

## **MINUTES – COMMUNITY ENGAGEMENT COMMITTEE**

### **IRVING CONVENTION CENTER Mustang Boardroom Tuesday, October 14, 2025**

Those in attendance: Committee Chair David Cole, Board Chair Richard Stewart, Jr., Bob Bourgeois – Committee; Carol Boyer, Anabel Espinoza, Maura Gast, Susan Rose, and Monty White – ICVB Staff.

Committee Chair David Cole called the meeting to order at 9:01 a.m. Cole asked for any citizen comments and there were none.

#### **APPROVING COMMITTEE MEETING MINUTES**

Consensus was reached to approve August 25 and September 17, 2025 minutes.

#### **STRATEGIC PLAN – COMMITTEE UPDATES**

##### **HIGH SPIRITED CITIZEN LUNCHEON – NOVEMBER 4, 2025**

- Assistant Executive Director Marketing and Communications Monty White noted the electronic invitations will be sent tomorrow, October 15. Staff is currently preparing biographies, the program booklet, event script and is coordinating with local talent for celebrity emcee, with a preference for a representative from Fox 4 News, since they are building their new studio here in Irving.
- Changes to the reception format this year include passed appetizers and sparkling water, along with live music during the reception.
- Responses to the invitation are due October 31.

#### **CITY COUNCIL**

No report.

#### **COMMITTEE CHAIR REPORT AND STAFF COMMENTS**

Board Chair Richard Stewart requested that in future Committee minutes include the names of Committee members who are absent, for all Committees.

#### **Executive Director Maura Gast:**

- The City's holiday parade and tree lighting will take place on Saturday, December 6 at 6:00 p.m. The ICVB / High Spirited Citizens group will participate in the parade with two horse-drawn carriages. For future years, staff will explore the use of a flatbed trailer to be pulled by truck to enhance safety of our participants.
- The parade invitations will be sent during the week of the High Spirited Luncheon. A sign-up sheet for anyone wanting to participate in the parade will be available at the Luncheon.
- Received over 1,000 survey responses and 958 coming from Irving. The results reflect a good representation across age groups. A draft summary of the survey outcomes should be available for upcoming meetings.

- Photographs from Board members participating in the Oktoberfest 5K, and the Main Street Reimagined event were shared with the Committee. Gast noted that Main Street Reimagined included approximately a dozen vendor tents, with the Arts and Culture Department hosting photo opportunity spaces. Friday night featured live music and was well attended.
- The next Committee meeting date will be communicated after Committee appointments have been made. Stewart asked that the Committee sign-up sheet be available at the October and November Board meetings.
- Irving 360 program is being hosted at the Irving Convention Center tonight. Presentations will be given by Gast and the City's Economic Development Department. Gast described the program as a valuable introduction to the City and its operations.
- Stewart added that Committee attendance concerns should be addressed by Committee Chairs engaging directly with members who are not actively participating. It was noted that Board member Cambria Jones is out on maternity leave but will continue to participate as able.

The Committee reviewed upcoming Board and Council members whose terms will be concluded in the upcoming years:

2025 – Herb Gears, Kyle Taylor

2026 – Yasir Arafat, Richard Stewart, Jr., and Mayor Stopfer

2027 – Colvin Gibson, Sam Reed, and Councilman Al Zapanta

2028 – Michael Basoco

With no further discussion, Cole adjourned the meeting at 9:22 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director