

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Board and Business Development Committee
Friday, March 14, 2025 at 9:00 a.m.
Irving Convention Center - First Floor Boardroom
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 December 6, 2024 Meeting Minutes
3. New Board Orientation Recap
4. Board Development Topics
 - a. Survey results
 - b. Portal "Reading Room"
5. Strategic Plan Review and Committee Next Steps
 - a. Maximize Organizational Sustainability & Growth
 - i. Financial Stability
 - ii. Diversification of revenue streams
 - b. Advocate for Destination-Enhancing Development
 - i. Support Legislative initiatives that would serve to enhance development options at the former Texas Stadium site.
 - ii. Research the financing and operating structures that have made possible competing projects in other destinations, particularly in the DFW area.
 - c. Relationship-building Discussion
 - d. Board Succession Planning
6. City Council Report

AGENDA - Continued

7. Committee Chair Report and Staff Comments
 - a. Legislative Updates
8. Next meeting June 13, 2025

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

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 – BOARD AND BUSINESS DEVELOPMENT COMMITTEE
IRVING CONVENTION CENTER
December 6, 2024**

Attendees: Sam Reed – Committee Chair, David Cole, Julia Kang, Hammond Perot – Board members; Carol Boyer, Maura Gast, and Susan Rose – ICVB staff; Joe Philipp – Guest.

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

Reed asked for a motion to approve the September 13, 2024 Board & Business Development Committee meeting minutes. With a motion from Board member Hammond Perot and second from Board Chair Richard Stewart, the motion passed unanimously.

NEW BOARD ORIENTATION PLANNING

ACTION ITEM: Gast to poll the new Board members for a date in January or February to schedule the Orientation meeting.

Gast noted it is preferable to host the meeting together for engagement. Board member David Cole asked if any present City Council members have attended. Gast noted most have not but can send an invitation. Reed noted it is definitely an education and understanding of the ICVB processes and financial impact.

ACTION ITEM: Gast to reach out to the new City Council members with an invitation to Orientation.

STRATEGIC PLAN REVIEW AND NEXT STEPS

- Former Board Member Position
 - The Committee suggested several individuals who have served on the Board and still have an interest in being involved. Philipp added the person should be connected in Irving, but not too deep. Also needs to be someone who has the time for both Board and Committee meetings.

The Committee agreed to make a recommendation to the Executive Committee for consideration, Bob Bourgeois, Clem Lear, and Rick Lindsey.

Discussion was held on the upcoming Board members who will term out in the next year or so and the importance for input in suggesting appointments with people who are community knowledgeable and have an understanding of the CVB. Board member Hammond Perot added it is always a challenge to bring quality people on the Board and some opportunities are missed when suggestions to City Council are not made. Gast noted younger candidates do not always have control of their time with job responsibilities. Reed thanked the Committee for the feedback and suggested keeping eyes and ears open for anyone who might be a good fit in the future.

- Relationship Building
 - The Committee discussed opportunities with the Irving Independent School District. Cole noted schools have hospitality programs but mostly focused on culinary.
 - Cole and Gast are meeting with the University of Dallas' new Board Member J. Lee Whittington to get a better understanding of the new concentration in Hospitality he

announced at a recent ICVB Board Meeting. The goal is to understand the focus of the curriculum and learn if any other resources will be needed with which we can assist.

- Cole, Gast and Irving Convention Center Director of F&B Cori Black are all active and engaged members of the Irving ISD Hospitality and Culinary Task Force. .
- Cole suggested David Lamberti as a possible candidate for the restaurant position in the future. Gast noted the restaurant seat is filled at the recommendation of the Greater Dallas Restaurant Association, much the hotel seats are recommended by the Irving-Las Colinas Hotel Association. Challenges with other restaurateurs in the past have been in their ability to leave their restaurant to participate in the meetings

CITY COUNCIL UPDATES

No reports at this time.

COMMITTEE CHAIR AND ICVB STAFF

- Neither the City or Texas Hotel & Lodging Association have finalized their legislative agendas for the upcoming session yet. Cole noted the Texas Restaurant Association is looking at the tax bill and credit card swipe fees.

The next Committee meeting date is TBD.

Reed thanked everyone for their commitment to the Committee and adjourned at 9:44 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director