
Tuesday, March 17, 2026
Monthly Joint Staff Meeting Minutes

Those in attendance: Marianne Lauda, Susan Rose, Kathy Levine, Brenda Lopez, Breahn Fisher, Lori Mansell, Donna Groves, Breanna Gallagher, Cheryl Hopkins, Thomas Gandy, Carol Boyer, Monica Soto, Lori Fojtasek, Monty White, Maura Gast and Anabel Espinoza – Irving Convention & Visitors Bureau; Andrea Sawall, Kamy Smith, Kim Ates, Cassie Molinari, Amber Waters, Bria Scott, Maddie Thornton, Kayla Perez, Amanda Adams, Tom Meehan and Helena Walsh – ASM staff

Meeting began at 9:01 a.m.

- Living Our Values Out Loud
- There was recognition for team efforts during Fired Up training
- Cheryl Hopkins shared appreciation for Matt Tungett’s last-minute support during a site inspection.
- Kudos were given to Cassie Molinari for attending the client lunch and supporting site visits with Lori Mansell.

Executive Director Report

- Maura Gast acknowledged strong collaboration across teams at the Fired-Up training.

Sales and Services Report

- Lori Fojtasek said that the booking pace is ahead of schedule.
- Lori Mansell and Breanna Gallagher are travelling next week.
- Matt gave a FIFA Update. Many questions remain, but progress on receiving the answers is being made. He’ll be coordinating with Kim Ates to

share updates with clients.

- Lori said they're working on fulfilling the National Sales Manager position. There were nine initial interviews with many qualified candidates.
- Wendy Foster is on vacation this week.
- Opening Summer 2026, PEG's dual-branded Courtyard and Residence Inn by Marriott in Irving, Texas, is a strategic addition to the company's Residence Inn Replacement Strategy. Located at 480 E. John Carpenter Freeway in Las Colinas, the 136,768-square-foot hotel will offer 220 rooms—112 Residence Inn suites and 108 Courtyard rooms.
- The Hampton Inn (DFW) opened in December 2025.
- The AC Hotel: Opening Fall 2027; rooftop bar planned

Marketing and Communications

- Monty is aiming to share an update on the Graphic Designer position at the next staff meeting.
- The next headshot session is scheduled for March 23. Team members who participated on March 12 will receive proofs from Anabel to select their top two images for editing by Danny, the photographer.
- Irving was featured in Texas Lifestyle Magazine: "Romantic Things to Do in Irving, Texas: How to Plan the Perfect Getaway"- Published February 13
- Irving was featured twice in Texas Monthly: "Meet the Gondoliers Who Make Irving the Most Romantic City in Texas" - Published February 13. And also, "What Does a Suburban Gondolier Know About Love?" - Published February 11
- The Romance Campaign generated 17,900 website sessions. It also included a four-week email campaign that reached 144,250 subscribers. 4,404 giveaway entries were received.

- The Dream Proposal Giveaway generated 3,290 website sessions and received 57 total proposal entries from both local and out-of-state participants.
- The proposal winners are both Irving ISD employees and the proposal will take place on March 20 at the Mandalay Canal.

Finance and Administration

- Susan reminded the staff about the Team Irving Portal.
- Lunch and learn is on Tuesday, March 24, at noon; bring your lunch. Topics will include the Gold Standard training our housekeeping team undergoes, presented by Juanita Loera. Also, Cori Goode is presenting Safety First – See Something, Say Something. Please RSVP to Susan.
- Meet Your Peepza is at 12 p.m. today

ICC General Manager Report

ICC Building/Project Updates

- Working on the lighting on the digital signage.
- All copiers will be replaced throughout the building.
- Wallpaper will be installed in restrooms.
- Airwall material pricing has been adjusted, and they're pricing to begin the project.

ICC Building Security

- Security cameras are being updated.

ICC Events

- There were a couple of repeated events this week.

- Convergence AI will be in-house this month and is expecting a high attendance, especially on Tuesday. Mark Cuban will be attending this event. If needed, parking updates will be shared.
- Japan-America Society of DFW Gala will be hosted here in April. The Bush's will be attending. Expect the Texas Rangers to go through the building prior to the event.
- The event Manager position is pending.

ICC Finance

- February numbers are strong, but expect a decrease in the second half of the year.

ICC Food and Beverage

- The Grab & Go was showcased in the Legends newsletter.
- QR code to vote on Grab & Go name will be sent out by Cori Black.
- Working on adding items similar to the CVS vending machine at the Westin, which includes essentials like Tylenol, souvenirs, etc.
- Cori Black was nominated to attend the Legends Leadership Program, a program focused on developing high-potential leaders through mentorship, character building, and strategic skill development.
- Chef Eduardo will be featured on Tradeshow News Network and highlighted in the "50 over 50" article.

Information Technology

Sales

- New team member Kamy Smith was introduced to the staff.
- Casey Villasenor is staying in her office due to being sick.

- There was a strong turnout with the North Texas Teen Festival event. Successful despite weather conditions and very organized. They will be returning next year.
- The Andrew Esparza Run (1k/5k) is April 11. Email Maddie to sign up.
- Keep an eye out for March Madness Activations

Meeting ended at 9:48 a.m.