

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Executive Committee**  
**Irving Convention Center – First Floor Conference Room**  
**And Video Conference**  
**500 W. Las Colinas Blvd.**  
**Friday, September 25, 2020 at 9:00 AM**

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

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Directors of the ICVB and the public may participate in the Executive Committee meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 8:30 a.m. to 9:00 a.m. on September 25, 2020. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/88504206130> - Meeting ID: 885 0420 6130. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), 1-312-626-6799 US (Chicago). Meeting ID: 88504206130.

1. Citizen Comments on Items Listed on the Agenda
2. Accepting the ICVB Financial Reports for August 2020
3. Accepting the ICC Financial Reports for August 2020
4. Recommendation of Joe Philipp to fill Former Board Member Ex-Oficio Position
5. Recommendation to Change Salesmanship Club Position to an Industry-At-Large Position
6. Recommendation of Stephanie Fenley-Garcia to fill Industry-At-Large Position
7. Chairman / Executive Director Reports
  - a. Approving August 21, 2020 Minutes
  - b. Review of September 28, 2020 Board Meeting Agenda
8. Next meeting – ICVB Executive Director Performance Evaluation, Friday, October 23, 2020 - location TBD

**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

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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.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

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.



## ICVB FINANCIAL STATEMENTS

For Period Ending:  
August 31, 2020



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
AUGUST 2020

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**Assets**

Cash and equivalents	57,690.03
Investments	2,249,400.00

<b>Total Assets</b>	<b><u>2,307,090.03</u></b>
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**Liabilities**

Due to other funds	24.48
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<b>Total Liabilities</b>	<b><u>24.48</u></b>
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**Fund Balance (Budgetary basis)**

Reserve for encumbrances	540,465.08
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Unreserved	1,766,600.47
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<b>Total Fund Balance</b>	<b><u>2,307,065.55</u></b>
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<b>Total Liabilities and Fund Balance</b>	<b><u>2,307,090.03</u></b>
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IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND  
MONTHLY FINANCIAL REPORT  
AUGUST 2020

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
L3 -	HOTEL/MOTEL TAX	401,212.37	4,166,238.73	8,544,599.00	48.8%	0.00	4,378,360.27
M1 -	CHARGES FOR SERVICES	0.00	0.00	25,000.00	0.0%	0.00	25,000.00
	STATE OF TEXAS EVENTS TRUST FUND RECEIPTS						
M4 -	INVESTMENT INCOME	432.76	6,458.12	18,000.00	35.9%	0.00	11,541.88
M5 -	MISCELLANEOUS	0.00	49,631.91	91,000.00	54.5%	0.00	41,368.09
M6 -	TRANSFER FROM						
	TRSF FROM ICVB RESERVE	0.00	1,307,800.00	1,307,800.00	100.0%	0.00	0.00
	TRSF FROM ICVB COMPUTER REPL	0.00	245,600.00	245,600.00	100.0%	0.00	0.00
	TRSF FROM ICVB CONV CENTER	0.00	298,000.00	298,000.00	100.0%	0.00	0.00
	<b>TOTAL TRANSFERS FROM</b>	0.00	1,851,400.00	1,851,400.00	100.0%	0.00	0.00
<b>TOTAL REVENUE</b>		<b>401,645.13</b>	<b>6,073,728.76</b>	<b>10,529,999.00</b>	<b>57.7%</b>	<b>0.00</b>	<b>4,456,270.24</b>
<b>EXPENDITURES</b>							
N1 -	SALARIES	169,233.51	2,022,084.92	2,523,519.00	80.1%	0.00	501,434.08
N2 -	BENEFITS	49,185.97	564,990.90	691,622.35	81.7%	0.00	126,631.45
N4 -	SUPPLIES	403.26	39,158.95	52,606.00	74.4%	3,350.00	10,097.05
O1 -	UTILITIES (COMMUNICATIONS)	1,104.94	15,129.37	24,900.00	60.8%	0.00	9,770.63
O3 -	OUTSIDE SERVICES						
	MARKETING RESOURCES	0.00	48,786.00	71,060.00	68.7%	15,000.00	7,274.00
	MEDIA ADVERTISING	868.87	249,855.75	510,605.23	48.9%	244,182.33	16,567.15
	PROFESSIONAL SERVICES	138,078.04	945,662.63	1,417,992.00	66.7%	238,510.97	233,818.40
	PROPERTY MANAGEMENT SERVICES	0.00	1,046,750.00	1,395,000.00	75.0%	0.00	348,250.00
	OTHER	0.00	3,681.18	10,925.12	33.7%	825.12	6,418.82
	<b>TOTAL OUTSIDE SERVICES</b>	138,946.91	2,294,735.56	3,405,582.35	67.4%	498,518.42	612,328.37
O4 -	TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	0.00	354,631.09	652,568.00	54.3%	0.00	297,936.91
	MILEAGE REIMBURSEMENT	2.73	1,847.89	5,600.00	33.0%	0.00	3,752.11
	MEMBERSHIP AND DUES	841.50	33,912.50	79,735.00	42.5%	0.00	45,822.50
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	844.23	390,391.48	737,903.00	52.9%	0.00	347,511.52
O5 -	CLAIMS AND INSURANCE	0.00	138,045.00	138,045.00	100.0%	0.00	0.00
O7 -	MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	16,048.49	166,649.54	341,784.00	48.8%	0.00	175,134.46
	BUSINESS DEV INCENTIVE PROG	1,400.00	250,608.38	500,000.00	50.1%	0.00	249,391.62
	LOCAL PROGRAMS-PROMOTIONS	27.96	168,442.54	376,869.00	44.7%	0.00	208,426.46
	OTHER	57.48	56,612.08	194,250.00	29.1%	38,596.66	99,041.26
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	17,533.93	642,312.54	1,392,903.00	46.1%	38,596.66	731,993.80
P5 -	TRANSFERS OUT						
	TRSF TO ICVB RESERVE	0.00	0.00	50,000.00	0.0%	0.00	50,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	514,042.00	0.0%	0.00	514,042.00
	<b>TOTAL TRANSFERS OUT</b>	0.00	0.00	564,042.00	0.0%	0.00	564,042.00
<b>TOTAL EXPENDITURES</b>		<b>377,252.75</b>	<b>6,106,848.72</b>	<b>9,531,122.70</b>	<b>64.1%</b>	<b>540,465.08</b>	<b>2,903,808.90</b>

