

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, April 27, 2026 at 11:45 AM**  
**Irving Convention Center**  
**Junior Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for March 23, 2026
3. Accepting the ICVB Financial Reports for March 2026
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Reports for March 2026

**Individual Consideration**

6. Approving High Spirited Citizen Recommendations from Community Engagement Committee
  - a. Ann Gibson
  - b. Bruce Miller
  - c. Benedict Parks

**Board Reports**

7. Board Chair Report
  - a. Staff Service Award
    - i. Accounting and Budget Director Marianne Lauda – 40 Years
  - b. National Travel and Tourism Week – May 3-9, 2026
  - c. Board Member City Council Outreach Updates
  - d. Next Meeting – May 18
8. Board Committee Reports
  - a. Board and Business Development – Karen Cooperstein
    - ICVB Semi-Annual City Council Updated – May 7, City Council Work Session, Timing TBD
    - Next Meeting – June 12

## AGENDA - Continued

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- b. Community Engagement – Cambria Jones
    - Recap of April 14 Meeting
      - i. National Travel & Tourism Week Proclamation, May 7, 1 p.m., City Council Work Session
      - ii. Heritage Society Fish Fry – May 8
      - iii. Small Business Blitz Week – May 4-8
    - Next Meeting – July 14
  - c. Destination Development – Anthony Buttafuoco
    - Next Meeting – May 12
- 9. City Reports**
- a. Council Liaison – Councilman Al Zapanta
  - b. Mayor & Other Council Members
    - DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - c. City Manager – Chris Hillman
    - Delinquent Hotel Occupancy Tax Collection Updates
    - VIA Proposal Updates – Irving Routes & Urban Center Circulator
    - Hotel Audit Report
    - Visitor Development Updates
    - Other City Updates
- 10. Bureau Monthly Management Reports**
- a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
    - i. FIFA World Cup Update
    - ii. Athens (GA) Twilight Criterion Event Site Visit
  - c. Marketing and Communications – Monty White
    - i. Irving Visitor Industry Performance Study, 2019-2025
  - d. Administration and Finance – Susan Rose
    - Tourism Economics – Irving Outlook 2026-2027
    - Smith Travel Research and AirDNA Monthly Reports
- 11. Convention Center Management Report – Tom Meehan, Kayla Perez, Jeremy Pierce, Casey Villasenör**
- 12. Industry Partner Reports**
- a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
    - i. Toyota Music Factory Update – Eric Albert
  - b. Hotel Industry Updates – Anthony Buttafuoco, Kim Limon
  - c. Industry-At-Large Report – Stephanie Fenley-Garcia
  - d. Restaurant Industry Update – David Cole

## AGENDA - Continued

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- 13. Partner Organization & Stakeholder Reports**
- a. DCURD and Irving Flood Control Districts – Dallas Burke
  - b. Chamber of Commerce – Harry Lake/Beth Bowman
  - c. Irving Arts and Culture – Chris Wallace/Todd Hawkins
  - d. The Las Colinas Association – Hammond Perot
  - e. TIF – Dick Rogers
  - f. University of Dallas – J. Lee Whittington

### 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

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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.