

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Community Engagement Committee
Tuesday, April 14, 2026 at 11:30 AM
Irving Convention Center
500 W. Las Colinas Blvd., Irving, Texas 75039
First Floor Conference Room

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 – January 13, 2026
3. High Spirited Citizen Program Nominations and Recommendations
4. Discussion Regarding City of Irving Holiday Parade Plans
 - a. Update on ICVB/ICC Float Project
5. Strategic Plan – Committee Updates
 - a. Irving Heritage Society Fish Fry – Friday, May 9
 - b. Irving-Las Colinas Small Business Blitz Participation Discussion – May 4-8
6. City Council Report
7. Committee Chair Report and Staff Comments
 - a. National Travel & Tourism Week Proclamation – City Council Work Session on Thursday, May 7, 1 pm
8. Next Meeting – July 14, 2026

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

IRVING CONVENTION CENTER Irving Convention Center First Floor Conference Room Tuesday, January 13, 2026

Those in attendance: Committee Chair Cambria Jones, Committee Vice Chair Bob Bourgeois, Board Chair Sam Reed, Committee member Stephanie Fenley Garcia; Susan Rose; Carol Boyer; Monty White, Anabel Espinoza – ICVB Staff; Board member Beth Bowman.

Committee Chair Cambria Jones called the meeting to order at 9:00 a.m. There were no citizen comments.

Jones asked for a motion to approve the October 14, 2025 meeting minutes. On a motion from Board member Beth Bowman and a second from Committee Vice Chair Bob Bourgeois, the motion passed unanimously.

RECAP OF HIGH SPIRITED CITIZEN LUNCHEON – November 14, 2025

Jones provided a recap of the High Spirited Citizen (HSC) Luncheon, noting that Board member David Cole served as an excellent host and that the event was very well attended with strong support from family and friends of the honorees, as well as past recipients.

Assistant Executive Director Marketing and Communications Monty White reviewed opportunities for improvement for next year's program, including:

- Updating the nomination form to allow for more detailed information.
- Discontinuing the use of candles in centerpieces for safety reasons.
- Ensuring the musician remains through the conclusion of the event and plays during meal service and guest exit.
- Adding an invocation at the beginning of the program.
- Improving the overall flow of the script and "Voice of God" transitions.
- Incorporating a short video featuring nominee interviews.
- Coordinating a group photo with the emcee.

White noted that once the Board approves honorees, staff will begin outreach individually rather than waiting to notify all at one time. He thanked Marketing and Communications Coordinator Anabel Espinoza and Office Manager Carol Boyer for their coordination efforts.

Jones suggested the development of a marketing piece to promote the Heritage Society Fish Fry and the City's Holiday Parade. Bourgeois commented that the HSC brochure was well done and recommended distributing it to new Board members who were unable to attend. He also suggested maintaining a comprehensive list of all HSC honorees.

HIGH SPIRITED NOMINATIONS AND RECOMMENDATIONS

White presented the recommended nominations:

John Barbosa

The Committee reviewed the nomination form submitted by Annette French that included his qualifications and volunteer activities.

On a motion from Bourgeois and a second from Board member Beth Bowman, the nomination was approved.

Benedict Parks

The Committee discussed the nomination of lifelong Irving resident Parks by Annette French. Discussion centered on his civic involvement related to politics and whether that should be a consideration. Board Chair Sam Reed noted that the Committee's hesitation did not reflect a unanimous position and recommended tabling the nomination for further discussion.

On a motion from Committee member Stephanie Fenley Garcia, and a second from Reed, the nomination was tabled for future consideration.

Diana Pfaff

The Committee reviewed the nomination recommendations from Committee member Karen Cooperstein and former ICVB Board Chair Clem Lear.

On a motion from Bowman, and a second from Fenley Garcia, the nomination was approved.

Bowman inquired whether Michael and Nancy Gonzalez had previously been recognized as High Spirited Citizens. After confirming that they did not, Bowman agreed to complete and submit a nomination for their consideration, noting their active involvement in the community.

ACTION ITEM: Bowman to complete and submit nominations for Michael and Nancy Gonzalez.

White set July 14 as the deadline for all HSC applications to be submitted.

HOLIDAY PARADE RECAP

White reported that 24 individuals confirmed their participation in the Holiday Parade ICVB carriage, with 15 able to attend. He noted that the carriage capacity was appropriate; however, he suggested exploring a float option for safety reasons. White advised that a team member has experience constructing flatbed floats and that the ICC could potentially assist with the build, with ICVB and Board members assisting with decoration. The initial investment could allow for reuse and repurposing in future years. Concepts discussed included a wood-frame flatbed with Styrofoam attachments.

Assistant Executive Director Finance and Administration Susan Rose noted that a flatbed could also possibly be utilized for other ICC-related events. Bowman suggested sourcing materials, including potential seating options such as church pews available through resale marketplaces, and emphasized using weather-friendly materials. Bourgeois commented that several individuals experienced physical challenges with the carriage, and a lower flatbed design may increase participation.

Jones recommended obtaining a budget estimate, maintenance overview, and comparison to annual carriage rental costs.

ACTION ITEM: Add float proposal discussion to next meeting agenda, including estimated budget and maintenance comparison.

White thanked Espinoza for her coordination and communications related to the parade.

STRATEGIC PLAN COMMITTEE UPDATE

Rose provided an overview of the Longwoods International Resident Sentiment Survey results. A total of 1,004 surveys were completed, including 895 residents and 109 individuals who work in Irving. Results reflected strong support for tourism.

