

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
NOVEMBER 18, 2019**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, Karen Cooperstein, Debbi Haacke, City Manager Chris Hillman, Julia Kang, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, David Pfaff, Joe Philipp, Judy Pierson – Members of the Board; Councilman John Danish, Planning and Development Director Steve Reed, Assistant City Manager Philip Sanders, Mayor Rick Stopfer, City Attorney Christina Weber, Councilman Al Zapanta – City of Irving; General Manager Tom Meehan – ASM/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Susan Rose, and Monty White – ICVB Staff; Guests: Senior Auditor Laura Edwards – Crowe LLP, Herbert Gears, ICVB Senior Convention and Services Manager Wendy Foster, ICVB Convention Services Manager Kathy Levine, ICVB Convention Services Associates David Geiser and Peggy Masters.

Board Chair Clem Lear called the meeting to order at 11:47 a.m.

ELECTION OF OFFICERS

- a. Chair
- b. Vice Chair

Chair Clem Lear called for nominations to the ICVB Board of Directors for Chair of the 2019-20 Board. Board Vice Chair Ron Mathai commented on the support of the Board of Directors and the growth in Irving. He had a great year professionally and personally and the role of Chair and Vice Chair of the Board takes a special commitment and requires a significant amount of dedicated time. Mathai nominated Board member Rick Lindsey as Chair. With a motion from Mathai and a second from Board member Joe Philipp, Lindsey was unanimously approved for Chair of the ICVB Board of Directors for the 2019-20 fiscal year.

Board member Debbi Haacke nominated Board member Karen Cooperstein for the ICVB Vice Chair of the 2019-20 Board. She commented Cooperstein has a devotion to the community and a business background that will provide strong leadership. With a motion from Haacke and a second from Lindsey, Cooperstein was unanimously approved for Vice Chair of the ICVB Board of Directors for the 2019-20 fiscal year.

CONSENT AGENDA:

1. APPROVING MINUTES – September 23, 2019 and October 25, 2019
2. ACCEPTING ICC FINANCIAL REPORTS: SEPTEMBER 2019
3. REVIEW OF 2018-19 FOURTH QUARTER HOTEL OCCUPANCY TAX COLLECTIONS

It was noted the 2018-19 fourth quarter Hotel Occupancy Tax collections report has not been received at the time of the Board meeting and will be presented at the December 16 Board meeting. Lear asked for a motion to accept the Consent Agenda as presented. Cooperstein made a motion to approve and accept; second by Board member Bob Bourgeois. With no opposition and no further discussion, the Consent Agenda was unanimously approved.

INDIVIDUAL CONSIDERATION

Accepting the Irving Convention Center Audit Results for FY 2018-19 and Year End 2018-19

Irving Convention Center General Manager Tom Meehan introduced Senior Auditor Laura Edwards from Crowe LLP. Edwards gave a brief overview of the ICC audit process. She reported there is a testing process that starts in August and reviews the cash coming in and contracts. The goal is to address any significant risk. Allowance for doubtful accounts were tested and there was not risk of bad debt. Adjustments were also reviewed and there were no uncorrected or unknown statements.

Edwards then reviewed the ICC Financial Statements and Independent Auditor's Report. The report discloses reliability of financial statements, score issues or limitations. The ICC was issued the highest opinion of the audit that can be received. She then reviewed the Assets and Liabilities and Profit/Loss Statement. Edwards noted reports are consistent to the prior year. She noted the financial statements are prepared in accordance with the financial reporting provision of the Management Agreement between SMG and the City of Irving under the current contract. There were no further questions or discussion. Edwards thanked Meehan and the ICC staff and stated her appreciation for their professionalism. Meehan commented there have been good audits over the last nine years and that comes from forming policies and procedures to protect and show results with recommendations from Crowe LLP. Lear congratulated Meehan on a successful audit.

Lear asked for a motion to accept the Irving Convention Center Audit Results for FY 2018-19 and Year End 2018-19. Haacke made a motion to approve and accept; second by Board member Lindsey. With no opposition and no further discussion, the motion was unanimously approved.

