

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Community Relations Committee**  
**Tuesday, July 17, 2018, 11:30 a.m.**  
**Irving Convention Center, First Floor Board Room**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

---

---

NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors may be present at this committee meeting.

---

---

**Discussion Topics**

1. High Spirited Citizens Program Discussion
  - a. Accepting Nominations
2. Strategic Plan 2018-21 Discussion
3. Approving Minutes – April 3, 2018 Committee Meeting
4. Chairman's Report

**CERTIFICATION**

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

\_\_\_\_\_ at \_\_\_\_\_ and remained so posted at least 72 hours before said meeting convened.

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

---

---

This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas government code.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.

**CITY OF IRVING/IRVING CONVENTION AND VISITORS BUREAU  
HIGH SPIRITED CITIZEN AWARD  
NOMINEE BIOGRAPHY**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: Irving State: TX Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Please list nominee's civic affiliations in Irving. Example: Rotary Board of Directors, Salvation Army, Garden Club, church/synagogue/mosque ministry, hospital auxiliary, etc. (continue on back of form or attach a second page, if necessary)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list major volunteer accomplishments within the above affiliations. Do not include any paid positions, as the award recognizes an individual's **volunteer** accomplishments. Example: Chaired the Rotary Club, assisted with clothing drive for The Salvation Army, led Garden Club's construction team that built fence at La Buena Vida House, etc.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list nominee's honors and awards as a volunteer.

\_\_\_\_\_  
\_\_\_\_\_

Additional information.

\_\_\_\_\_  
\_\_\_\_\_

Number of years nominee has resided in Irving: \_\_\_\_\_

Nominated by: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Return to: Irving Convention and Visitors Bureau  
c/o Diana Pfaff  
500 W. Las Colinas Blvd.  
Irving, TX 75039  
dpfaff@irvingtexas.com

## TONY GRIMES BIO

**Tony Grimes**, a native of Knoxville, Tennessee resides in Irving, Texas. He is product of Fulton High School and Middle Tennessee State University. He is the owner of Tony Grimes Photography and 29 Inc. LP, which serves the community with its Public Relations, Advertising, Large Format Graphic needs, and Photographic Services and a Franchisee of Zoom Dry Cleaners, a retail dry cleaning center.

Tony Grimes has been very assertive in community service through his service within J&B Outreach, The Irving – Carrollton Branch of the NAACP.

Tony is grateful and proud to be Chairman of the Board for J&B Outreach, an organization whose motto is, "Your Circumstance doesn't have to be Your Conclusion." As a board member of J&B Outreach, Tony has participated in several events sponsored by the organization, including presentations at Irving ISD's Houston Middle School on Character Building. J&B Outreach donated 1000 coats, hoodies and gloves throughout the Irving and Dallas School Districts over the past several years. J&B Outreach also sponsors a football camp for all ages for under privilege youth. This event is facilitated annually by former Dallas Cowboy's, and Hall of Famer Charles Haley along with a host of other professional athletes.

As the President of the Irving-Carrollton Branch of the NAACP, a position in which he has served diligently since 2002, Tony has formed multiple partnerships throughout the Cities of Irving and Carrollton and provided outstanding leadership in increasing the membership as well as the awareness of the organization as a whole.

He has developed the passion for uplifting our communities and has diligently worked to increase the financial literacy of the citizens. This passion began when he was approached on multiple occasions regarding personal finances and the use of financial lending institutions. After investigating concerns, he discovered that people seeking assistance were utilizing Payday Lenders who were charging such excessive interest and fees that it was impossible for the borrowers to pay those debts and still have sufficient income to meet that *daily living financial* obligations. Tony led the NAACP branch in being proactive and in training the community budget and refrain from utilizing these loan services, or at least teach them the appropriate manner in which to utilize such service.

Although he totally disagrees with the Payday Lending industry and predatory lending, he acknowledges the need for lending institutions within our community to provide loans for emergency needs. Working with a Bank Vice President who was also a member of the Branch, Tony introduced the FDIC Curriculum entitled "Money Smart". Money Matter's deals with budgeting and reiterates the basic structure healthy personal finances and has been successful in helping the community.

He has a great team of volunteers whom all work in the banking and accounting industry to facilitate the Financial Literacy Education workshops. These Financial Industry Specialist have traveled throughout the state of Texas since April 2014 to be an asset offering these workshops to various communities.

Also, because of the increased number of Police involved shootings over the years, The Irving-Carrollton NAACP has partnered with the Irving Police Dept. and offered "Law Enforcement and You" workshops for the last several years. This workshop is now offered quarterly in Irving. "Law Enforcement and You", an N.O.B.L.E Curriculum (National Organization for Black Law Enforcement), is an interactive curriculum on how to handle encounters with Police Officers.

Last but not least, the Irving-Carrollton Branch NAACP has received numerous achievement awards for its success in the respected communities; Alpha Phi Alpha Golden Legend Award, a two time recipient of the Service Award from the City of Irving, a Service Award from T.O.P. (Texas Organizing Project), and The Texas NAACP State Conference Torch Bearer Award.

Tony Grimes has two children, Antonia Williams of Delmar, MD and Anthony Grimes, Jr. of Houston, TX. Antonia is married to Greg Williams III., they have one daughter age 7, Cailee Williams.

**IRVING CONVENTION AND VISITORS BUREAU  
MINUTES – COMMUNITY RELATIONS COMMITTEE MEETING  
IRVING CONVENTION CENTER AT LAS COLINAS  
APRIL 3, 2018**

Those present for the meeting were: Rick Lindsey, Committee Chair; Karen Cooperstein, Committee Vice Chair; Clem Lear, Board Chair; Ron Mathia, Board Vice Chair; Bob Bettis, Bob Bourgeois, Beth Bowman – Committee Members. Staff: Maura Gast, Carol Boyer, Diana Pfaff and Carol Stoddard.

