

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING**  
**IRVING CONVENTION CENTER – FIRST FLOOR CONFERENCE ROOM**  
**Friday, March 25, 2022**

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Karen Cooperstein, Greg Malcolm, and Richard Stewart, Jr. – Committee Members; Herb Gears, Colvin Gibson, Nydia Hoskins, Julia Kang, William Mahoney, Joe Philipp, and Sam Reed – Board Members; Tom Meehan and Matt Tungett – ASM/ICC; Maura Gast, Carol Boyer, Marianne Lauda, and Susan Rose – ICVB; Mayor Pro Tem Kyle Taylor and Deputy Mayor Pro Tem Al Zapanta – City Council.

Board Chair David Cole called the meeting to order at 9:00 a.m. and inquired if there were any citizens that would like to comment on any subject on the agenda. There were none.

**ICVB FINANCIAL REPORTS FOR FEBRUARY 2022**

Director of Accounting Marianne Lauda reported for February 2022:

- General Fund:
  - Ending Fund Balance of \$329,776.31.
  - Revenue received from Hotel Occupancy Collections and small Investment Income.
  - Ending balance is slightly below normal but expected at this time of year.
- ICC Reserve/CIP Fund:
  - Ending Fund Balance is \$475,236.40.
  - Miscellaneous Income is from the Westin Irving Convention Center Hotel parking garage.
  - Expenditures were \$446,740.12 for the month.
- Check Register:
  - Majority of expenses are client activity payments included in ARPA funding.
  - ARPA Hotel Occupancy Tax funds are listed separately on the Register for clarification.
  - Check for Dell Marketing is for new computers and laptops for staff.
  - Payments reviewed included Business Incentive Development Plan, SMG (building maintenance and office machinery), Westin Irving Convention Center garage rental, Superior Exposition Southwest Showcase booth fee and Fired Up! Staff training.
  - There are entries for Bank of America Upload Test. The City and Arts Center have had fraud issues with the check payee name being changed. System is not a positive pay process, and these checks were “test” checks. Going forward there will be one upload with every check run with the payee name included for more security.
- Cash Flow Report for Fiscal Year-End September 2021:
  - Staff is continually grateful for the ARPA funding.
  - The ending balance shows an estimated \$5,030,797, but Hotel Occupancy Tax is still volatile and need to be able to maintain \$2 million of the \$5 million as a fund balance minimum.
  - Increase in August for Expenses is due to the transfer of funds from the General Fund to the ICC CIP and Reserve Funds.
- Thermometer Chart
  - Repayment of FY21 Loan: Goal: \$500,000 – Current: \$500,000.
  - General Fund: Goal \$2,000,000 – Current: \$329,776. Lauda confident goal can be reached.

- Catastrophic Reserve: Goal: \$5,000,000 – Current: \$710. Lauda confident 2026 goal can be reached assuming future ARPA funds are received and the reallocation of the excess \$1.6 million at that time.
- Computer Fund – Goal: \$500,000 – Current: \$207. Computers for staff have been replaced and not anticipating adding funds for another year.
- ICC Reserve/CIP Fund: Goal: \$3,000,000 – Current \$475,236. Lauda hoping to end FY22 year with \$1,000,000.

In response to a question from Board member William Mahoney, Executive Director Maura Gast noted if excess funds are available at year-end, funds will be added to the Catastrophic Reserve fund.

Cole asked for a motion to accept the ICVB financial reports for February 2022. On a motion from Board member Karen Cooperstein, and a second from Board member Richard Stewart, Jr., the motion was unanimously passed.

#### HOTEL OCCUPANCY TAX COLLECTIONS

Lauda reviewed the Hotel Occupancy Tax Collections report for January 2022.

##### Luxury & Full Service

- The Doubletree by Hilton DFW Airport North and the Sheraton DFW Airport Hotel have not paid October/November/December/January.
- Total collections for January 2022 are \$205,996.12, up slightly from December but still below October/November collections.

Discussion was held on establishing a policy in parallel with the City Hotel Occupancy Tax Ordinance for properties with overdue payments where the ICVB Business Incentive Program payments will be paid directly to the client and not the hotel. ACTION ITEM: Gast to review our current policy and work with the City to update the current wording.

##### All Suite / Extended Stay

- All hotels have paid in January. One closed property.
- Total collections for January 2022 are \$100,092.75, up from \$87,754.17 in December.

##### Budget Service

- Holding steady.
- OYO Hotel DFW Airport North has not paid in November 2021 and January 2022.
- Total collections are down slightly from previous month.

##### Limited Service

- All properties have paid in January 2022.
- Jefferson Street Bed & Breakfast Inn reports zero for the first quarter of the fiscal year and indicates there have been no guests.
- Total collections are \$108,820.17, up from \$102,757.87 in December 2021.

##### Short-Term Rentals

- Collections represent 51 locations for the month.

