

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER Mustang Boardroom Wednesday, September 17, 2025

Those in attendance: Committee Chair David Cole, Board Chair Richard Stewart, Jr., Board Vice Chair Sam Reed, Yasir Arafat, Stephanie Fenley-Garcia – Committee; Council Liaison Al Zapanta – City of Irving; Carol Boyer, Anabel Espinoza, Maura Gast, Brice Petty, Susan Rose, and Monty White – ICVB Staff.

Committee Chair David Cole called the meeting to order at 3:00 p.m. Cole asked for any citizen comments and there were none.

HIGH SPIRITED CITIZEN NOMINATIONS AND RECOMMENDATIONS

Board Chair David Cole presented newly submitted the High Spirited Nominations.

- Donna Arellano

Nomination was submitted by High Spirited Citizen Patty Caperton submitted nomination. The Committee reviewed her accomplishments and volunteer activities. Board member Stephanie Fenley-Garcia noted she has known Arellano for a long time and recommended Garcia join the Citizen Fire Academy and she attends the Henry Holmes group regularly. Executive Director Maura Gast noted Arellano has been a volunteer with the Irving Fire Fighters Ball and Grey Matters Golf Tournament. Board Vice Chair Sam Reed agreed she has been heavily involved in the community and a viable candidate.

Garcia made a motion to approve the High Spirited Citizen nomination for Donna Arellano. On a second from Board member Yasir Arafat, the nomination was accepted unanimously and will be presented to the Board for approval.

- Dora Joyner

Nomination was submitted by High Spirited Citizen LaNita Johnson. The Committee reviewed her major accomplishments and awards. Board Chair Richard Stewart, Jr., noted she is a quiet person and works behind the scenes as a volunteer. She is heavily involved in the community and has been volunteering with several organizations from 1990 to present.

Stewart made a motion to approve the High Spirited Citizen nomination for Dora Joyner. On a second from Arafat, the nomination was accepted unanimously and will be presented to the Board for approval.

Cole gave a high-level overview of each High Spirited Citizen nominations that were presented at the August 25, 2025 meeting for those Committee members who were not in attendance at that meeting. The Committee approved by consensus these nominations and will formally vote for their approval with a quorum today.

- Sally Grantvedt - Arafat made a motion to approve the High Spirited Citizen nomination for Sally Grantvedt. On a second from Garcia, the nomination was accepted unanimously.
- Rosario Solis- Garcia made a motion to approve the High Spirited Citizen nomination for Rosario Solis. On a second from Stewart, the nomination was accepted unanimously and will be presented to the Board for approval.
- Priscilla Vigliante – Garcia made a motion to approve the High Spirited Citizen nomination for Priscilla Vigliante. On a second from Arafat, the nomination was accepted unanimously and will be presented to the Board for approval.

Gast reminded the Committee the nomination for Gary Schepf, Nancy Payne, and Annette French were all previously approved as High Spirited Citizens and will be invited and recognized at this year's luncheon on November 14.

Discussion was held on the nomination for Diana Pfaff. The Committee agreed to postpone the approval of the nomination as she has not yet retired from the CVB and therefore is not yet eligible.

All these nominations will be presented and voted on at the September 29 Board of Directors meeting.

COMMITTEE CHAIR REPORT AND STAFF COMMENTS

UPDATE ON THE RESIDENT SENTIMENT SURVEY REGARDING THE FUTURE OF IRVING AS A DESTINATION

Gast reported the survey launched on Monday, September 15 and to date there have been 311 responses. Statistically a sample of 400+ responses is needed for good data, and our goal is to receive 2,500 responses citywide with good representation in all zip codes. An update is received every other day and if a particular area is soft, notification can be pushed out to encourage people to reply. An informational flyer with QR code was printed for distribution. The survey will gauge who we are, what we do, and promote support for visitors and tourism. The responses will be included in the Board's Strategic Planning retreat in the Spring 2026. The strategic planning process is how the Irving Convention Center, Westin Irving Convention Center Hotel, and Toyota Music Factory came to be.

Assistant Executive Director Marketing and Communications Monty White reviewed the communications plan for the survey. It has been included in the City's eblast newsletter, Las Colinas Association newsletter, emails to Homeowner Association Boards, Apartment Managers and has been reposted on social media. Also there has been outreach to neighborhood officers and the information is included in an Irving Community Television Network (ICTN) segment. The Irving-Las Colinas Chamber of Commerce has included the information in their Monday Business email. The survey was emailed out to the ICVB leisure newsletter list, High Spirited Citizen list and Board of Directors. A presentation to the Rotary Club was given and the Hackberry and Valley Ranch Associations are distributing to their members. Gast noted that Mary Higbie commented it has been discussed at a neighborhood round table. It was also distributed today at the ICVB Meet the Bureau Luncheon to local hoteliers. Hoping to receive feedback on general feelings about tourism and ideas for things Irving does not currently have and events that could create and support attraction of visitors. The data is reported in aggregate but can be segmented by zip code and age group. The survey will run for two weeks (ending September 26). A drawing for five \$50.00 gift cards (Angelo's Spaghetti & Pizza House, Po'Melvin's, iFratelli Pizza, Via Real, and Argentina Bakery) is included as an incentive for participation.

In conclusion, eight High Spirited Citizen nominations have been confirmed; five new nominations and three that were previously approved. Cole noted ten nominations is the ideal number for recognition at the luncheon. Each nominee will have a reserved table to invite friends and family to join the celebration on November 14.

The next Committee meeting is scheduled for October 14.

With no further discussion, Cole adjourned the meeting at 3:26 p.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Maura Allen Gast".

Maura Allen Gast, FCDME
Executive Director