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MINUTES – DESTINATION DEVELOPMENT COMMITTEE

Irving Convention Center - First Floor Conference Room

Tuesday, November 5, 2024

Those in attendance were: Committee Chair Greg Malcolm, Board Chair Richard G. Stewart, Jr., Michael Basoco – Committee members; Carol Boyer, Maura Gast, Lori Fojtasek, Brenda Lopez, Brice Petty, Diana Pfaff, Susan Rose, and Matt Tungett – ICVB staff; Tom Meehan – ICC staff; Guest – General Manager Eric Albert and Senior Marketing Manager Ryan Green – Toyota Music Factory.

Committee Chair Greg Malcolm called the meeting to order at 11:32 a.m. There were no citizen comments.

Without a Committee quorum present for the meeting, the May 14 and August 13, 2024 Destination Development Committee meeting minutes were delayed for approval.

Executive Director Maura Gast introduced Toyota Music Factory (TMF) General Manager Eric Albert and Senior Marketing Manager Ryan Green.

Albert presented an overview of the ongoing development at the TMF:

- There has been progress with redevelopment starting in March 2024. Marketing updates with a new brand introduction and activation is scheduled for 2024 Quarter 4.

Plaza Area:

- New Shade structures and planters.
- New patio.
- Storefronts have been installed.
- New artwork at stage area.
- Container bar has been installed.
- Concrete areas are close to completed.
- Officially opened to the public mid-November.
- Launch event in December.

Parking Garage

- Every level has a different Toyota branding.
- New directories by elevators.
- Signage on all entrances.
- Completed by mid-November .

Artist Alley

- Murals along several areas of TMF.
- Two additional murals are waiting for City Council approval.
- Local artwork, partnering with Irving Arts and Culture.
- Local art with rotate throughout the year.

Wayfinding Signage

- Existing signage will be repainted and lights added.
- New signage will be installed.
- Tenant signage along Hwy 114.

Tenant Updates

- New office tenant – Rocktop Technologies. Sublease under the Ethos building.
- Alamo Draft House is updating theatre seats, projector, and video board.
- Jaxson, Shoals BBQ and Pistil is under construction and close to completion.
- Drizzle Cheese Cake going in next to Pop Factory and Grimaldi's Pizza. TMF is their only flagship location.

Branding Update

- Game day focus on the Plaza with live music on Friday and Saturday nights.
- Active lifestyle programs – yoga, marathons, etc.
- Tenant focused Sunday brunches.
- November: Mike Tyson/Jake Paul fight, Netflix Cobra Kai red carpet event, Las Colinas-Irving Marathon Turkey Trot.
- December: Friday and Saturday night music, Stuff the Tundra Toy Drive, game day DFW sports teams, Las Colinas-Irving Frost Marathon.

Final Thoughts:

- March launch for the music series.
- November 18 open to the public.
- An Indian focused restaurant is planned for the previous Mercy Bar space.
- In negotiations with a large entertainment company to comb through lease negotiations and complete by mid-summer 2025.
- Ambitious plans for space next to Gloria's for a new Indian restaurant.

In response to a question from Stewart, Albert noted the parking garage information that is collected is securely stored and not sold. It is kept 90 days on the server. There is a validation process if you are visiting a restaurant or bar. There is a security team that walks the garage space and vehicles will be charged for 24-hour parking and ticketed if a longer stay. Pre and post Live Nation event parking has been successful. Surface parking lots are 2-hour free parking and there is a QR code available if staying longer.

IRVING HOTEL DEVELOPMENT

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Hotel Indigo opened last week. It is a beautiful property with a restaurant, bar, and outdoor seating. An official ribbon cutting date has not been announced. The hotel does offer shuttle transportation to the TMF and Irving Convention Center.
- A Marriott AC property is being constructed next to the Holiday Inn Express and they will be sharing a parking lot. ICC General Manager Tom Meehan commented he stayed in a Marriott AC property in Waco, Texas and Fojtasek and Director of Sales Matt Tungett stayed in Houston. Both places were great properties.
- The Sandman is still in construction.
- The Aloft on the north side of DFW Airport is opening soon.

- The second tower of the Home2 Suites by Hilton will add 35 rooms.
- A variance is going before City Council for a LivSmart Studios by Hilton property, which is an extended stay property.

Discussion was held on hotel saturation and hotel brands creating new sub-brands. Malcolm noted South Irving competitive set has lost rate recently. There is a Tru by Hilton being built in front of the Hilton Garden Inn DFW Airport South that is opening in May and has the same owner.

ICVB/ICC SALES PIPELINE UPDATE

Fojtasek reported:

- ICVB Leads Pipeline
 - The number of leads are off pace slightly.
 - Experiencing short-term bookings.
 - Room night pipeline is trending the same.
- ICC Leads Pipeline
 - 2025 room nights and meetings are projected flat.
 - Meehan added ICC financials broke records again and it will be hard to beat in the new fiscal year, but wanting to increase rate and the type of bookings.

Fojtasek noted there are groups that will outgrow Irving, i.e., 2026 FIFA World Cup Tournament is unclear, but airfare and hotels will be pricey. June and July at the ICC will focus on ancillary meetings that go along with the World Cup. Board member Michael Basoco added the TMF updates can be a draw to bring in visitors. Fojtasek noted three groups who did the sales familiarization tour of the Rayleigh Underground, concert venue and the TMF area have made bookings.

CITY COUNCIL REPORT

- Rose noted Cydney Taylor's Celebration of Life will be held on November 17 at Via Real. Details will go out to the Board.
- Board appointments and reappointments are on the November City Council agenda, as well as the hotel variance item.

Malcolm noted the next Committee meeting date has not been scheduled but will be communicated when definite.

With no further discussion, the meeting was adjourned at 12:10 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director