
Tuesday, February 3, 2026
Monthly Staff Meeting Minutes

Those in attendance included Susan Rose, Lori Fojtasek, Marianne Lauda, Wendy Foster, Carol Boyer, Kayla Mansour, Breahn Fisher, Breanna Gallagher, Monty White, Matt Tungett, Brice Petty, Lori Mansell, Casey Villasenor, Donna Groves, Brenda Lopez, Kathy Levine, Monica Soto, Kayla Perez and Anabel Espinoza

Meeting began at 9:04 a.m.

1. Living Our Values Out Loud and Affirmations

a) Staff sharing

- Trust, Respect, Communication, Personal Responsibility, Empowerment, Purposeful
- AI Tool, please share your best tips - Discussed responsible use of AI tools and the importance of consent/permission when using AI-generated content. An AI training class is being developed (date to be announced).

2. Financial Update

a) Approve January Expense Reports by February 16

Reminders: Include invoice documentation, add the cell phone number when applicable, and monitor/resolve rejected items.

b) Hotel Tax Update - October showed an increase; November was down; delinquent collections continue to be monitored and recovered.

c) 2025 American Express Spending Report - Reviewed 2025 American Express spending report and credit card usage metrics.

3. Community/Business Development and Projects

a) New hotels in the pipeline? - No new hotels currently in the pipeline; Sandman has a grand opening scheduled for Thursday.

b) Ribbon cuttings or new businesses

- Maria's restaurant: collected feedback on portions/service/menu and discussed potential partnership ideas (e.g., promotional offers/gift cards). Constructive criticism and/or comments were requested by Wendy to be sent by email.

c) Staff travel – Breanna has an upcoming CMA travel to Lexington. Plans romance-themed outreach and follow-ups to leads

4. Department Updates

a) Sales and Services

- Cheryl's retirement planned for end of March; team will coordinate a modest celebration and photo book. Staff asked to begin collecting photos (folder to be created on shared drive).
 - FIFA update: ongoing training/certification work continues.
 - Rare Steak Festival pre-sale begins Thursday; event date is May 7.
- b) Marketing and Communications
- Congratulations to Kayla Mansour for her promotion as "Sr. Marketing Manager"
 - [Lookbook](#) handouts for the romance campaign were provided for staff to view.
 - Reviewed romance campaign web hub structure (Cupid's Calendar, Love-cations, Picture Perfect Moments, deals, newsletter sign-up) and planned additions such as photo moments/walls.
 - Social strategy includes daily content, influencer/User generated content support, and clever responses to negative comments.
 - Partner participation emphasized via the partner portal submission process and weekly giveaway promotions.
 - Dream Proposal giveaway reviewed: entries collected in February with a hosted proposal planned on the Mandalay Canal on March 20 (National Proposal Day), including a gondola proposal and additional celebratory elements.
 - Advocacy/community engagement position expected to be hired soon; graphic designer hiring to follow.
- c) Finance and Administration
- CVB - Fired Up Training Tuesday, March 3, 9 am to 1 pm
 - Joint Fired Up Training, Thursday, March 5 8:30 am to 1 pm
 - Brice shared tentative travel plans to China starting Friday; asked teams to communicate any coverage needs before departure and coordinate with Josh/Keyse.

5. ICC

- a) Staff invited to employee lounge for the Irving Convention's 15-year birthday celebration after the meeting.
- b) Sales department: Job was offered for a sales manager with a tentative start date of March 9.
- c) Events: posting underway for a new event manager position.
- d) Grab & Go is operational but only open when groups are in-house; logistics are still being finalized.
- e) Updates included removing worn branding on the level one registration desk, and expectation that the parking garage elevator will be operational next week.

Meeting ended at 10:14 a.m.

Team Irving Vision

Irving will be a uniquely vibrant destination attracting visitors of all kinds for unforgettable experiences.

Team Irving Mission

The Irving Convention and Visitors Bureau enhances Irving's economy and quality of life by marketing and advocating for the development of Irving as a premier destination.

Team Irving Values

TRUST

Trust is our foundation: We trust in each other, our teams and the process and know each of us is true to our word.

RESPECT

Everyone and everything deserve my respect.

COMMUNICATION

I Listen, I Hear, I Respond, I Act.

PERSONAL RESPONSIBILITY

Do the right thing.

EMPOWERMENT

Do what needs doing when it needs to be done.

PURPOSEFUL

We are deliberate in our actions towards the common purpose of making Irving stronger.