Committee Chair Rick Lindsey called the meeting to order at 10:00 a.m.

Discussion was held on the Strategic Plan process and community engagement for the DestinationNEXT survey. Irving CVB Executive Director Maura Gast reviewed various community groups and the Committee discussed board members and community representatives that could reach out and encourage participation in the survey from their members. Those groups included:

El Rancho/House of Commons/PJ's Restaurant regulars – Bob Bettis  
Lions Club – Bill Hooten  
Irving Arts Board of Directors – Todd Hawkins  
Parks and Recreation Board of Directors – Joe Moses and/or Bert Walsh  
Library Board of Directors – Bob Bourgeois  
Junta – Bob Bourgeois  
Neighborhood Roundtable – List from ICVB  
Ladies Junta/Heritage Society – Mary Higbie  
Health Care Foundation – Bob Bourgeois and Diana Pfaff  
Former Board of Directors members – List from ICVB  
High Spirited Citizens – List from ICVB  
Chambers of Commerce/Irving Schools Foundation/Irving ISD – Beth Bowman  
Flood Control Districts – Jacky Knox  
Las Colinas Association – Hammond Perot  
Impacting Irving Facebook page  
Henry Holmes group is restrictive on things that go out to their member list

Invitations to participate will be sent the week of April 3. A short version of the presentation with talking points for the survey is available to any Board members if needed. Lindsey suggested including the value of the survey to the City of Irving and the Irving CVB in the presentation. It was noted Gast is to give a short presentation to City Council on April 5.

Lindsey thanked the Committee for brainstorming on the list and encouraged everyone to reach out and inform Gast of anyone they wish to add to the list. Next steps in the process include the roll out of the survey, assigning groups to Board members and others as noted above, and include the URL address and email invitation. Gast will then review the results and communicate with an update in two weeks with further adjustments and follow-up assignments at that point. Gast commented the email blast open rate can be reviewed and the message can be tweaked if needed. She commented the results can be sorted by age and group responding (board member, resident, appointed official, civic leader, etc.).

There are three High Spirited Citizens in the queue for City Council meeting presentation date: Will Cole, Marilyn Willems and Debra Cox. Robert and Jill Martinez will be invited to the next Board meeting for recognition from the Board.

Discussion was held on ways to recognize and celebrate the 30<sup>th</sup> anniversary of the High Spirited Citizen program. Bowman suggested a video to recognize the awardees and tie it into the City Council meeting, and any planned dinner and/or reception. The video could showcase the program and capture interviews and facts. Discussion was held on having a presentation at the beginning of the November 15, 2018 City Council meeting and host a reception beforehand. If a City Council Committee meeting is scheduled before the Council meeting, the reception location could be moved. Gast will confirm with the City Secretary's Office for a schedule of the November 15 meeting to see if there would be a conflict. The December 13, 2018 City Council meeting would be a back-up date. It was suggested to restart an annual "Breakfast with the Mayor" program and invite the previous year's High Spirited Citizen awardees.

There was discussion on engaging and recognizing younger people for a possible Rising Star Award in conjunction with the High Spirited Citizen program. Bettis suggested confirming with the City Secretary's Office on a Rising Star award to be sure it is not being used already by another organization. The award would recognize the awardee's level of commitment and giving, and not compare it to the number of years of volunteering and service. The purpose would be to identify and encourage volunteerism and continue to be contributors to the community. Bowman suggested considering Irving ISD alumni groups to identify nominees. It was also suggested to look for a service project that was led by younger people, rather than an individual nominee. Another could be the Signature Studies Culinary Hospitality Program at Jack Singley Academy. Selected students would be invited to a Board meeting to tell their story, and focus on the hospitality industry as a career, as well as educate the Board on the program at Singley Academy. Gast noted it would bring a connected success story to the Board, and use the business setting to expand the horizons for the students. The invitation would be extended to the Irving Superintendent of Schools, the Director of the Hospitality Program, and the student. It was suggested to have the invitation two to four times a year with two students at a time.

It was decided to leave the High Spirited Citizen award program criteria and recruiting in place, and focus on outreach to find volunteers under 40 to fill the nominations for the 2019 calendar year.

Gast gave a brief update on the National Travel and Tourism Week. She noted there is no City Council meeting during the actual NTT week (May 7), but there is a tentative hold on the May 3 City Council meeting for a Travel and Tourism proclamation presentation. Lindsey will present the date and time at the Board meeting and encourage all Board members to attend.

The Westin Irving Convention Center Hotel topping out ceremony is scheduled for April 12 in conjunction with Global Meetings Industry Day and a small client event will be held after the ceremony at the Irving Convention Center. Assistant Executive Director/Marketing and Communications Director Diana Pfaff also noted the Toyota Music Factory ribbon cutting ceremony is scheduled for April 13, and everyone is invited and encouraged to attend.

On a motion from Cooperstein, and a second from Board Member Bob Bourgeois, the minutes from the Community Relations Committee meeting on February 16, 2018 were unanimously approved.

Lindsey thanked everyone for their schedule flexibility and commended the group for the tremendous exchange of great ideas. He commented he is looking forward to the survey responses, and thanked everyone for their effort, time and willingness to meet with the suggested groups for survey participation.

With no further questions, Lindsey adjourned the meeting at 11:28 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director