The Committee reviewed key findings and next steps for the Committee in preparation for the Strategic Planning Retreat. The Board Strategic Planning Meeting is scheduled for April 23–24, with David Holder of Clarity of Place facilitating. Additional communication will be forthcoming.

Fenley Garcia suggested including a summary of the survey findings in the City Spectrum publication to educate residents.

Jones noted National Travel and Tourism Week begins May 3, providing an opportunity to increase resident awareness regarding Hotel Occupancy Tax (HOT) funding and the financial benefits of tourism. A targeted marketing campaign was discussed to explain how tourism dollars benefit the community.

Rose commended White and the team for their communication efforts related to the survey. Bourgeois suggested creating a sticker or window cling to communicate where Hotel Occupancy Tax dollars are allocated, highlighting support for arts organizations, the Symphony, MainStage, museums, and other cultural assets. He recommended identifying a permanent display opportunity within facilities. Jones noted that many small business owners do not recognize that they are part of the tourism ecosystem and suggested a “Faces of Travel” initiative featuring business decals.

Bowman noted that National Economic and Tourism Week coincides with National Small Business initiatives and emphasized the importance of delivering concise, 30–45 second messaging to effectively reach customers and voters. She suggested participating in the Chamber’s Small Business Blitz and providing a Small Business Resource Kit, integrating the tourism message, and expressing appreciation to local businesses, particularly in advance of FIFA-related visitors. Jones inquired whether Small Business Saturday could serve as an opportunity to integrate this initiative. The Committee expressed interest in partnering to amplify messaging.

Jones summarized the concept with the phrase, “It All Starts with a Visit.”

COMMITTEE CHAIR AND STAFF UPDATES

Jones provided a brief overview of the upcoming Board Leadership Symposium. She will participate in a roundtable discussion and deliver closing remarks. Board members are invited to attend the opening breakfast and keynote session.

Reed shared his goal as Board Chair of recruiting additional members to participate in the Community Engagement Committee.

The next meeting is scheduled for April 14, 2026.

There being no further business, the meeting adjourned at 9:57 a.m.

Respectfully submitted,

Susan D. Rose
Assistant Executive Director of Finance and Administration

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD
NOMINEE BIOGRAPHY**

Name: _____

Address: _____

City: Irving **State:** TX **Zip:** _____

Phone: _____ **Email:** _____

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)

Please list nominee's honors and awards as a volunteer:

- _____
- _____
- _____
- _____
- _____

Additional information:

- _____
- _____
- _____
- _____

Number of years nominee has resided in Irving: _____

Nominated by: _____ Date: _____

Email: _____ Phone: _____

Return to: Irving Convention and Visitors Bureau
c/o Monty White
500 W. Las Colinas Blvd.
Irving, TX 75039
mwhite@irvingtexas.com

Nominators are encouraged to be as thorough as possible. If there is additional information you would like to submit for consideration that doesn't fit within the form above, please attach additional page(s) with this form.

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD
NOMINEE BIOGRAPHY**

Name: Bruce Miller
Address: 8910 Lakewood
City: Irving **State:** TX **Zip:** 75063
Phone: 214.676.8370 **Email:** bemiller1575@gmail.com

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
Valley Ranch HOA	Appointed to the Master Board	May 2020
	Served as Secretary	2022 - 2023
IFCD III	VRA Board Liaison	2020
Other HOAs	Woodland Hills HOA in Texas	
	His own HOA in Naples, FL	

Please list nominee's honors and awards as a volunteer:

- Will assist any friend or colleague confidentially regarding legal issues
- Recently came out of retirement to assist Judge Alexander C Van Hook as law clerk in Louisiana Federal Court
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Additional information:

- IFCD III (Chris Cavalry & Dallas Burke) says he is a valuable source of communications and information.
- VRA (Marty Whitaker) has used his legal knowledge, negotiation skills, business and budget expertise to improve Valley Ranch operations, strategic design, web site and more

Number of years nominee has resided in Irving: 25

Nominated by: Debbi Haacke Date: 8 April 2026

Email: dh@dhaacke.com Phone: 972.402.0002

Return to: Irving Convention and Visitors Bureau
c/o Monty White
500 W. Las Colinas Blvd.
Irving, TX 75039
mwhite@irvingtexas.com

Nominators are encouraged to be as thorough as possible. If there is additional information you would like to submit for consideration that doesn't fit within the form above, please attach additional page(s) with this form.

Benedict Parks

Civic Affiliation	Volunteer Accomplishments	Dates
Treasurer	Irving Heritage Society	Years
Board Member	Firefighters Commission	Just started
Board Member	Irving Democratic Club	Years
Supporter	Irving League of Women Voters	Years
Member/Resident	South Irving Task Force	Years
President	Irving Democrats	
Breakfast Attendee	Saturday Morning Breakfast Club @ Good Day Cafe	

Honors and Awards as a Volunteer

- His mother, Eileen Parks, can provide records of awards and contributions made to the City of Irving while he was in school.
- Known for his knowledge of historical facts and civic involvement.
- Recognized for his compassion, quiet leadership, and insightful perspective.

Additional Information

- Aside from his full-time job at Dallas County, Benedict makes time to help neighbors and friends throughout Irving.
- Graduate of MacArthur High School.
- Dedicated to serving others and using his financial and oversight talents for the good of the community.

Years Resided in Irving: Lifelong Resident

Nominated by: Annette French