

Irving Convention and Visitors Bureau Board of Directors
Monday, July 28, 2025 at 11:45 AM
Irving Convention Center, Third Floor Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

- 2. Approving ICVB Board Meeting Minutes for June 23, 2025**
- 3. Approving the ICVB Financial Reports for June 2025**
- 4. Reviewing the Hotel Occupancy Tax Collections**
- 5. Accepting the Irving Convention Center Financial Reports for June 2025**

Board Reports

- 6. Board Chair Report**
 - a. Service Award Recognition
 - Assistant Executive Director Marketing and Communications
Diana Pfaff – 30 years
 - Communications Manager Lori Sirmen – 10 years
 - b. ICVB Future In Focus Presentation – City Council Audit & Finance Committee,
July 31, 10:30 a.m.
 - c. Next Meeting August 25, 2025 – Location TBD
- 7. Board Committee Reports**
 - a. Board and Business Development – Michael Basoco
 - Next Meeting – September 12
 - b. Community Engagement – David Cole
 - Rescheduled meeting for August TBD
 - High Spirited Citizen Luncheon
 - Next Meeting – October 14
 - c. Destination Development – Julia Kang
 - Next Meeting – August 12; National Medal of Honor Museum

AGENDA - Continued

- 8. 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
 - Hotel Audit Report
 - Visitor Development Updates
 - Other City Updates
- 9. Bureau Monthly Management Reports**
 - a. Executive Director – Maura Gast
 - b. Sales and Services – Lori Fojtasek
 - c. Marketing and Communications – Diana Pfaff
 - d. Administration and Finance – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
- 10. Convention Center Management Report – Tom Meehan, Jeremy Pierce, Casey Villasenõr, Tony Watson**
- 11. Industry Partner Reports**
 - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
 - b. Hotel Industry Updates – Kim Limon, Anthony Buttafuoco
 - c. Industry-At-Large – Stephanie Fenley-Garcia
 - d. Restaurant Industry Update – David Cole
- 12. Partner Organization & Stakeholder Reports**
 - a. DCURD and Irving Flood Control Districts – Dallas Burke
 - b. Chamber of Commerce – Steve Love/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 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

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.