Beginning Fund Balance	2,340,185.51
Revenues	6,073,728.76
Expenditures	(6,106,848.72)
Ending Fund Balance	2,307,065.55



# Irving Convention and Visitors Bureau

## Check Register

August 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061316	8/13/2020	<b>FAIRFIELD INN &amp; SUITES LAS COLINAS</b>			<b>45.00</b>
		BUSINESS DEV INCENTIVE PROG	HENDRIX COLLEGE VS UNIVERSITY OF DALLAS/FEB. 2020	45.00	
80061317	8/13/2020	<b>IRVING - LAS COLINAS ROTARY CLUB</b>			<b>59.00</b>
		MEMBERSHIP AND DUES	JULY 2020	40.00	
		LOCAL PROGRAMS-PROMOTIONS	JULY 2020	19.00	
80061318	8/13/2020	<b>IRVING CONVENTION CENTER AT LAS COLINAS</b>			<b>5,943.04</b>
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,943.04	
80061319	8/13/2020	<b>IRVING CONVENTION CENTER AT LAS COLINAS</b>			<b>20,625.00</b>
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - AUG 2020	20,625.00	
80061320	8/13/2020	<b>IRVING CONVENTION CENTER AT LAS COLINAS</b>			<b>167,000.00</b>
		BUILDINGS MAINT	EMERGENCY OPERATION FUNDING	167,000.00	
80061321	8/13/2020	<b>PETTY CASH</b>			<b>54.53</b>
		MILEAGE REIMBURSEMENT	PETTY CASH	2.73	
		ICVB VOLUNTEER PROGRAM	PETTY CASH	33.00	
		LOCAL PROGRAMS-PROMOTIONS	PETTY CASH	18.80	
80061322	8/13/2020	<b>ROSE, SUSAN</b>			<b>65.00</b>
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
80061323	8/13/2020	<b>STAPLES</b>			<b>403.26</b>
		OFFICE SUPPLIES	OFFICE SUPPLIES	321.36	
		OFFICE SUPPLIES	OFFICE SUPPLIES	(321.36)	
		OFFICE SUPPLIES	OFFICE SUPPLIES	217.29	
		OFFICE SUPPLIES	OFFICE SUPPLIES	61.99	
		OFFICE SUPPLIES	OFFICE SUPPLIES	123.98	
80061324	8/27/2020	<b>CRU</b>			<b>468.00</b>
		BUSINESS DEV INCENTIVE PROG	CCCI-CRU CHURCH MOVEMENTS/JANUARY TRAINING 2020	468.00	
80061325	8/27/2020	<b>DIPIETRO, KATHERINE</b>			<b>40.57</b>
		COMMUNICATIONS	JUL 2020 - CELL	40.57	
80061326	8/27/2020	<b>FOUR SEASONS RESORT &amp; CLUB DALLAS</b>			<b>1,400.00</b>
		BUSINESS DEV INCENTIVE PROG	ARIZONA DIAMONDBACKS VS TEXAS RANGERS / JULY 2020	700.00	
		BUSINESS DEV INCENTIVE PROG	SAN DIEGO PADRES VS TX RANGERS / AUG 2020	700.00	
80061327	8/27/2020	<b>FOUR SEASONS RESORT &amp; CLUB DALLAS</b>			<b>801.50</b>
		MEMBERSHIP AND DUES	AUGUST 2020	801.50	
80061328	8/27/2020	<b>HOPKINS, CHERYL</b>			<b>65.00</b>
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
80061329	8/27/2020	<b>IRVING CONVENTION CENTER AT LAS COLINAS</b>			<b>17,809.00</b>
		OTHER SUPPLIES	CARES ACT FUNDING - COVID REIMBURSEMENTS	17,809.00	



