

MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE

IRVING CONVENTION CENTER

Friday, September 10, 2021

Those in attendance: Committee Chair Bob Bourgeois, Committee Vice Chair Richard Stewart, Jr; Board Chair Karen Cooperstein; Julia Kang, Rick Lindsey, and Sam Reed – Committee Members; Carol Boyer, Maura Gast, and Susan Rose – ICVB Staff; Mayor Pro Tem and Council Liaison Kyle Taylor and Councilman Oscar Ward – Elected Officials.

Committee Chair Bob Bourgeois called the meeting to order at 9:01 a.m.

Bourgeois asked for any citizen comments and there were none.

Executive Director Maura Gast gave a brief update on the 2021 Texas Legislative Session. Items of concern ICVB will continue to follow election integrity, civic training programs, abortion bills and any anti-discrimination bills. All of these items, regardless of politics, influence many groups considering Texas as their next meeting destination. Texas associations will be bound by these laws and not able to boycott or move certain meetings out of Texas, but national groups and corporate groups could. Gast will keep the Committee posted on the outcomes.

Gast reported a survey was sent out to the Board for input on the ICVB Strategic Planning Retreat scheduled for September 23-24. Survey responses are sent to the meeting facilitator, Bill Geist. Irving Arts and Culture and Parks and Recreation representatives are invited to the Thursday afternoon meeting so the board can understand their long-term priorities and see where any of our priorities may align. Friday, September 24 will be a condensed Executive Committee meeting in the morning before the start of the Strategic Planning session and the day will conclude no later than 4 p.m. The final draft of the Strategic Plan should be ready to be presented for adoption at the November Board meeting. Gast is recommending the Strategic Plan will be a five-year plan, rather than the normal three-year plan, to address the fiscal needs of the organization and key dates that fall within that five-year timeframe. Gast typically gives an ICVB semi-annual update to City Council in December and can include the Strategic Plan in that update.

ACTION ITEM: Gast to resend the survey to Board members.

Bourgeois asked for a motion to approve the June 11, 2021, minutes. On a motion from Board member Rick Lindsey, and a second from Board member Julia Kang, the motion was unanimously approved.

COMMITTEE CHAIR REPORT

Bourgeois asked for input on formalizing involvement in the Board member recruitment process. There will now be four citizen-at-large ICVB Board vacancies, with Rose Cannaday and Roy Santoscoy stepping down and Clem Lear and Rick Lindsey being termed out. Mayor Pro Tem Kyle Taylor noted it is important to keep the process of recruiting as clean as possible. The Irving 360 Academy has been a phenomenal funnel for candidates to Boards and Commission positions. They are people who want to be engaged in the community and can be put into positions where they will be of the greatest help. Committee Vice

Chair Richard Stewart, Jr. added it is important to be an ambassador for the City and the ICVB Board has a level of responsibility that most other Boards do not, as well as a trust factor with dedication for the work that we are doing. Bourgeois added a recommendation for the recruitment process to ask if an applicant has read the ICVB Strategic Plan. It was noted the Plan could be added to the public-facing portion of the ICVB website.

Board member Sam Reed suggested a message card for Board members to carry that is consistent in talking points. This item can be addressed during the Strategic Planning retreat. It was suggested to review the ICVB Mission Statement with the lens of how it might be used as an “elevator speech” for this purpose.

Bourgeois also suggested holding High Spirited Citizen and former Board member quarterly or semi-annual meetings to keep them engaged. He noted there is decades of experience leaving the Board this year that should not be lost. Gast suggested perhaps all new Board members volunteer at the Visit Irving Information kiosk.

Bourgeois asked for any comments from Councilman Oscar Ward or Mayor Pro Tem Taylor. Ward invited everyone to attend the 9/11 Memorial service at Irving Veterans Memorial Park on Saturday at 8:20 a.m. Ward presented signs he asked Irving Police Chief Jeff Spivey to be made that can be posted in Irving’s restaurant restrooms to provide human trafficking help and assistance for anyone. The toll free telephone number is a Texas number that is transferred to the appropriate city’s police department once the location of the caller is identified. It was suggested to offer signs to distribute at Irving Rotary Clubs. Rotary Clubs advocate through education, prevention, and legislation for Rotary Club of Community Action Against Human Trafficking (CAAHT).

Board member Julia Kang reported the Irving Las Colinas Association’s Bowl-a-thon charity event has been canceled. However, raffle tickets are available for purchase to benefit the Irving Schools Foundation. Also, on October 9 is Paws Colinas 5K-9 event benefiting Irving Schools Foundation.

Bourgeois adjourned the meeting at 9:42 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director