

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING
IRVING CONVENTION CENTER – JUNIOR BALLROOM
Monday, May 23, 2022

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

Board Chair David Cole called the meeting to order at 11:05 a.m. and inquired if there were any citizens that would like to comment on any subject on the agenda. There were none.

Cole asked for a motion to accept the Executive Committee meeting minutes of April 22, 2022. On a motion from Board member Julia Kang and a second from Board member Greg Malcolm, the motion was unanimously approved.

ICVB FINANCIAL REPORTS

Director of Accounting Marianne Lauda reported for March 2022:

- General Fund:
 - Ending Fund Balance of \$334,436.76.
 - Six months into the budget and 38.9% expended, which is a good sign.
 - Staff is traveling more.
- ICC Reserve/CIP Fund:
 - Ending Fund Balance is -\$57,356.93.
 - Will be transferring funds from General Fund into this fund in May.
 - Expenditures included payments made from Hotel Tax and ARPA funds. A breakdown of expenditures by type is in the Check Register.
- Check Register:
 - It was noted 97% of checks were ARPA fund related programs and promotions and 3% were from Hotel Occupancy Tax.
 - Checks to SMG for building maintenance, Westin garage rental, catering, and network services.
 - Regular payments to media advertising, Business Incentive Development (BizDIP) payments and staff reimbursements.
- Cash Flow Report for Fiscal Year-End September 2021:
 - Currently, preparing next year's budget and hope to get final ARPA funding confirmed from the City before finalizing the budget.
 - The ending balance shows an estimated \$5,959,693.
 - Gast added Hotel Occupancy Tax is used to cover salaries and ICVB Reserve fund transfers and ARPA funds are for programs.

- Thermometer Chart
 - Goal: have all Reserve funds full and stabilized by 2026 but will be dependent on subsequent ARPA funds. The goal is attainable if the best use of resources available to us.
 - Repayment of FY21 Loan: Goal: \$500,000 – Current: \$500,000.
 - General Fund: Goal \$2,000,000 – Current: \$334,437. 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 -\$57,357 and FY22 Year End Goal of \$1,000,000.

Cole asked for a motion to accept the ICVB financial reports for April 2022. On a motion from Board Vice Chair Bob Bourgeois, and a second from Kang, the motion was unanimously passed.

HOTEL OCCUPANCY TAX COLLECTIONS

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

Luxury & Full Service

- The Doubletree by Hilton DFW Airport North and the Sheraton DFW Airport Hotel have not paid October through March.
- Total collections for March 2022 were \$303,150.93, currently the best month this fiscal year.

All Suite / Extended Stay

- All properties have paid to date.
- Total collections for March 2022 are \$144,100.10, up from February.

Budget Service

- All properties paid in March 2022.
- Total collections were \$55,61.95, up slightly from previous month.

Limited Service

- Three hotels have not paid in March.
- Total collections are \$135,377.85, up from \$130,016.89 in February.
- Short-Term Rentals - Collections represent forty locations for the month, collecting \$4,323.03.

Summary

- March 2022 Grand Total Collections are \$642,566.86, which is above budget by 33%.

March Comparison 2021 and 2022

- There is significant recovery in all categories.
- There is a short-term rental decrease.
- Overall, a 57.78% increase from 2021.

ACTION ITEM: At next Committee meeting, staff to confirm the penalty and interest policy and any update.

ICC FINANCIALS

General Manager Tom Meehan reported on the April 2022 financial reports:

- There were nine events budgeted and the actual was twenty-two.
- Year-to-date showing \$458,517 better than budget for the year with eighty-five budgeted events and the actual reported 118.
- The Income Statement shows actuals close to the budgeted numbers in every category.
- Rental Income was on target.
- Catering was up for the month.
- Other Operating Income was up slightly.
- Expenses and Salaries are still down, and staffing is slowly returning to full capacity.
- Total Indirect Expenses was \$92,141 under budget.
- Forecast for end of year total to return to ICVB will fluctuate each month. Meehan noted the Forecast was stripped down through September and only shows signed contracts with Rental and minimum F&B income. Adjusted Expenses to reflect more events than were originally planned. Monthly the forecast number will continue to rise. Meehan is confident in surpassing the Operating Subsidy number. It is a different approach for a different type of year. He noted concert parking revenue has been unstable and extremely hard to forecast.

Cole asked for a motion to accept the ICC reports for April 2022. On a motion from Malcolm and a second from Kang, the motion was unanimously passed.

PROPOSED CHANGES TO THE BUSINESS DEVELOPMENT INCENTIVE PROGRAM (BIZDIP)

Gast reported staff is responding to questions from the City Attorney Office on proposed changes to the program. The changes noted were to pay BizDip payments directly to the client rather than the hotel when a hotel is delinquent in its Hotel Occupancy Tax remittance. The item will come through the Executive Committee agenda prior to going to the full board meeting. Once adopted, formal communication about the policy change will be communicated to all Irving hotels.

ACTION ITEM: Add this item to the June 27, 2022, ICVB Board of Directors meeting for action.

In reviewing the May 23, 2022, Board Agenda, Gast noted there are several CVB Convention Services Associates receiving their service awards and will be guests at the Board meeting.

CHAIR REPORT:

- Williams Square Plaza project is completed and the renovations are fantastic.

EXECUTIVE DIRECTOR:

- Gast reported all City Departments were scheduled to have short Future in Focus presentations at the city's budget retreat. The meeting ran long and the CVB will be on the docket for the next Council Work Session meeting for its presentation. Gast will keep the Board posted on the date of the retreat and presentation. The presentation will be focused on looking five years down the road at needs and changes. ARPA funding will be the main focus, keeping in mind that while Hotel Occupancy Tax collections are better than projected, business travel is not back yet, and corporate meetings have suffered. There is still a long way to go and COVID is still a threat, along with a possible recession. ARPA funds are still needed to fund programming and salaries for the CVB.

Irving CVB Executive Committee

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CITY COUNCIL UPDATE

Mayor Pro Tem Kyle Taylor added that he will work to continue to remind people how important the ARPA funds are to the CVB. He was concerned about the thoroughness of each department's reports, as they were only given six slides to review a five-year plan.

Cole reminded the Committee the next meeting is scheduled for Friday, June 24. With no further discussion, the meeting was adjourned at 11:28 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME
Executive Director