

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING
IRVING CONVENTION CENTER
Monday, August 22, 2022

Attendance: David Cole – Board Chair, Bob Bourgeois – Board Vice Chair; Karen Cooperstein, Greg Malcolm, and Richard Stewart, Jr. – Committee Members; Colvin Gibson, Nydia Hoskins, 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 Al Zapanta – City Council.

Board Chair David Cole called the meeting to order at 10:04 a.m. and inquired if there were any citizens that would like to comment on any subject on the agenda. There were none.

Cole noted the Executive Committee meeting minutes from July 25, 2022, will be tabled for approval until the September meeting.

ICVB FINANCIAL REPORTS

Director of Accounting Marianne Lauda reported for July 2022:

- General Fund:
 - Ending Fund Balance of \$1,716,082.24.
- ICC Reserve/CIP Fund:
 - Fund is 77.8% expended year-to-date.
 - Ending Fund Balance is \$599,589.94.
 - This fund is holding steady and will be close to 100% expended by end of the fiscal year.
- Check Register:
 - It was noted 96% of checks were ARPA fund-related programs and promotions and 4% were from Hotel Occupancy Tax.
 - Checks to SMG for building repair, network services, parking equipment, streetscaping (new ADA crosswalk and concrete work), and Westin Irving Convention Center hotel garage payment.
 - Regular payments to media advertising, BizDIP payments, media advertising, and staff reimbursements.

In response to a question from Board member Joe Philipp, Lauda replied unsubmitted dollars, including payroll, are approximately \$1-1.5 million before the end of the year. ARPA funds have to be committed by December 31, 2024, and expended by December 2026.

- Cash Flow Report for Fiscal Year-End September 2022:
 - Not much change in this report with ending cash estimate of \$7,026,321.
 - This report has been steady for the last few months.

- Thermometer Chart
 - Goal: have all Reserve funds full and stabilized by 2026 but will be dependent on subsequent ARPA funding. The goal is attainable if we can make the best use of the resources available to us, such as the ARPA funds.
 - Repayment of FY21 Loan: Goal: \$500,000 – Current: \$500,000 has been repaid.
 - General Fund Balance: Goal \$2,000,000 – Current: \$1,716,082, significant improvement.
 - Catastrophic Reserve: Goal: \$5,000,000 – Current: \$710. No activity.
 - Computer Fund – Goal: \$500,000 – Current: \$207. No activity.
 - ICC Reserve/CIP Fund: Goal: \$3,000,000 – Current --\$599,590, significant improvement.

Lauda noted the jump in fund balances for the General Fund and ICC Reserve/CIP Fund is due to movement of deferred revenue dollars to revenue from ARPA funds and quarterly reconciliation. Lauda will continue doing reconciliations to these funds on a quarterly basis.

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

HOTEL OCCUPANCY TAX COLLECTIONS

The Hotel Occupancy Tax Collections reports were reviewed through June 2022. Lauda reported:

- Luxury & Full-Service properties reporting down slightly.
- Doubletree DFW Airport North has now paid through March 2022, and the Sheraton DFW Airport North is reporting payments through April.
- The Westin DFW Airport hotel is down significantly. The assumption is there were tax-exempt groups in-house during June.
- All Suite / Extended Stay properties have all paid and holding steady.
 - The Comfort Inn DFW Airport North had a recent fire and will be a \$40,000 per year loss in collections.
- Budget Services properties have all paid.
- Limited-Service properties have all paid.
- There were 50 short-term properties reporting. One entity reported over \$100,000 income, which may represent multiple properties by one owner.
- Summary: collected \$723,288.82 for June 2022, up 31.9% from budget.
- For the year, collections are above budget by \$1.68 million.

Third Quarter Hotel Occupancy Tax Collection reports:

- There has been a significant increase in collections in all categories year-over-year from 2020.
- Collections for Q3 total \$2,220,946.69.

Gast added the Doubletree DFW North and Sheraton DFW North are on a payment plan with the City for their hotel tax and should be caught up by the end of the fiscal year. Payments will show in the November financials.

ACTION ITEM: Gast to send the revised City policy on hotel tax delinquencies to the Committee.

ICC FINANCIALS

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

- There were 2 events budgeted and the actual was 11, and 22 event days.
- Year-to-date showing \$605,554 better than budget for the year with 166 events.
- Rental Income was \$79,925 for the month, which is \$36,075 below budget.
- Year-to-date Snapshot: budgeted to lose \$1,331,101 and actual loss is \$725,547, which is \$605,554 better than budget
- Rental Income is \$125,125 above budget for the year.
- Catering and Concessions are higher as the months go on and will continue to climb.
- Parking is \$154,992 better than budget to date.
- Indirect Expenses are steady.
- Total Event Income for the year is \$3,577,788.
- Year-over-year comparison reports for July Rental and F&B Catering Income are each higher than the previous five years.
- The corporate meeting category is down for the year, but June reports the most income from meetings.
- YTD F&B Catering up significantly from the prior year, but down slightly from previous two to five years.
- Total Event Income is \$3,577,788.
- Currently forecasting to return \$400,540 to the ICVB at fiscal year-end, which is higher than any previous year with two months left.
- Forecasting for the future is challenging.

Meehan noted that public shows produce net income and have put the budget at \$400,000 ahead. This is a very solid year so far. In response to a question from Board member Greg Malcolm, Meehan reported the new banquet chairs were acquired with ARPA funds. He further commented the capital budget is very important, especially with the age of the building. Several large equipment repairs are needed and very difficult find sufficient windows of time available for repairs or replacement. These projects will be very expensive but needed to keep the building in the best shape.

Cole asked for a motion to accept the ICC reports for July 2022. On a motion from Cooperstein, and a second from Stewart the motion was unanimously passed.

CITY COUNCIL UPDATE

Mayor Pro Tem Al Zapanta reported the recent Council Budget Retreat was very successful. Challenging topics were property tax, labor and staffing and the challenges of the unknown in the coming year and how it will affect the trends. Gast commented the Council worked through the entire agenda and the ICVB presentation was completed. The ICVB will continue to be conservative in their budget and take into consideration the uncertainty of fall and holiday travel, and the possibility of a short-term recession. Zapanta appreciates the Bureau's approach to budget and recovery.

BOARD MEETING AGENDA REVIEW

Gast reviewed the August 22 Board agenda and noted there will be a presentation from the Las Colinas Association on their 50th anniversary programs and celebration plans.

Irving CVB Executive Committee

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Cole noted the next Executive Committee meeting will be held on Friday, September 23 in the first-floor conference room. With no further discussion, Cole adjourned the meeting at 10:43 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