

**AMENDED
AGENDA**

**Irving Convention and Visitors Bureau
Community Engagement Committee
Tuesday, October 14, 2025 at 9:00 AM
Irving Convention Center, First Floor Conference Room
500 W. Las Colinas Blvd.
Irving, Texas 75039**

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

1. Citizen Comments on Items Listed on the Agenda
2. Approval of Committee Meeting Minutes
 - a. Special Meeting - August 25, 2025
 - b. Special Meeting – September 17, 2025
3. Strategic Plan – Committee Updates
 - a. High Spirited Citizens Luncheon – November 14, 2025
4. City Council Report
5. Committee Chair Report and Staff Comments
 - a. *City of Irving Holiday Parade – December 6, 2025
6. Next Meeting – TBD

CERTIFICATION

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the Kiosk at the City Hall of the City of Irving, Texas, a place convenient and 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 3 business days 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.

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.

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

EMBASSY SUITES IRVING-LAS COLINAS MUSTANG BALLROOM Monday, August 25, 2025

Those in attendance: Committee Chair David Cole, Committee Vice Chair Cambria Jones, Board Chair Richard Stewart, Jr., Board Vice Chair Sam Reed – Committee; Carol Boyer, Anabel Espinoza, Susan Rose, and Monty White – ICVB Staff.

Committee Chair David Cole called the meeting to order at 10:30 a.m. Cole asked for any citizen comments and there were none.

It was noted there was not a quorum present at this meeting, and all items will be approved on consensus.

HIGH SPIRITED CITIZEN NOMINATIONS AND RECOMMENDATIONS

Director of Marketing Monty White presented newly submitted the High Spirited Nominations. He noted there were five nominations for four individuals.

- **Diana Pfaff**

Two nominations were submitted for Diana Pfaff with an overview of her accomplishments and awards. Board Chair Richard Stewart noted Pfaff has not officially retired from the City and ICVB. The Committee agreed this nomination is pending until Pfaff is officially retired.

- **Sally Grantvedt**

Nomination was submitted by Board member Michael Basoco. The Committee reviewed her accomplishments and volunteer activities. Cole noted she has been involved in the community for a long time and agreed Grantvedt is a good candidate for the HSC award.

Cole made a motion to approve the High Spirited Citizen nomination for Sally Grantvedt. On a second from Stewart, the nomination was accepted unanimously and will be presented to the Board for approval.

- **Priscilla Vigilante**

Nomination was submitted by Susan Motley. The Committee reviewed her major accomplishments and awards. She was a City of Irving Ambassador in 2022 and Cole asked for a description of the Irving Ambassador program. It was noted the Ambassador Program is an initiative designed to strengthen community engagement and enhance public service delivery through a network of trained local representatives. They are equipped with knowledge and tools to effectively communicate the benefits of City services and events. Cole noted Vigilante was on the Planning and Zoning Committee and ran in the City's 2025 election race for Place 7. She has resided in Irving for nine years.

On a motion from Committee Vice Chair Cambria Jones, and a second from Board Vice Chair Sam Reed, the nomination of Priscilla Vigilante for High Spirited Citizen was unanimously approved.

- Rosario Solis

Nomination was submitted by Harvey Rubealcaba. The Committee reviewed his volunteer activities and awards. Solis is an Irving police officer and volunteers for many activities outside of his employment. He is a boxing coach at the Irving Police Athletic League and takes it upon himself to raise funds. Cole added he has gone door-to-door on his own time to solicit funds to buy the PAL building and applied for grant funds. The Irving Armory building needed \$3.5 million in repairs and renovations and Solis worked on his own time to renovate the gym. He is also involved in the Dallas Regional Golden Glove Tournaments, which was held in Irving for four years. He attends and organizes boxing tournaments to further the program's impact on Irving youth. Discussion was held on his position as an Irving police officer and HSC eligibility.

On a motion from Cole and a second from Reed, the nomination of Rosario Solis for High Spirited Citizen was unanimously approved.

It was noted that the nomination for Gary Schepf was submitted last year but received too late for the November 2024 luncheon, and Nancy Payne could not attend the luncheon last year. Both will be invited to attend this year's luncheon on November 14.

Discussion was held on the number of nominees that have been approved previously for this year's program. It was noted Grantvedt, Vigilante and Solis will be added to the September Board meeting agenda for Board approval. If additional nominations are submitted, a special Committee meeting may be called to acquire Board approval to include them for this year's program.

The next Committee meeting is scheduled for October 14.

With no further discussion, Cole adjourned the meeting at 10:50 a.m.

Respectfully submitted,

Susan Rose
Assistant Executive Director
Finance and Administration

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER Mustang Boardroom Wednesday, September 17, 2025

Those in attendance: Committee Chair David Cole, Board Chair Richard Stewart, Jr., Board Vice Chair Sam Reed, Yasir Arafat, Stephanie Fenley-Garcia – Committee; Council Liaison Al Zapanta – City of Irving; Carol Boyer, Anabel Espinoza, Maura Gast, Brice Petty, Susan Rose, and Monty White – ICVB Staff.

Committee Chair David Cole called the meeting to order at 3:00 p.m. Cole asked for any citizen comments and there were none.