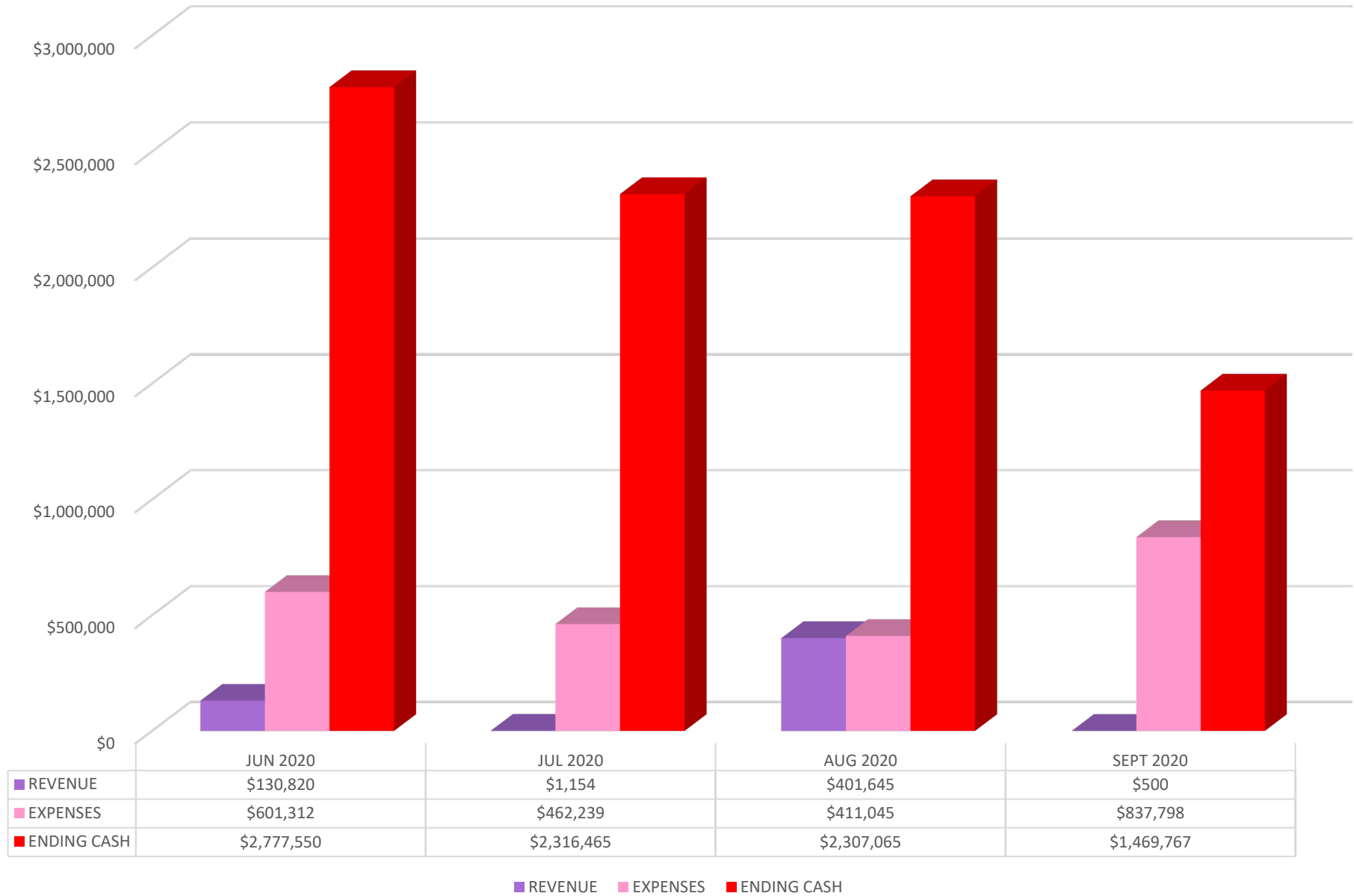
# Irving Convention and Visitors Bureau

## Check Register

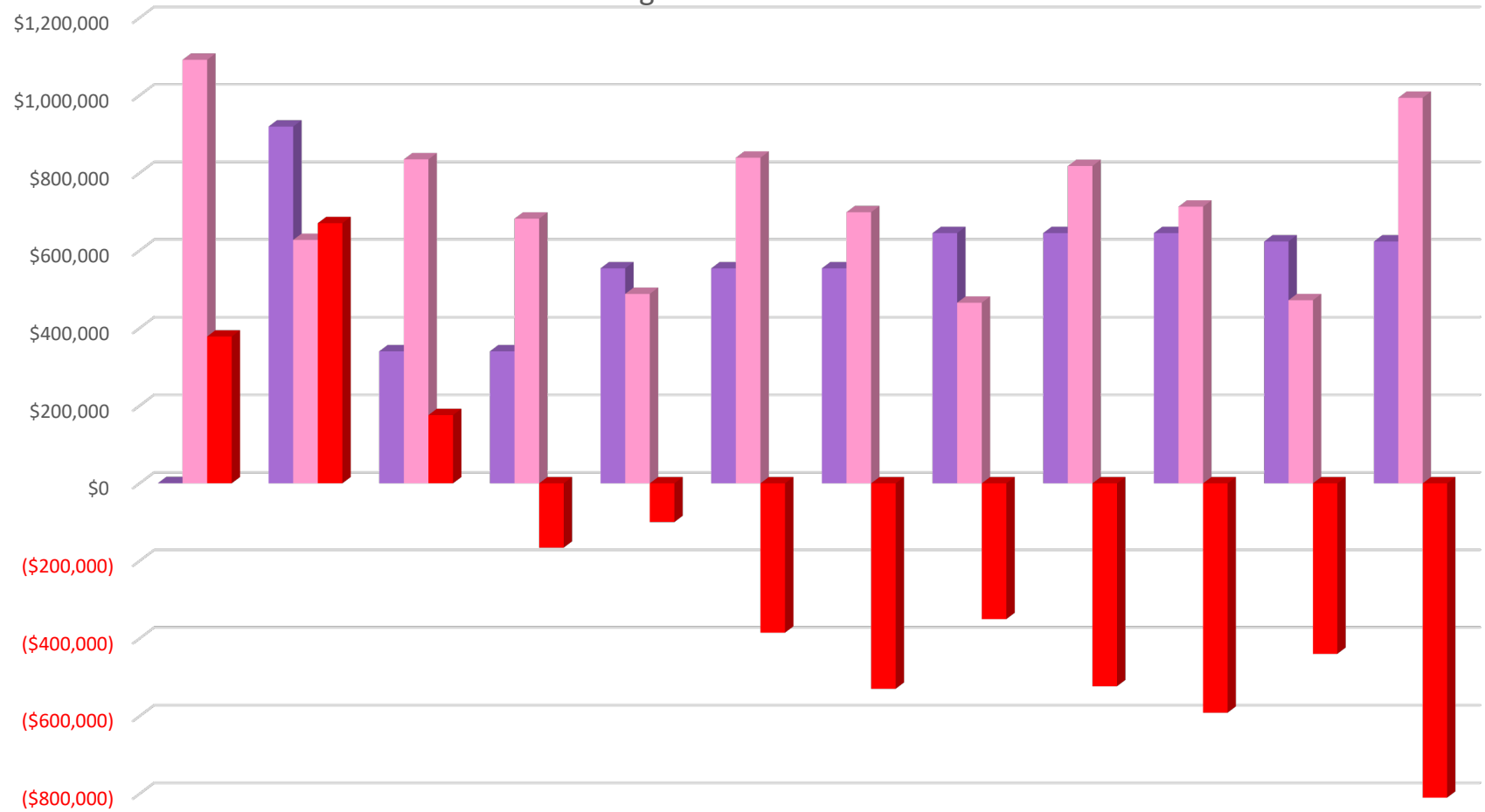
August 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061330	8/27/2020	IRVING CONVENTION CENTER AT LAS COLINAS			51,955.04
		OTHER SUPPLIES	CARES ACT FUNDING - COVID REIMBURSEMENTS	51,955.04	
80061331	8/27/2020	IRVING CONVENTION CENTER AT LAS COLINAS			85,451.00
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	85,451.00	
80061332	8/27/2020	LEVINE, KATHY			65.00
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
80061333	8/27/2020	LOPEZ, BRENDA			65.00
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
80061334	8/27/2020	MALLOUF PHOTOGRAPHY			135.00
		PROFESSIONAL SERVICES	IRVING OLYMPIC DAY PHOTOGRAPHY	135.00	
80061335	8/27/2020	MANSELL, LORI			44.29
		COMMUNICATIONS	JUL 2020 - CELL	44.29	
80061336	8/27/2020	ROBERTS, DEBBIE			65.00
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
80061337	8/27/2020	ROCHE, KELLY			55.16
		COMMUNICATIONS	JULY 2020 - CELL / MISC	65.00	
		LOCAL PROGRAMS-PROMOTIONS	JULY 2020 - CELL / MISC	(9.84)	
80061338	8/27/2020	SIMPLEVIEW WORLDWIDE, INC.			130,000.00
		PROFESSIONAL SERVICES	CARES ACT-INTERGRATED MTGS & STAY-CATION CAMPAIGN	130,000.00	
80061339	8/27/2020	SOTO, MONICA			50.00
		COMMUNICATIONS	CELL PHONE - JULY 2020	25.00	
		COMMUNICATIONS	CELL PHONE - AUGUST 2020	25.00	
80061340	8/27/2020	STALLINGS, APRIL			53.33
		COMMUNICATIONS	CELL PHONE - AUGUST 2020	53.33	
80061341	8/27/2020	TEXAS DEPARTMENT OF TRANSPORTATION			868.87
		MEDIA ADVERTISING	TEXAS EVENTS CALENDAR - FALL 2020	868.87	
80061342	8/27/2020	TUCKER & ASSOCIATES, LLC			2,000.00
		PROFESSIONAL SERVICES	MONTHLY RETAINER - AUG 2020	2,000.00	
80061343	8/27/2020	VERIZON WIRELESS SERVICES, LLC			526.75
		COMMUNICATIONS	JULY 2020	178.29	
		COMMUNICATIONS	JULY 2020	103.32	
		COMMUNICATIONS	JULY 2020	245.14	
Total Number of Invoices			40	486,113.34	
Total Number of Checks			28		486,113.34

