end of the year.

Stewart asked for a motion to approve the ICVB May 2024 financial reports. On a motion from Board member Reed, and a second from Board member David Cole, the motion unanimously was approved.

## REVIEW OF HOTEL OCCUPANCY TAX COLLECTIONS

Lauda reviewed the report for March 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.
  - A court hearing is scheduled for November 7.
  - Overall total collections are \$427,991.15 for March 2024, which is the largest amount to date, per month.
- All Suite / Extended Stay:
  - Collected \$186,766.27 and all hotels have paid and are up to date.
- Budget Service:
  - Two properties did not pay in March: Clarion Inn & Suites and Motel 6/Budget Inn Irving Loop 12.
  - The Budget Suites property has not paid for January and Lauda is in touch with the City to verify.
  - Category is down from the last three months.
- Limited Service:
  - All properties have paid and are up to date.
  - March was the second highest collection for the year at \$170,078.57.
- Short-Term Rentals:
  - There are 33 properties reported in March for \$26,272.79 collected.
  - This category is performing at a steady pace.
- Summary:
  - March collected \$856,081.34. Budgeted \$966,503.00, short 11.4%.
  - Cumulative Year-to-Date Actual for March is \$4,427,916.36, down 3.7% from Budget.
  - Prior Year collected \$841,867.12.

#### ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT

General Manager Tom Meehan reviewed the ICC April 2024 financials.

#### Highlights:

- Year-to-Date there were 100 events, and 152,943 in attendance. The prior year had 122 events and 131,753 in attendance. Meehan pointed out this year has bigger and longer events.
- Adjusted Gross Income is \$4,997,093, and \$259,557 ahead of budget.
- Comparing to last year's record-breaking year, Adjusted Gross Income is well ahead with \$4,997,093 compared to \$4,180,404.

#### Income Statement:

- Rental Income is up over last year.
- Concessions are down slightly due to less Cheer and Sporting events.
- Catering is up \$289,375 from last year at \$2,851,778.
- YTD Parking, Electrical services and Internet Services income are all up in revenue.
- Total Event Income is reported to be \$4,113,183 for the year, up \$259,557 from last year.
- Adjusted Gross Income is well above budget by \$393,298.
- Indirect Expenses are \$4,601,867 for the year, slightly more than the prior year.
- Net Income is currently \$732,482, better than budget.

Discussion was held on event trends with bigger, longer events, hotel room nights and visitors staying in town and the effect on employees. Meehan reported there are two new Sous Chefs and a full-time kitchen staff, and the Food & Beverage team is working hard. Operations has less set up and turn around with longer events, but resources and support are there where needed.

Meehan replied to a question from Reed and stated some events that have returned are given some flexibility to fill available dates. The Sales team always tries to offer two to three different dates to accommodate those groups in order to continue to work with them and build relationships.

**ACTION ITEM:** Meehan to research how many new, first-time accounts and their industry that are included in this year's event totals thus far.

#### Year-over-Year Comparison

- Current Month:
  - Rental Income – continues to be well above the previous four years.
  - F&B Concessions – slightly below last two years, due to return of Corporate meetings.
  - F&B Catering - well above the previous four years.
  - Total Event Income – well above the previous four years.
  - Indirect Expenses are slightly higher than in the previous four years but controlled.
- Year-to-Date:
  - Rental Income is \$1,141,058, above the previous five years.
  - F&B Catering is \$2,851,778 this year ahead of 2019-20 record-breaking year.
  - Expenses are up due to labor, salaries and food supply costs going up.

In reviewing the Forecast Report, Meehan stated the ICC is in a position to return \$449,543 to the subsidy. Things are looking great for another incredible year. Meehan hinted numbers in May look fantastic and will report on May and June financials at the next Committee meeting.

Discussion was held on possibly targeting pickleball tournaments for the Exhibit Hall. Meehan noted the Exhibit Hall floor is not conducive for those type of events, and the Exhibit Hall has less availability due to longer event days that include set up and tear down for a two-to-three-day event. Gast added Olympic governing bodies are less flexible on dates. The ICC has a Badminton Tournament over July fourth week and Texas Frightmare is moving to Memorial Day weekend next year. These events are wonderful to have over holidays and add revenue for local hotels and restaurants. Meehan noted working with ICVB Assistant Executive Director Sales and Services Lori Fojtasek and Director of Sales Matt Tungett is terrific in booking these sporting events.