HIGH SPIRITED CITIZEN NOMINATIONS AND RECOMMENDATIONS

Board Chair David Cole presented newly submitted the High Spirited Nominations.

- Donna Arellano

Nomination was submitted by High Spirited Citizen Patty Caperton submitted nomination. The Committee reviewed her accomplishments and volunteer activities. Board member Stephanie Fenley-Garcia noted she has known Arellano for a long time and recommended Garcia join the Citizen Fire Academy and she attends the Henry Holmes group regularly. Executive Director Maura Gast noted Arellano has been a volunteer with the Irving Fire Fighters Ball and Grey Matters Golf Tournament. Board Vice Chair Sam Reed agreed she has been heavily involved in the community and a viable candidate.

Garcia made a motion to approve the High Spirited Citizen nomination for Donna Arellano. On a second from Board member Yasir Arafat, the nomination was accepted unanimously and will be presented to the Board for approval.

- Dora Joyner

Nomination was submitted by High Spirited Citizen LaNita Johnson. The Committee reviewed her major accomplishments and awards. Board Chair Richard Stewart, Jr., noted she is a quiet person and works behind the scenes as a volunteer. She is heavily involved in the community and has been volunteering with several organizations from 1990 to present.

Stewart made a motion to approve the High Spirited Citizen nomination for Dora Joyner. On a second from Arafat, the nomination was accepted unanimously and will be presented to the Board for approval.

Cole gave a high-level overview of each High Spirited Citizen nominations that were presented at the August 25, 2025 meeting for those Committee members who were not in attendance at that meeting. The Committee approved by consensus these nominations and will formally vote for their approval with a quorum today.

- Sally Grantvedt - Arafat made a motion to approve the High Spirited Citizen nomination for Sally Grantvedt. On a second from Garcia, the nomination was accepted unanimously.
- Rosario Solis- Garcia made a motion to approve the High Spirited Citizen nomination for Rosario Solis. On a second from Stewart, the nomination was accepted unanimously and will be presented to the Board for approval.
- Priscilla Vigliante – Garcia made a motion to approve the High Spirited Citizen nomination for Priscilla Vigliante. On a second from Arafat, the nomination was accepted unanimously and will be presented to the Board for approval.

Gast reminded the Committee the nomination for Gary Schepf, Nancy Payne, and Annette French were all previously approved as High Spirited Citizens and will be invited and recognized at this year's luncheon on November 14.

Discussion was held on the nomination for Diana Pfaff. The Committee agreed to postpone the approval of the nomination as she has not yet retired from the CVB and therefore is not yet eligible.

All these nominations will be presented and voted on at the September 29 Board of Directors meeting.

COMMITTEE CHAIR REPORT AND STAFF COMMENTS

UPDATE ON THE RESIDENT SENTIMENT SURVEY REGARDING THE FUTURE OF IRVING AS A DESTINATION

Gast reported the survey launched on Monday, September 15 and to date there have been 311 responses. Statistically a sample of 400+ responses is needed for good data, and our goal is to receive 2,500 responses citywide with good representation in all zip codes. An update is received every other day and if a particular area is soft, notification can be pushed out to encourage people to reply. An informational flyer with QR code was printed for distribution. The survey will gauge who we are, what we do, and promote support for visitors and tourism. The responses will be included in the Board's Strategic Planning retreat in the Spring 2026. The strategic planning process is how the Irving Convention Center, Westin Irving Convention Center Hotel, and Toyota Music Factory came to be.

Assistant Executive Director Marketing and Communications Monty White reviewed the communications plan for the survey. It has been included in the City's eblast newsletter, Las Colinas Association newsletter, emails to Homeowner Association Boards, Apartment Managers and has been reposted on social media. Also there has been outreach to neighborhood officers and the information is included in an Irving Community Television Network (ICTN) segment. The Irving-Las Colinas Chamber of Commerce has included the information in their Monday Business email. The survey was emailed out to the ICVB leisure newsletter list, High Spirited Citizen list and Board of Directors. A presentation to the Rotary Club was given and the Hackberry and Valley Ranch Associations are distributing to their members. Gast noted that Mary Higbie commented it has been discussed at a neighborhood round table. It was also distributed today at the ICVB Meet the Bureau Luncheon to local hoteliers. Hoping to receive feedback on general feelings about tourism and ideas for things Irving does not currently have and events that could create and support attraction of visitors. The data is reported in aggregate but can be segmented by zip code and age group. The survey will run for two weeks (ending September 26). A drawing for five \$50.00 gift cards (Angelo's Spaghetti & Pizza House, Po'Melvin's, iFratelli Pizza, Via Real, and Argentina Bakery) is included as an incentive for participation.

In conclusion, eight High Spirited Citizen nominations have been confirmed; five new nominations and three that were previously approved. Cole noted ten nominations is the ideal number for recognition at the luncheon. Each nominee will have a reserved table to invite friends and family to join the celebration on November 14.

The next Committee meeting is scheduled for October 14.

With no further discussion, Cole adjourned the meeting at 3:26 p.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Maura Allen Gast".

Maura Allen Gast, FCDME
Executive Director