Irving Convention and Visitors Bureau  
FY20 Cash Flow  
August 2020



Irving Convention and Visitors Bureau  
FY21 Cash Flow  
August 2020



	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
REVENUE	\$500	\$919,696	\$340,420	\$340,420	\$554,253	\$554,253	\$554,253	\$645,114	\$645,114	\$645,114	\$623,547	\$623,547
EXPENSES	\$1,091,768	\$627,439	\$835,191	\$682,285	\$488,244	\$839,344	\$698,838	\$465,629	\$818,079	\$713,223	\$472,016	\$993,830
ENDING CASH	\$378,499	\$670,756	\$175,985	(\$165,880)	(\$99,871)	(\$384,962)	(\$529,547)	(\$350,062)	(\$523,026)	(\$591,135)	(\$439,604)	(\$809,887)

REVENUE EXPENSES ENDING CASH





IRVING CONVENTION CENTER  
AT LAS COLINAS



Date Distributed: September 18, 2020

# Monthly Financial Summary

For Period Ending August 31, 2020

IRVING CONVENTION CENTER  
Monthly Financial Reports  
Table of Contents  
Period Ending  
August 31, 2020

Section	Page
Forecast Report	3
Financial Statements Monthly Highlights	4
Financial Statements Year to Date Highlights	5
Balance Sheet	6
Income Statement	7
Year over Year Income Comparison Statement	9
Monthly Event Income Statement 703 Consumer/Public Shows	10
Monthly Event Income Statement 708 Meetings	11
Monthly Event Income Statement 712 Other	12

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	183,185	77,985	38,650	80,100	101,125	112,619	2,000	32,000	1,500	9,900	8,750	26,725	674,538		
Service Income	77,389	12,540	19,135	49,059	133,783	30,892	(400)	-	-	2,480	3,240	-	328,118		
Service Expenses	(133,229)	(35,838)	(35,116)	(106,040)	(189,282)	(45,059)	(3,566)	-	(1,333)	(6,138)	(3,736)	(6,500)	(565,837)		
Total Direct Event Income	127,345	54,687	22,669	23,119	45,626	98,452	(1,966)	32,000	167	6,242	8,254	20,225	436,819		
Ancillary Income															
F & B Concessions	24,866	6,231	10,154	12,039	27,561	18,115	1,842	-	-	844	(56)	-	101,598		
F & B Catering	605,052	150,709	235,426	794,222	541,888	62,432	(12,288)	-	6,481	-	(429)	77,794	2,461,286		
Parking: Self Parking	46,410	12,908	13,104	21,671	35,953	25,741	-	-	-	2,003	-	-	157,790		
Electrical Services	12,365	4,750	5,220	6,790	16,600	29,880	(390)	-	-	1,750	300	-	77,265		
Audio Visual	347	(0)	(896)	997	(564)	(1,441)	(1,353)	-	4,189	-	(4,189)	-	(2,910)		
Internet Services	-	(595)	-	350	1,207	1,450	-	-	-	-	-	-	2,412		
Total Ancillary Income	689,040	174,003	263,008	836,069	622,645	136,177	(12,189)	-	10,670	4,598	(4,374)	77,794	2,797,442		
Total Event Income	816,385	228,690	285,677	859,188	668,271	234,629	(14,155)	32,000	10,837	10,839	3,880	98,019	3,234,262		
Other Operating Income	95,000	26,741	24,454	97,002	72,215	158,883	42,448	12,665	21,762	21,849	21,492	21,625	616,136		
ICVB Operating Subsidy			348,000			350,000			348,750	167,000	167,000	514,250	1,395,000		
Adjusted Gross Income	911,385	255,431	658,131	956,190	740,486	743,512	28,293	44,665	381,350	199,689	192,372	633,894	5,745,397		
Operating Expenses															
Employee Salaries and Wages	233,091	208,787	217,242	226,057	201,439	191,036	141,299	132,652	127,809	131,156	132,888	134,652	2,078,105		
Benefits	70,845	68,953	59,915	67,392	62,476	60,164	66,167	59,641	58,581	60,808	60,441	151,062	846,446		
Less: Event Labor Allocations	(30,233)	(5,970)	(13,934)	(19,415)	(17,740)	(6,308)	-	-	-	-	(210)	-	(93,811)		
Net Employee Wages and Benefits	273,703	271,770	263,223	274,034	246,175	244,892	207,466	192,293	186,390	191,964	193,119	285,714	2,830,741		
Contracted Services	56,602	52,476	61,359	57,942	52,715	59,282	44,036	43,400	41,316	44,117	40,795	49,815	603,855		
General and Administrative	91,072	29,306	36,616	98,275	44,210	39,968	14,650	19,041	13,232	10,903	22,377	52,797	472,448		
Operations	65,204	40,269	31,883	40,909	51,535	41,253	12,032	9,425	15,539	15,727	19,568	23,438	366,783		
Repair & Maintenance	63,829	34,962	41,317	44,162	35,373	48,468	32,908	23,295	24,727	31,136	27,915	32,500	440,593		
Supplies	10,646	31,569	11,001	21,278	13,178	21,170	4,126	2,012	2,499	7,127	1,023	4,500	130,130		
Insurance	23,137	8,501	6,489	7,544	6,587	7,544	7,544	5,658	6,915	8,424	6,036	8,500	102,878		
Utilities	48,248	39,696	38,576	43,396	42,077	38,500	37,314	38,501	42,350	46,716	35,007	45,000	495,379		
Other	6	-	34	-	835	-	12,057	(2,113)	(8,534)	(5,941)	(3,102)	-	(6,758)		
ASM Global Management Fees	67,946	29,543	36,621	83,042	68,803	22,223	311	12,900	13,829	13,080	12,962	20,515	381,775		
Total Operating Expenses	700,393	538,092	527,119	670,582	561,488	523,300	372,444	344,412	338,264	363,253	355,700	522,779	5,817,823		
Net Income (Loss) From Operations	210,992	(282,661)	131,012	285,608	178,998	220,212	(344,151)	(299,747)	43,086	(163,564)	(163,328)	111,115	(72,426)	(1,395,000)	(1,467,426)
Budget Forecast Comparison by Month															
	(35,141)	(11,028)	22,219	120,452	49,708	(1,101,217)	(949,296)	(979,856)	(665,840)	(490,675)	(72,426)				
	355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041	143,191	314,010			