Lear asked for a motion to approve the budget adjustment transfer received from Convention Center FY 2018-19 Operational Savings to the Convention Center Reserve/Capital Projects Fund. Bourgeois made a motion to approve; second from Cooperstein. With no further opposition and no further discussion, the motion was approved.

The Destination Development Committee recommended changes to the City's Hotel Development Ordinance. ICVB Executive Director Maura Gast gave a presentation overview with recommended changes to the Ordinance. She noted the initial Ordinance was created in 2006. Changes are now due because of the tremendous amount of growth in the limited service/budget category of hotel properties. Gast will present changes to the City's Planning and Zoning Committee on December 12, if accepted.

Lear asked for a motion to approve the Destination Development Committee recommendation for changes to the City's Hotel Development Ordinance. Board member Greg Malcolm made a motion to approve; second from Cooperstein. With no further opposition and no further discussion, the motion was approved.

Gast reviewed the ICVB Executive Director 2019-20 performance priorities and weightings based on the strategic plan. Lear asked for a motion to approve. Cooperstein made the motion; second from Haacke. With no further opposition and no further discussion, the motion was approved.

BOARD CHAIR REPORT

Special recognition was paid to ICVB Convention Services Associates Peggy Masters and David Gisler for their ten-year service awards. ICVB Senior Convention Services Manager and ICVB Convention Services Manager Kathy Levine presented the awards with Lear and Mayor Stopfer. Gast noted Masters is a former Irving Chamber Chair and a wonderful addition to the CS team. Gisler is a retired executive from Freeman Decorating and another one of Irving's great sources to the staff with industry background. The CS staff provides assistance with group meetings at local hotels and the Convention Center. Lear congratulated them on their continued service.

Lear congratulated Lindsey and Cooperstein on the new Board appointments and noted they are outstanding choices to lead the Board. She recognized Board member Joe Marshall on his last meeting and thanked him for his service and support. She noted during the six years he served on the Board great things were accomplished with the addition of the Toyota Music Factory and Westin Irving Convention Center Hotel. Lear thanked Meehan and Gast for their leadership and support. She noted a tremendous amount has been accomplished with the help and commitment of the Board Committees on the Strategic Plan. She welcomed Herb Gears to the Board and noted all new Board appointees will be sworn in at the December Board meeting. She also welcomed David Pfaff to the Board as the Irving-Las Colinas Chamber President.

The next Executive Committee meeting will be held on Friday, December 13. A correction was noted on the agenda to correct the next ICVB Board meeting date as December 16, 2019 from December 15.

Lear advised Board members to complete the Committee Sign-Up forms that were distributed and encouraged all to serve on a Board Committee.

BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke reported the Committee will review the Board of Directors bylaws and bring forward to the Board for approval. The next Committee meeting is scheduled for December 6.

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Rick Lindsey reported the Committee will continue to work on Strategic Plan items, specifically the Irving bus tours for residents. He thanked everyone who attended the High-Spirited Citizen presentation for Chuck Kirk. The City holiday parade will be held on December 7 and the High Spirited Citizens have a horse drawn wagon in the parade and Lindsey encouraged everyone to attend the parade and tree lighting ceremony. The next Committee meeting date will be determined after Committee assignments have been made.

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm thanked the Board for the approval of the Hotel Development Ordinance and thanked the Committee for their thoughtful discussions. The next Committee meeting date will be determined after Committee assignments have been made.

CITY REPORTS

Council Liaison John Danish reported the Charter review election passed with 62% and had a great turnout. He noted the item is important to be ready for the Bond election in May and is hopeful that will pass as well.

Mayor Rick Stopfer expressed his gratitude for the Board's support and commented that Irving is very fortunate with the amount of economic development opportunities. In the eye of many, businesses look to relocate in Irving and be a part of what is here. City Council did accept the Bond proposal and it will be transparently presented to residents. Single family housing development continues to rise, and new subdivisions are coming into play with properties sold in 12-18 months. Redevelopment will be the biggest challenge in the near future. Downtown Irving has the green light for a renovation from the Texas Department of Transportation along Irving Blvd. Starbucks has purchased land and has indicated the area is ready to take off. The City is working with the owner of the real estate behind the plaza to expand for parking spaces and expansion of the park. DART has entered into an agreement to authorize \$720,000 for a Local Assistance Program (LAP) fund. They are working closely with Dallas and Fort Worth for the opportunity to use the TRE line to directly connect a whole other area. By the end of the month, we should be turning dirt on the Silver Line and over 30% design for the downtown area. They have hired a consultant to review developing corridors and bus routes.