Stewart asked for a motion to approve the ICC April 2024 financial reports. On a motion from Kang, and a second from Board member Greg Malcolm, the motion was unanimously approved.

#### OVERVIEW OF BUDGET AND MARKETING PLAN FOR FY 2024-25

Gast gave an overview presentation. The handout for the presentation is attached to the minutes and available on the Board portal.

#### Key Priorities for the ICVB:

- Restore financial stability.
- Solicit meetings and groups to convene in Irving.
- Build optimal awareness of Irving among travelers, decision-makers, and influencers.
- Influence appropriate product development.
- Provide leadership that unites the hospitality industry with the community.
- Secure resources that will allow the ICVB to achieve its vision, mission, objectives, and goals.

#### Five-Year Path to Financial Stability

- \$2 million General Fund Balance Minimum
- \$5 Million Catastrophic Reserve Fund Minimum
- \$1 Million Technology Fund Minimum
- \$3 Million ICC CIP Reserve Fund Minimum
- TPID Establishment

#### Board Actions Requested

- Approve 2024-25 Budget & Marketing Plan
- Approve ICC Capital Improvement Plan
- Accept Updates to the Strategic Plan
- Accept the Destinations International Code of Ethics

In response to a question from Board member Colvin Gibson, Gast confirmed the ICVB is covered under the City's Cyber-Security Insurance Plan.

Board member Joe Philipp asked about the Board's involvement in keeping City Council informed, especially new Council members. Gast noted she will give a *Future in Focus* three-year outlook presentation to City Council on July 11 during City Council Work Session. Gast is also on the City Council agenda to present for the August Council Budget Retreat meetings. The final budget document will be delivered the week before the retreat with a letter from the Board Chair. Philipp noted it is an exciting message with a unique niche and is important to partner with new Council members. Councilman Al Zapanta noted there are three new Council members that may not be aware of the ICVB and the economic impact it has. Partnerships within Irving bring awareness to the City and the ICVB works seamlessly with the City, Chamber and other agencies.

Zapanta asked about emergency incidents at the Convention Center and how they are managed. Gast noted there may be one to two incidents per year, that are the result of varying situations. Larger events have EMTs on site and there is a protocol for incident reports; there have been some incident claims. Detailed reporting processes are in place for these; there is currently a situation where an incident occurred, the person involved turned down medical assistance at the time, but is now coming back with a claim two years later. Zapanta noted the City, State and Country are still having issues recruiting police and fire personnel. Meehan reported the ICC is fully staffed now, but sometimes the process takes longer to find the right individuals.

In reply to a question from Zapanta, Gast replied what can potentially happen on the PUD-6 site as a possible international destination will be complimentary and will work as partners with the developers.

**ACTION ITEM:** Gast to reach out to newly-elected Councilman Luis Canosa to extend an invitation to a future Executive Committee meeting and Board meeting.

#### BOARD AGENDA REVIEW

Gast reviewed the June 24, 2024 Board agenda:

- The agenda includes the four action items mentioned previously and an overview presentation of the Budget and Marketing plan.
- An Employee Service Award will be presented and an introduction of two new ICVB employees.
- There are two new ICC sales managers that will be invited to attend the July Board meeting.

#### CHAIRMAN/EXECUTIVE DIRECTOR REPORTS

- Gast shared she gave a brief presentation to the Irving Arts & Culture Board and reviewed the \$1.6 million funding allocation sunset and how the situation came to be. She reinforced that she has been working closely with Todd Hawkins since his arrival in Irving to educate him about the situation. Her goal remains and to try and arrive at a win-win compromise with the situation. The discussion seemed to be well received.
- Board member Nydia Hoskins has been promoted to the Omni Corporate Team in a leadership role and today is her last meeting with the ICVB Board. She has built an amazing team and Gast and Committee recognized for her service. There will be a send-off celebration at the Omni tonight from 4:00 – 6:30 p.m. Hoskins noted there are three internal, candidates from other Omni properties in the mix and she is confident any of these will continue to represent well on the Board.

Stewart offered his congratulations to Hoskins and stated she has been invaluable and will be missed.

The next Executive Committee meeting is scheduled for Friday, July 26.

With no further comments or discussion, Stewart adjourned the meeting at 10:03 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director