IRVING CONVENTION CENTER/SMG  
Financial Statements Monthly Highlights  
For the Month Ending August 31, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	540	5,350	(4,810)	37,827
Events	3	2	1	19
Event Days	4	8	(4)	43
Direct Event Income	8,254	115,700	(107,446)	141,486
Ancillary Income	(4,374)	153,390	(157,764)	160,882
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	3,880	269,090	(265,210)	302,368
Other Operating Income	23,494	50,000	(26,506)	31,890
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	27,374	319,090	(291,716)	334,258
Indirect Expenses	(355,700)	(566,859)	211,159	(466,587)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(328,326)</u>	<u>(247,769)</u>	<u>(80,557)</u>	<u>(132,329)</u>

IRVING CONVENTION CENTER/SMG  
Financial Statements Year to Date Highlights  
For the Eleven Months Ending August 31, 2020

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	106,659	147,514	(40,855)	251,181
Events	136	127	9	216
Event Days	234	270	(36)	386
Direct Event Income	416,598	941,725	(525,127)	963,652
Ancillary Income	2,719,651	3,454,725	(735,074)	3,561,802
Total Event Income	3,136,249	4,396,450	(1,260,201)	4,525,454
Other Operating Income	596,510	635,000	(38,490)	443,065
Adjusted Gross Income	3,732,759	5,031,450	(1,298,691)	4,968,519
Indirect Expenses	(5,295,040)	(6,136,051)	841,011	(5,814,841)
Net Income (Loss) From Operations	(1,562,281)	(1,104,601)	(457,680)	(846,322)

IRVING CONVENTION CENTER/SMG

Balance Sheet  
August 31, 2020

**ASSETS**

**Current Assets**

Cash	\$	631,154
Accounts Receivable		350,206
Prepaid Assets		32,631
Inventory		68,425

Total Current Assets 1,082,416

**Total Assets** \$ **1,082,416**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	200,459
Accrued Expenses		231,672
Deferred Income		0
Advance Ticket Sales/Deposits		831,816
Other Current Liabilities		0

Total Current Liabilities 1,263,947

**Long-Term Liabilities**

Long Term Liabilites		0
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Total Long-Term Liabilities 0

Total Liabilities 1,263,947

**Equity**

Net Funds Received		12,583,536
Retained Earnings		(11,202,786)
Net Income (Loss)		(1,562,281)

Total Equity (181,531)

**Total Liabilities & Equity** \$ **1,082,416**

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Eleven Months Ending August 31, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	8,750	139,700	(130,950)	647,814	1,230,000	(582,186)	1,250,642
Service Revenue	3,240	31,000	(27,760)	328,114	471,725	(143,611)	803,455
Service Expenses	(3,736)	(55,000)	51,264	(559,330)	(760,000)	200,670	(1,090,445)
Total Direct Event In	8,254	115,700	(107,446)	416,598	941,725	(525,127)	963,652
Ancillary Income							
F & B Concessions	(56)	9,000	(9,056)	101,602	168,500	(66,898)	163,093
F & B Catering	(429)	128,060	(128,489)	2,383,490	2,903,863	(520,373)	2,959,875
Parking	0	5,330	(5,330)	157,793	231,162	(73,369)	231,752
Electrical Services	300	9,000	(8,700)	77,265	138,000	(60,735)	174,172
Audio Visual	(4,189)	0	(4,189)	(2,911)	0	(2,911)	25,586
Internet Services	0	2,000	(2,000)	2,412	13,200	(10,788)	7,324
Total Ancillary Inco	(4,374)	153,390	(157,764)	2,719,651	3,454,725	(735,074)	3,561,802
Total Event Income	3,880	269,090	(265,210)	3,136,249	4,396,450	(1,260,201)	4,525,454
<b>OTHER OPERATING INCOME</b>							
Other Income	21,492	50,000	(28,508)	594,508	635,000	(40,492)	443,065
Total Other Operatin	21,492	50,000	(28,508)	594,508	635,000	(40,492)	443,065
Adjusted Gross Inco	25,372	319,090	(293,718)	3,730,757	5,031,450	(1,300,693)	4,968,519
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	132,888	226,745	93,857	1,943,455	2,494,195	550,740	2,399,159
Payroll Taxes & Ben	60,441	68,840	8,399	695,373	757,240	61,867	693,222
Labor Allocations to	(210)	(49,730)	(49,520)	(93,810)	(547,030)	(453,220)	(548,031)
Net Salaries and Ben	193,119	245,855	52,736	2,545,018	2,704,405	159,387	2,544,350
Contracted Services	40,795	62,090	21,295	554,039	682,990	128,951	688,137
General and Adminis	22,377	46,059	23,682	419,655	512,998	93,343	439,868
Operating	19,568	45,751	26,183	343,346	503,261	159,915	468,504
Repairs & Maintenan	27,915	46,808	18,893	408,091	526,888	118,797	501,752
Operational Supplies	1,023	30,432	29,409	125,629	217,005	91,376	182,729
Insurance	6,036	8,333	2,297	94,378	91,663	(2,715)	78,608
Utilities	35,007	45,208	10,201	451,256	497,288	46,032	492,547
Other	(3,102)	0	3,102	(7,632)	0	7,632	0
ASM Management F	12,962	36,323	23,361	361,260	399,553	38,293	418,346
Total Indirect Expens	355,700	566,859	211,159	5,295,040	6,136,051	841,011	5,814,841