City Manager Chris Hillman thanked Lear for her leadership as Board Chair and congratulated Ron Mathai on his professional and personal success. He congratulated Lindsey and Cooperstein on their Board appointments. He noted the Charter and Bond elections are important to the City's current Triple A rating and the City will move forward with the Bond Committee recommendations. He thanked the Irving Las-Colinas Chamber of Commerce for their economic development success over the last several months. He commented it is important to take a pause and recognize the incredible work going on in the City. The Irving Mall has been purchased – the land was sold by Washington Prime – and the purchaser will lease the land back to Washington Prime. He is pleased to be meeting with the six property owners at the mall and discuss future plans. The City has been named by TXU Energy Leadership and Award Program and they are working on a new contract with renewable rates. The Campion trail now connects to Coppell and is now in the final phase to connect the last six miles. Once completed in 3 ½ years, there will be 21 miles of trails. He mentioned Stumpy's Hatchet House opening in the Toyota Music Factory and several restaurants. The Irving Police and Fire Department Blue Christmas will take place on November 30, the Chili Cookoff is scheduled for December 7 and Pancake Breakfast on December 14. Donated toys can be dropped off at any fire station. The Texican Hotel is working with the Family Advocacy Center raising funds for new rocking chairs. He wished everyone a happy Thanksgiving holiday.

BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast thanked Lear for her service as the Board Chair and thanked Board member Joe Marshall for his commitment to the Board. She gave a shout out to the Sales and Marketing/Communications teams for their success last year and officially welcomed Susan Rose as the new ICVB Assistant Executive Director of Finance/Administration. Gast thanked Lauda for her involvement and dedication with the City staff on the new Munis accounting software.

Gast asked ICVB Office Manager Carol Boyer to give a brief overview of the Visitor Information Center Volunteer program. Boyer reported the Visitor Information Center kiosk debuted during the Las Colinas Bridal Show and looked great in the front lobby of the Convention Center. The volunteer staff have been trained and have their official uniforms. The volunteers will be collecting data in order to track the information our visitors are seeking. The kiosk has two ipads, brochures and travel information for accurate and timely response to questions. Boyer is looking forward to reporting to the Board results and data from the program.

Gast noted the STR data is not available for October but the September report is included in the Board packet.

Assistant Executive Director/Sales and Services Lori Fojtasek thanked the Convention Services staff for the behind-the-scenes work and noted they are the first and last impression of Irving for clients and their hard work does not go unnoticed. Foster and Levine work hard to ensure clients know what services are available and schedule accordingly. She reported repeat business that was booked helped the Sales team reach 110% of their goal at year-end. The team is doing a lot of travel and site inspections are high.

Director of Marketing and Communications Monty White reported last year's Marketing performance numbers were exceptional. RFPs increased by 11% with 1,111 RFPs and 395,000 associated room nights. Website traffic was the highest it has been with 516,000 sessions and 424,000 users. The Visit Irving website had a record year with 369,000 sessions. Advertising engagement also was the highest it has been with a 14% increase over last year. Good Ad words had 560,000 general impressions. Marketing Manager Kayla Mansour continues to work on the blog and had over 50,000 views. Social media increased with the highest numbers to date with close to 100,000 followers. The Marketing/Communications team won seven Adrian Awards from the Hospitality Sales and Marketing Association International (HSMIAI); a Gold for the new Irving Rocks ad series; 2 Silver for SXSW activation; 3 for Public Relations; and the blog won a Bronze. He recognized Communications Manager Lori Sirmen, Senior Marketing Coordinator Carol Stoddard and Mansour for their creativity and hard work.

