

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING
IRVING CONVENTION CENTER – MEETING ROOM 6
Friday, September 24, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Bob Bourgeois, Julia Kang, Clem Lear, Rick Lindsey, and Greg Malcolm – Committee Members; Stephanie Fenley-Garcia, Herb Gears, Nydia Hoskins, Hammond Perot, Joe Philipp and Richard Stewart, Jr. – Board Members; Tom Meehan and Matt Tungett – ASM/ICC; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB; Deputy Mayor Pro Tem Al Zapanta – City Council.

Board Chair Karen Cooperstein called the meeting to order at 9:01 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:

Director of Accounting and Budget Marianne Lauda reported on the ICVB August 2021 financial reports:

- General Fund:
 - Ending fund balance is \$305,851.62.
 - Revenue received from Hotel Occupancy Tax was \$550,843.82 and \$5.48 in interest.
- Check Register:
 - The majority of checks were for Business Incentive Development Program payments.
 - Major League Baseball teams at the Four Seasons were majority of Business Incentive Development payments.
 - Reimbursements to staff.
 - Final CARES Act payments for media advertising.
 - Irving Convention Center payments:
 - Professional Services/Network Services
 - Westin Garage Rental
 - Property Management Services subsidy

HOTEL OCCUPANCY TAX COLLECTIONS – JULY 2021

- Luxury and Full Service:
 - Received \$243,304.21 for July 2021.
 - No payment from the Sheraton DFW Airport North nor from Doubletree by Hilton DFW Airport North and no status update on their status currently.
 - Westin Irving Convention Center Hotel is doing well.

- All Suite/Extended Stay:
 - All properties doing better this month.
 - Collected \$103,249.86 for July 2021.
 - Most properties have paid.
- Budget Service:
 - All properties doing better than prior months.
 - One hotel has not paid.
- Limited Service:
 - Collected \$123,485.12 for the month.
 - Two properties have not paid.
 - Two hotels paid back payments for May 2021 and are now current in collections.
- Short Term Rentals
 - Continue to be strong; collections in July from 32 properties versus 50 properties in June.
 - The City is on top of back payments and assessing penalties.
- Summary:
 - July 2021 collected \$529,542.06, short 2.4% of budgeted amount.
 - Collections from the Sheraton and/or Doubletree would be helpful in getting close to budgeted number.
 - YTD actual collections - \$3,437,902.39
 - Budgeted \$3,752,250.00.
 - Difference of negative \$314,347.61 or – 8.4%.

In response to a question from Board member Joe Philipp, Lauda replied that if the City was audited for CARES Act and ARPA funding, the ICVB will be included in that audit for compliance. Tracking of those funds is important will be a top priority for Lauda and the ICVB.

ICVB CASH FLOW REPORT:

- City Council approved the funds from ARPA for the ICVB FY 2020-21 on September 3. Lauda confirmed \$3,017,904.00 was received.
- The ending Cash balance estimate for September 2021 is \$1,151,176.00.
- There are a lot of expenses accruing and will be close to spending the \$3 million before September 30.
- Details on ARPA spending will be included in the September 2021 financial reports.

Gast added by using the ARPA funds to offset the operating shortfalls, the ICVB will be able to repay the City for the \$500,000.00 loan and not have to carry that obligation over into the next fiscal year. Lauda added the City has been very helpful in working out financial details. She reported that once the City has finished creating the accounting strings, we expect to be able to create a report that can be shared with the Committee. Without the ARPA funding, payroll and building maintenance would be the only expenditures and there would be no funds for programming.

Cooperstein asked for a motion to accept the ICVB Financial Reports for August 2021. On a motion from Board member Clem Lear and a second from Board member Rick Lindsey, the motion was approved unanimously.

ICC FINANCIALS:

General Manager Tom Meehan reviewed the following financial reports:

- August 2021:
 - Adjusted Gross Income is \$287,292.00 for the month.
 - There were 14 events in August, which generated the highest attendance the building has seen in some time. There were 10,000 attendees total for those events.
 - Budgeted +\$68,955.00 but lost \$104,002.00.
- YTD:
 - There have been 83 events with a total of 84,641 in attendance
 - Adjusted Gross Income YTD is \$1,824,273.00.
 - Indirect Expenses are \$3,983,307.00, last year was \$4,712,568.00.
 - Net Income (Loss) is \$2,159,034.00.
 - F&B Catering for the year is \$470,164.00.
 - YTD Rental Income is \$711,818.00.
- Five Year Comparison –
 - Current month Rental Income actual is \$98,799.00, compared to last August at \$8,750.00.
 - F&B Catering YTD is \$470,164.00, compared to last year of \$2,383,490.00 for half of the year.
 - Dance and wrestling events have been good rental income for the year.
 - Indirect Expenses are \$3,983,307.00, compared to last year of \$5,295,040.00. Reduction in expenses is primarily for staff and contract renegotiations.
- Forecast:
 - Currently reporting a loss of \$1,081,265.00 beyond the operating subsidy.
 - Considering the circumstances of last year, this year has not been too bad.
 - Staff has been creative in booking business for revenue and in contract negotiations with existing business.
 - September will be the busiest month of the 12-month fiscal cycle, even with losing three events in the month.

Gast noted that \$1.1 million of the \$3 million from ARPA funds was requested for this additional ICC shortfall. Meehan noted the annual audit process has begun and his staff is busy closing out September and working on the audit.

Cooperstein asked for a motion to accept the ICC Financial Reports for August 2021. On a motion from Board member Richard Stewart, Jr., and a second from Board member Julia Kang, the motion was approved unanimously.

CHAIR REPORT:

- The September 27, 2021, Board meeting agenda was reviewed. There is an Individual Consideration item from the Destination Development Committee's recommendation to approve a Resolution for changes to Irving's R-AB Ordinance. She noted the presentation from the Committee meeting that guided the conversation, and the Resolution draft are in the Board packet.
- Cooperstein reminded the Committee the October 22 Board meeting is a Special Meeting for the ICVB Executive Director's performance evaluation. The meeting is scheduled to begin at 9:00 a.m. at the Irving Convention Center and is normally a longer than normal meeting.

EXECUTIVE COMMITTEE

September 24, 2021

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Cooperstein adjourned the meeting at 9:32 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