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Eleven Months Ending August 31, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(330,328)</u>	<u>(247,769)</u>	<u>(82,559)</u>	<u>(1,564,283)</u>	<u>(1,104,601)</u>	<u>(459,682)</u>	<u>(846,322)</u>



IRVING CONVENTION CENTER/SMG  
Year Over Year Income Comparison  
For the Eleven Months Ending August 31, 2020

	Current Month Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	8,750	173,450	164,320	166,050	98,256	166,790
F & B Concessions	(56)	6,651	7,552	14,632	1,958	10,168
F & B Catering	(429)	140,472	134,643	99,961	97,231	117,559
Total Event Income	3,880	302,368	263,030	296,213	179,577	292,761
Total Indirect Expenses	355,700	466,587	548,895	465,990	571,628	544,487

	Year to Date Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	647,814	1,250,642	1,178,801	1,081,116	1,220,991	1,297,388
F & B Concessions	101,602	163,093	190,464	142,143	201,027	194,455
F & B Catering	2,383,490	2,959,875	3,159,907	2,737,383	2,623,807	2,293,379
Total Event Income	3,136,249	4,525,454	4,473,262	3,958,471	4,123,344	3,916,768
Total Indirect Expenses	5,295,040	5,814,841	6,078,440	5,501,273	5,355,086	5,240,172

IRVING CONVENTION CENTER/SMG  
Monthly Event Income Statement: Consumer / Public Shows  
For the Eleven Months Ending August 31, 2020

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	320	5,350	30,921	60,000
Events	1	1	15	15
Event Days	2	6	33	45
Direct Event Income				
Rental Income	5,000	55,000	192,519	352,564
Service Revenue	3,240	1,000	61,936	9,725
Service Expenses	(1,813)	0	(103,523)	0
Total Direct Event Income	6,427	56,000	150,932	362,289
Ancillary Income				
F & B Concessions	(56)	1,000	51,659	29,500
F & B Catering	(429)	0	39,824	11,280
Parking	0	820	81,360	40,180
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	300	0	16,150	0
Audio Visual	0	0	0	0
Internet Services	0	0	750	0
Total Ancillary Income	(185)	1,820	189,743	80,960
Total Event Income	6,242	57,820	340,675	443,249

IRVING CONVENTION CENTER/SMG  
Monthly Event Income Statement: Meetings  
For the Eleven Months Ending August 31, 2020

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	200	0	32,298	34,492
Events	1	1	62	57
Event Days	1	2	113	117
Direct Event Income				
Rental Income	2,250	4,700	138,350	231,475
Service Revenue	0	0	98,427	6,750
Service Expenses	(1,783)	0	(195,339)	0
Total Direct Event Income	<u>467</u>	<u>4,700</u>	<u>41,438</u>	<u>238,225</u>
Ancillary Income				
F & B Concessions	0	0	2,230	1,500
F & B Catering	0	22,800	1,436,332	1,241,172
Parking	0	0	29,301	18,639
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	19,945	0
Audio Visual	(4,189)	0	(677)	0
Internet Services	0	0	0	0
Total Ancillary Income	<u>(4,189)</u>	<u>22,800</u>	<u>1,487,131</u>	<u>1,261,311</u>
Total Event Income	<u>(3,722)</u>	<u>27,500</u>	<u>1,528,569</u>	<u>1,499,536</u>

IRVING CONVENTION CENTER/SMG  
Monthly Event Income Statement: Other  
For the Eleven Months Ending August 31, 2020

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	20	0	65	0
Events	1	0	3	0
Event Days	1	0	3	0
Direct Event Income				
Rental Income	1,500	0	4,500	0
Service Revenue	0	0	1,480	0
Service Expenses	(140)	0	(740)	0
Total Direct Event Income	<u>1,360</u>	<u>0</u>	<u>5,240</u>	<u>0</u>
Ancillary Income				
F & B Concessions	0	0	0	0
F & B Catering	0	0	(1,772)	0
Parking	0	0	0	0
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	600	0
Audio Visual	0	0	0	0
Internet Services	0	0	0	0
Total Ancillary Income	<u>0</u>	<u>0</u>	<u>(1,172)</u>	<u>0</u>
Total Event Income	<u>1,360</u>	<u>0</u>	<u>4,068</u>	<u>0</u>

## Stephanie Fenley Garcia, PMP, CEM The Expo Group

Stephanie Fenley Garcia is the epitome of a hometown girl. Born in Irving, she is a graduate of MacArthur High School. Having grown up on what was once the “North Side” of Irving, just a mile away from her alma mater, she and her family have lived in South Irving for the past 21 years.

Stephanie graduated from Texas A&M University in 1991 and returned home to Irving. Already active in the Bryan/College Station Jaycees, Stephanie became a member of the Irving chapter, serving on its board of directors for a number of years, and eventually being elected to the office of President of the Irving Jaycees. It was through Jaycees, who believe that service to humanity is the best work of life, that Stephanie began her community service career.

In 1993, Stephanie served on the Steering Committee of the Downtown Preservation Board as her first official city project. A plaque commemorating the event is located next to Big State Fountain Grill in downtown Irving, and Stephanie takes great pride in the fact that her name will be forever associated with her hometown.

Stephanie jumped head first into the meetings industry in 1994, when she took a job at Meeting Professionals International. It was here she fell in love with the meetings industry and met her husband to be, Gustavo Garcia. A few years later, she joined Promotional Products Association International in Irving and found her true calling....trade shows!