Director of Accounting Marianne Lauda reported her appreciation to be part of the Munis team and thanked everyone for their patience in working through the system. The HR module of the system will begin in January. Hillman thanked Lauda and noted it was a tough year for the replacement of the old system and a massive undertaking and over a \$10 million investment. He acknowledged the long days and hard work that went into the transformation of the IT infrastructure.

CONVENTION CENTER MANAGEMENT REPORT

General Manager Tom Meehan mentioned this is an odd time of year when you feel great getting close to the end of the calendar year but then realize that you are already three months into the fiscal year. He noted last year was very similar to the previous year and the challenge now is how to produce new revenues. Last year the ICC booked 23,000 room nights and this year 42,000. The year ended with a customer service score of 90.2% for the year, overall. The building had 266 events and attendance is flat from the year before and catering is flat. He commented on the incredible relationship and partnership with ICVB Sales. He reported SMG Global is officially now ASM Global and there are not a lot of changes. He is looking forward to what is coming.

INDUSTRY PARTNER REPORTS

HOTEL REPORTS

Board Member Greg Malcolm reported the STR report for the south side of the DFW Airport shows 83.8% in Occupancy and \$104.13 Daily Average Rate, which is slightly down but strong. Board member Kim Limon reported RevPAR for October at the Hampton Inn Las Colinas was \$130.90 and a 15% growth over last year and ended flat for the year.

LAS COLINAS CHAMBER OF COMMERCE

Irving-Las Colinas Chamber President Beth Bowman congratulated Lear and Mathai and expressed her appreciation for their representation of the ICVB in the community. The Chamber continues to lead the effort with the business industry to fill vacant retail space and capture retail sales tax. Total Wine and More has had successful brand openings and the most highly attended preview. The store occupies the vacant space formerly Toys R Us at MacArthur Blvd. and Las Colinas Blvd. She reported another win and expansion is Microsoft Corporation and noted the ICVB, City, City Attorney's Office, Economic Development team, and Chamber worked collectively for approximately 18 months on the project. She reported the Chamber is starting the fiscal year with 5 Wins, representing 700 jobs and \$4 million in capital investment. There are 40 active economic development projects in the pipeline and 10,000 new jobs. Unemployment declined to 2.9% in Irving and continues to run favorable to the State and National statistics. Chamber is working proactively with employers to have an available workforce. She thanked the ICVB for their support of the Chamber's 2019 Annual meeting hosted at the Westin Irving Convention Center Hotel and will welcome Chairman David Pfaff who will be focused this year on engagement. Pfaff replied it is a pleasure to serve this year and will focus on engagement in the community. He reported Mayor Stopfer will lead the State of the City event on January 16 at the Irving Convention Center. The Share Tank program will be held on November 21 at The Study and the Chamber's planning session retreat will be held on December 10 at the Convention Center following the Irving Salvation Army Super Lunch. He reported The Salvation Army is in need of more help for the Red Kettle Campaign and people can sign up to ring bells at RegisterToRing.com. There is a ribbon cutting at Mama Tried in Toyota Music Factory at 4 p.m. today.

IRVING ARTS CENTER

Irving Arts Board Chair reported the Irving Arts Museum will hold a soft opening on December 19. She noted her appreciation of the Share Tank program for the City and the importance of supporting our non-profits. The Irving Arts Center is having new carpet installed and fresh paint to get ready for the 27th annual Holiday Open House on December 6. It is a free program with interactive art and music.

TIF

TIF Board Chair Michael Randall shared there were no TIF Board meetings since last month and no update to share at this time. The next TIF meeting will be held on December 10.

LAS COLINAS ASSOCIATION

Las Colinas Association President Hammond Perot reported the LCA is testing lights in the Urban Center and making improvements in the holiday lighting. The Corps of Engineers has approved the design for the dog park and the project will move forward. Six preliminary plans for hotels in the Urban Center have been reviewed with a total of 1,400 rooms. The LCA Board meeting is scheduled for November 19 and will review the budget and electing new Board members. Top of building signs in Las Colinas will be presented to the LCA Board and reviewing a sign policy for hotels seven stories or higher.

With no further discussion, Lear adjourned the meeting at 1:28 p.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