##### Summary

- January 2022 Grand Total Collections are \$461,202.17, which is above budget; however, significantly less than the last three months.

January Comparison 2020 and 2021

- There is definite recovery in all categories.
- There is a short-term rental decrease in locations of five locations and -12.50% decrease in collections.

Quarterly Comparison – October through December 2021 (Quarter 1)

- This is a new report that shows quarterly collections. Lauda reminded the Committee in 2019 Hotel Occupancy Tax was collected quarterly.
- The report shows a definite increase but still not back to 2019 collections.
- Difficult to compare short term rentals due to the different tracking and reporting methods that were not in place in 2019.
- In summary, 2019 total collections for Q1 were \$2,067,359.04, 2020 reported \$730,199.61 and 2021 shows \$1,615,146.43.
- Lauda noted the ARPA funds are still incredibly important to the ICVB to be able to move forward out of the pandemic crisis and to financial stability.

In response to a question from Deputy Mayor Pro Tem Al Zapanta, Gast replied short term rentals consist of AirBNB, VBRO and other similar rentals. It can also include a home where one bedroom is rented for a short-term lease. It is less than one-half of a percent of collections the City receives.

Discussion was held on the recent ownership change of the Four Seasons Resort and Club and how it might affect collections. It was noted a change of ownership is not likely before the end of the calendar year, although the new flag should be known well before then.

Cole asked for a motion to accept the Executive Committee meeting minutes of February 25, 2022. On a motion from Cooperstein and a second from Stewart, the motion was unanimously approved.

CHAIR REPORT:

- The March 28, 2022, Board meeting agenda was reviewed. The meeting will be held at the Irving Arts Center in Suite 200. There are five ICVB staff service awards to be presented. Also, the Board will take action to approve the Industry-at-Large Board position with Live Nation/The Pavilion at Toyota Music Factory Tommy DeBeaudry. Gast added the Hotelier voting position will be presented for City Council approval with Omni Las Colinas General Manager Nydia Hoskins.

EXECUTIVE DIRECTOR:

- The ICC February and March 2022 financials will be presented at the April Committee member.
- ICC General Manager Tom Meehan gave an overview of the February 2022 financials:
  - Missed budget for the month by \$20,000.
  - The Forecast last month showed \$314,545 better than budget for the year, and this month indicates \$500,000 better than budget.
  - A complete report will be reviewed at the April Committee meeting.
  - ICC Sales Manager Matt Tungett will join the ICVB Sales staff as Corporate Sales Manager in April. It is an easy transition and excited to keep Tungett and looking forward to seeing him grow the Corporate business.

Next month's Committee meeting will have a video presentation on the Tourism Economics Update, and highlights of the update will be presented at Board meeting in April.

CITY COUNCIL UPDATE:

Mayor Pro Tem Kyle Taylor reported:

- Taylor congratulated the ICVB and ICC teams on the High Spirited Citizen Luncheon. The event was a top-notch production and only heard great comments from all who attended.
- City Council held a special meeting to address economic incentives. It was a good meeting with strong input from Envoy Air Senior Vice President John Nicks. Nicks spoke about partnering with corporations and gave insight on what corporations are looking for, as well as how to retain corporations in Irving.
- City staff presented history of the R-AB Ordinance. City Council was polled for conversation topics, issues, and input on formulating a plan for change. Taylor thanked Cole for his input on the restaurant view of the issues. It is a good policy that will take time to formulate. There will be a lot of education to do that impacts a lot of people.
- The Charter election item will be covered at the regularly scheduled City Council meeting.
- Taylor is meeting with new Assistant City Manager Teresa Adrian to discuss the Boards and Commissions process for appointments, and to discuss what is the most fair, equitable and best way to move forward with the appointment process. Input from citizens, former and current Board members will be included in the conversations.

Deputy Mayor Pro Tem Al Zapanta added:

- The input from Nicks at the special Council meeting was a highly informative and eye-opening. The input from outside experts was a key component to the success.
- Zapanta gave a recap of the Las Colinas Association Annual Meeting and the importance of the Urban Center as an asset and critical for Irving's development.

Cole added the R-AB issue is exceedingly difficult to understand if people have not had to experience the actual process of opening a restaurant. Gast added when people hear that food-to-drink ratio in the Ordinance is changing, they think it means people will drink more, but it really is the effect of the cost of things. Food and beverage costs are different from 40 years ago when the original Ordinance was developed. If the ratios are not proportioned right, it is setting restaurants up to fail because they can't meet the requirements. Zapanta added challenges are with the exemptions on zoning for smaller boutique hotels in the area. He suggested someone from ICVB staff attend the American Planning Association Conference. It is an excellent conference in urban planning and the development of vital communities.

Cole reminded the Committee the next meeting is scheduled for Friday, April 22. With no further discussion, the meeting was adjourned at 9:46 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director