Stephanie sold exhibit space, sponsorships, and advertising for the PPAI Expo, the largest promotional products trade show in the nation, from May 2000 – September 2006. She left PPAI to work for a giant in the trade show industry, Hanley Wood Exhibitions, who was purchased in 2014 by Informa. Stephanie started as an Account Executive on the International Roofing Expo (IRE), selling exhibit space, advertising, digital, and sponsorship opportunities. She was promoted through the ranks to Senior Account Executive, then Associate Sales Manager for the IRE. She traveled to other Hanley Wood/Informa events and was known throughout the office as the Trade Show Godmother for her extensive knowledge of the industry. She was a part of the “Buddy” Program, where she mentored and trained incoming sales team members. Stephanie was the very first non-management employee to receive her Certified Exhibition Manager certification from IAEE.

After so many years of sales, Stephanie was ready for a move into the Operations side of the business. She joined The Expo Group in 2016, where she is now a Project Manager. Stephanie likes to say that someone else sells the show, and she makes the show happen. She manages trade shows, events, and corporate meetings from the initial site visit through the final invoice payment. Nothing happens on Stephanie’s show that she has not personally written a work order for. Her largest client is Vizient, a healthcare group in Las Colinas, where she handles two week-long events a year.

After more than 20 years in the business, Stephanie has traveled all across the US, from Seattle to San Diego, Baltimore, and Orlando. Although she travels frequently, she is firmly grounded here in Irving, and she has spent her entire adult career in the industry within five miles of the Irving Convention Center.

Because of her passion for community service, she was recently asked to join Expo Cares, The Expo Group’s charitable division, where she is the sole project manager for all charity projects and several local church events. Stephanie became certified as a Project Management Professional in June of 2020.

Stephanie is currently a part of the Family Advocacy Center Advisory Board and an Irving Cares Volunteer. She sat on the Irving Schools Foundation Board of Directors from July 2014 to June 2019, and she is funding a scholarship in her mother’s name through ISF. Stephanie was very proud to sit on the Steering Committee for Imagine Irving, and she was an Irving ISD School Mentor during the 2017-2018 school year.

Stephanie has lived in Irving since 1967 and loves the changes she has seen in our city. She is especially proud of the Irving Convention Center and the Music Factory. She is an unabashed advocate, both for the City of Irving, and for the hospitality and meetings industry.

Stephanie became a wife in 1999, and a mom in 2003. In her free time, Stephanie enjoys reading, baking, raising her seven backyard chickens, and hanging out with her husband, daughter, and two dogs. Life in Irving is great!

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING**  
**IRVING CONVENTION CENTER**  
**AND ZOOM VIDEO CONFERENCE**  
**Friday, August 21, 2020**

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Bob Bourgeois, David Cole, Debbi Haacke, Julia Kang, Clem Lear, Greg Malcolm – Committee Members; Bob Bettis, Jo-Ann Bresowar and Joe Philipp – Board members; Tom Meehan and Matt Tungett – SMG/ICC; Maura Gast, Carol Boyer, Marianne Lauda and Susan Rose – ICVB; Councilman Al Zapanta – Guests.

Board Chair Rick Lindsey called the meeting to order at 9:00 a.m. and inquired if there were any citizens on the call that would like to comment on any subject on the agenda. There were none.

**ICVB FINANCIALS – JULY 2020**

ICVB Director of Accounting Marianne Lauda reported:

- Minimal revenue in the General Fund.
- Expenditures mostly consist of salaries, marketing programs, Business Development Incentive program payments are small and IT services.
- Staff is doing a great job of keeping expenses down – at 60% expended.
- The majority of Check Register payments were for employee and catch-up reimbursements.
- Other items reviewed: ICC monthly network services, capital improvement projects payment, Westin Irving Convention Center Hotel parking garage rental, and additional funding for emergency operations.

In reviewing the FY20 Cash Flow projections, Lauda noted the FY20 ending cash projection is up \$1.2 million from last month due to the revenue collected from the Hotel Occupancy Tax for the second quarter. The original/revised projection was for zero dollars in collections. Ending cash balance projection for FY20 is \$1,711,026.

In reviewing the FY21 Cash Flow, Lauda reported the ending cash balance projection is \$836,987, which is based on the revised Hotel Occupancy Tax collection projections. Projections may fluctuate as revisions are made. Staff will continue to monitor expenses and operate efficiently.

Councilman Al Zapanta commended Executive Director Maura Gast and the ICVB staff on a well-done and comprehensive budget presentation. He further noted the City budget should be completed and approved in September and the financial five-year plan will be a key component to the document.

Lindsey asked for a motion to accept the ICVB July 2020 financial reports. On a motion from Board Vice Chair Karen Cooperstein and a second from Board member Jo-Ann Bresowar, the motion passed unanimously.

#### HOTEL TAX COLLECTIONS THIRD QUARTER 2019-20

- Hotel Occupancy Tax collections were received in August.
- A review of collections April through June 2020 shows payment from several hotels has not been received and it is unknown when they will remit.
- The Extended Stay properties item includes AirBNB and Bed and Breakfast properties and reports more of these properties have been paying Hotel Occupancy Tax.
- Luxury Full-Service collections reports the Doubletree DFW Airport North, Embassy Suites DFW Airport South and NYLO Dallas/Las Colinas have made payments this quarter.
- It is unknown if monthly collections in FY20-21 will make a difference in timely payments.
- YTD Report Overview: every hotel is down significantly, and Lauda noted the addition of revised numbers versus the original budget numbers for comparison purposes.
- Budget to actual is down 36% or \$2.3 million.
- Actual to Actual numbers are down 36.75% or \$2.4 million

ACTION ITEM: Board Vice Chair Karen Cooperstein asked to amend the report going forward to make a notation by the hotels that were closed for one or more months due to COVID-19. It will be helpful for future reference by providing some back-up information in the inconsistent payments.

Gast noted the City staff has awarded LodgingRevs the project for compiling data across the City for short-term rental properties and tax collections compliance. It is a six-week start-up process and there are no projections currently.

