

**MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE**

**IRVING CONVENTION CENTER  
VIA ZOOM  
Friday, December 4, 2020**

Those in attendance: Acting Committee Chair Debbi Haacke, Committee Vice Chair Bob Bourgeois, Beth Bowman, Board Chair Karen Cooperstein, Julia Kang, Clem Lear, Rick Lindsey, and Greg Malcolm – Committee; Carol Boyer, Maura Gast and Susan Rose – ICVB Staff.

Acting Committee Chair Debbi Haacke called the meeting to order at 9:00 a.m.

Haacke asked for any citizen comments and there were none.

Haacke thanked everyone for their support during her appointment as the Committee Chair and ICVB Board member. She reminded the Committee of the accomplishments they have made and noted their contributions in support of the Board are invaluable.

The Committee discussed reorganization and updates to the ICVB Board portal. Executive Director Maura Gast stated the updates and reorganization recommended are for better navigation and to encourage Board use. Assistant Executive Director Finance/Administration Susan Rose, Marketing Director Monty White and Office Manager Carol Boyer will head the project and hope to have updates completed to present to the full Board at the January 25 meeting, based on today's input.

Rose presented a preview presentation of the newly redesigned portal.

- Initial input from the Committee was implemented.
- The portal now has tabs posted by Committee with links for each with complete information needed for that Committee. Other tabs include Board and staff contact information, forms, industry news, Board orientation documents, Board/Committee meeting and activities calendar and City Council agendas.
- The ICVB Board bylaws will be added as separate tab so it can be easily identified.
- There is no Search option available for the portal only; the Search function will only search the entire Visit Irving website.
- From October 1, 2019 to September 30, 2020 there were 2,870 page views.
- IT Manager Brice Petty is developing a "how to" video with instructions for basic use of the portal and will include smart phone access and shortcut instructions.
- The portal is a secure link only. Anyone outside the ICVB Board requesting any of the information contained within the portal should submit an Open Records Request. A highlighted link on the portal entry page provides links to the City's website with instructions to submit a request.

Rose asked for Committee feedback:

- Haacke commented she is encouraged by the reorganization of the portal and ease of use.
- Board Chair Karen Cooperstein suggested "hot buttons" for the ICVB Strategic Plan and Budget.
- "In the News" tab – Gast noted there are several articles added in the monthly Board meeting packet and she is hesitant to move too much to the portal in this tab, so they do not get lost on the portal and not read.

Discussion was held on sending email alerts when information that is important has posted to the portal and the choice of opting in to receive the information. Board member Beth Bowman commented the updates and reorganization are a great enhancement to the portal from the foundation that was already created. She suggested adding the Chamber of Commerce economic and legislative information to the "Industry News". She cautioned overwhelming Board members with emails. It is important to have all information in one place for Board members as volunteers in the community to navigate all the resources available to them.

Haacke asked if there is a procedure for keeping the information up to date. Rose replied there is no formal process in place but will work with Boyer and the ICVB Executive team to get information updated. Gast will also include a review of the portal in the Board orientation and discuss the importance of use.

ACTION ITEM: Rose will research if an opt-in option is available in the website program.

ACTION ITEM: The Committee will revisit the portal discussion in six months from its "re-launch" to review the usage and any further update requests, so there is time for board members to begin using the revamped version and to get used to it.

ACTION ITEM: Legislative Alerts tab – add legislative information and include the Chamber's legislative news and City of Irving's legislative agenda. Also add links to Texas Restaurant Association and Texas Hotel & Lodging Association for their legislative agendas as well, and any others that may be appropriate.

ACTION ITEM: Add Calendar to the Council Agendas and Calendar to the Chamber of Commerce.

ACTION ITEM: Add ICVB Board value statements as a priority to include in the Strategic Plan update in 2021.

Rose thanked everyone for their input.

Gast gave an overview of the ICVB Bylaws recommended changes:

- Industry-at-large Board position changed from Salesmanship Club position.
- Formalization of the Officer nominations, with the process being the responsibility of the Board and Business Development Committee. Committee recommendations would serve as official slate with nominations from the floor at the Board meeting when the vote is taken.
- The only Committee with defined members is the Executive Committee.

ACTION ITEM: Gast to make the Bylaws changes and bring back to the full Board in January for adoption. If adopted, then moves to the City Council agenda for their approval in February or March 2021.

ACTION ITEM: Gast to connect with Executive Director of Arts and Culture Todd Hawkins for clarification of timing for the Arts Board Bylaws adoption.

ACTION ITEM: Change in language – A slate will be presented by the Board & Business Development Committee for the Board's action at its November meeting, and nominations may also be taken from the floor.

ACTION ITEM: Future Committee topic – Board Nomination Process.

Gast gave an overview of the 2021 Legislative Session.

National Issues:

- Comprehensive COVID relief – hotels, restaurants, related industry, states, and cities, CVBs, Convention Centers.
- Comprehensive COVID Recovery – National Restaurant Association, US Travel Association.
- US Conference of Mayors – National Restaurant Association and Destinations  
International working very closely with U.S. Conference of Mayors on issues.

State Issues:

- Local control, municipal lobbying rights, protection of current hotel tax statutes, protection (or expansion) of State Tourism Office funding, protection (or expansion) of tools such as TPID, Events Trust Fund, etc.
- Restaurant issues will include making certain COVID exceptions permanent, i.e., alcohol to go, Restaurant Rescue Package omnibus bill.
- Texas Competes/combating discriminatory legislation.
- City will adopt its legislative agenda next week (12/14).
- "How" the Texas legislature will operate in COVID environment is still TBD.

Cooperstein suggested a letter from the Board to support and have an opportunity to voice opinion to the State Affairs Committee hearing to reinvigorate the ban on taxpayer lobbying. It is imperative to support the initiative, as it does affect Irving.

ACTION ITEM: Gast to send to full Board for their support.

Haacke asked for a motion to approve the Board and Business Development Committee meeting minutes. From September 11, 2020. On a motion from Cooperstein and a second from Board member Bob Bourgeois, the motion was unanimously approved.

Haacke reminded the Committee the next proposed meeting date is March 12 with new Committee Chair Bourgeois. A quarterly meeting date schedule will be forthcoming.

Future Committee meeting topics were discussed and included:

- Legislative Issues.
- Related Party Transaction Policy for ICC.
- Strategic Plan update with possible July Strategic Plan meeting with full Board.
- Rebuilding ICVB Reserve & Operating Funds:
  - Continued conversation with City Chief Financial Officer Jeff Litchfield on terms for loan repayment.
  - Opportunity for repayment of \$3 million taken from ICVB to meet initial debt service shortfall.

- 2026 Sunset of current Hotel Occupancy Tax allocations.
- Board applicant recruitment efforts.
- Formalize procedure for ICC bad debt policy.
- Additional CARES Act funding opportunities.
- “Great Plates” type programs – Texas, local/Irving.
- Relief Bill trickle down to local level and CVB asks.
- Extending/adding another level to programs that were approved in order to create a recovery specific Business Development Incentive Plan effort that hotels could use to mitigate additional expenses for a group.

Discussion was held on vaccine distribution and protocol for healthcare and essential workers. Hotel and Restaurant Associations are lobbying nationally to be defined as essential. Convention Centers could be identified as mass vaccine inoculation sites.

Gast reported a Go Fund Me page will be launched benefiting ICC furloughed staff for assistance during the holidays. Another addition of StaffMeal, serving the restaurant, hospitality, and events community, will be distributed at the ICC the week before Christmas and volunteers may be needed.

Haacke thanked the Committee and extended wishes for continued success in future meetings.

Haacke adjourned the meeting at 10:18 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director