#### ICC FINANCIALS – JULY 2020

General Manager Tom Meehan reported:

- Monthly Highlights Review: two small events and one photo shoot in July, and ended the month slightly ahead of budget \$2,824.
- Yearly Highlights Review: \$377,119 behind budget at this point.
- Income Statement: Rental Income \$9,900, \$844 in Concessions, \$2,003 in Parking and \$1,750 in Electrical Services for the month. Other Income collected from the Westin Irving Convention Center Hotel parking for \$21,849 and Adjusted Gross Income total of \$32,688.
- Expenses: Saved \$233,677 in Total Indirect Expenses for the month. Savings from payroll of furloughed staff and day-to-day operations expenses saved with no big events in the building. Forecast for July is typically low. Without events, expenses were cut and reporting ahead of budget.
- Five-Year Income Comparison: F&B Catering actual of \$2,383,920 is ahead of five years prior at \$2,175,816. Total Event Income is reporting slightly behind five years prior.
- Forecast: End of year report currently forecasting \$490,675 short of budget. This does not take into account the \$167,000 for ICC emergency over last two months (August and September) and \$175,000 still owed by SMG for current contract, as well as other items. Together, these should total \$509,000. Year-end should be on point with budget. The challenge will be forecasting next year's budget.

Meehan added the building has re-opened with Enterprise Car Rental in the lobby operating once again; engineering projects are continuing. The building is ready for events.

Board member Bob Bourgeois made a motion to accept the ICC July 2020 Financials and a second from Board member Clem Lear; with none opposed, the motion to accept was passed unanimously.

Gast reviewed the proposed ASM Management Renewal Agreement

- Current management agreement expires in 2030 (three 5-year terms); Proposed renewal terms expire 2035 (one 15-year term).
- Adjustments to the Management Fixed Fee, Incentive Fee, Food & Beverage, added F&B Incentive, and ASM cash contribution from \$375,000 for FF&E, smallwares, etc., to \$2,000,000 for capital expenditures, cash flow, FF&E, smallwares, etc.
- Capital Commitment:
  - \$2,000,000 to be dispersed no sooner than as follows:
    - \$500,000 at commencement of agreement (10/1/2020) Note: balance of \$175,000 from current agreement to be dispersed on 10/1/2020.
    - \$1,000,000 on first anniversary of the agreement (10/1/2021).
    - \$500,000 on the second anniversary of the agreement (10/1/2022).
    - Investment will be amortized on a non-cash basis for 15 years from the date of disbursement.
- A review of the ICC fiscal data from opening to the current year compared attendance, event days, utilization, events and tracked hotel room nights.

The revised agreement renewal solves a lot of issues. Board member Joe Philipp suggested adding language to the agreement that is beneficial to both parties for capital advances due to emergencies. Cooperstein asked if the funds are designed for capital needs. Gast replied it could be used for cash flow and capital needs at the ICVB discretion and noted it will be a great resource. Cooperstein applauded Gast for her efforts behind the scenes to position the CVB and ICC for success in incredible times. Gast noted her relationship with SMG for over 20 years has been exceptional, and this is not a simple conversation to have with their new owners, but the building is beautiful and a high performer, as well as an incredible staff.

ACTION ITEM: Gast to identify under what terms access to cash for any other unplanned emergency might be; and confirm that they may be used to support cash flow, in addition to capital requirements.

Lindsey asked for a motion to accept the recommended ASM Management Renewal Agreement for presentation to the full Board for approval. On a motion from Lear and a second from Cooperstein, the motion was unanimously passed.

Lindsey asked for a motion to approve the Executive Committee July 24, 2020 meeting minutes. On a motion from Cooperstein and a second from Lear, the motion was unanimously passed.

Gast gave a brief overview of the ICVB Board of Directors meeting agenda for August 24. There will be a Hotel Occupancy Tax Third Quarter Collections review and the ASM Management Renewal Agreement will be presented for approval. The short-term rental occupancy tax collections update will be included on the agenda.



Lindsey noted he has met with Councilman John Danish and has given updates of the Board's positions and discussions. Danish is engaged and informed and remains the Council liaison to the Board.

The next Executive Committee meeting will be held on Friday, September 25.

Lindsey adjourned the meeting at 9:50 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

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Irving Convention Center**  
**First Floor Conference Room And Video Conference**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**  
**Monday, September 28, 2020 at 11:45 AM**

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NOTE: A possible quorum of the Irving City Council may be present at this Board meeting.

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Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on September 28, 2020. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/89395970728> - Meeting ID: 893 9597 0728. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), 1-312-626-6799 (Chicago) Meeting ID: 893 9597 0728.

1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Minutes for August 24, 2020
3. Accepting the Irving Convention Center Financial Report for August 2020
4. Accepting the ICVB Financial Report for August 2020

**Individual Consideration**

5. Recommendation of Joe Philipp to fill Former Board Member Ex-Oficio Position
6. Recommendation to Change Salesmanship Club Position to an Industry-At-Large Position
7. Recommendation of Stephanie Fenley-Garcia to fill Industry-At-Large Position

**Reports**

8. COVID-19 Update
9. Board Chair Report
  - a. Special Recognition – Jacky Knox Retirement from DCURD
  - b. Schedule of Upcoming Meetings and Activities
  - c. Special Board Meeting – October 23, 2020 at 9:00 a.m. for the ICVB Executive Director Performance Evaluation – location TBD
10. Board Committee Reports
  - a. Board & Business Development – Debbi Haacke
    - Meeting Recap – September 11, 2020
    - Next Meeting – December 4, 2020
  - b. Community Engagement – Bob Bourgeois
    - Next Meeting – October 13, 2020
  - c. Destination Development – Greg Malcolm
    - Next Meeting – November 13, 2020

## **AGENDA - Continued**

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### City Reports

- a. Council Liaison – Councilman John Danish
  - b. Mayor & Other Council Members
  - c. City Manager – Chris Hillman
    - Visitor Development Updates
    - Toyota Music Factory
    - Other City Updates
- 11. Bureau Monthly Management Reports**
- a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Finance and Administration – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
- 12. Convention Center Management Report – Tom Meehan/Matt Tungett**
- 13. Industry Partner Reports**
- a. The Pavilion at the Toyota Music Factory/Live Nation Report – Mike Riley
  - b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon, Nydia Hoskins
  - c. Restaurant Industry Update – David Cole
- 14. Partner Organization & Stakeholder Reports**
- a. DART/Transportation and Infrastructure - Mayor Rick Stopfer
  - b. DCURD and Irving Flood Control Districts – Jacky Knox/Dallas Burke
  - c. Chamber of Commerce – David Pfaff/Beth Bowman
  - d. Irving Arts and Culture – Todd Hawkins/Kim Andres
  - e. The Las Colinas Association – Hammond Perot
  - f. TIF – Michael Randall
  - g. University of Dallas – Jason Wu Trujillo

### **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 will remain so posted at least 72 hours before said meeting convened.

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

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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.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

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.