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**Tuesday, March 31, 2026**  
**ICVB “Extra” 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, Brice Petty, Lori Fojtasek, Monty White, Genesis Avila and Anabel Espinoza – Irving Convention & Visitors Bureau Staff

Meeting began at 9:00 a.m.

- Living Our Values Out Loud

#### Sales and Services Report

- Lori F. will send out AI training calendar invites, which will be divided into three sections. There will be no staff meeting scheduled for that day.
- Lori M. returned from Austin. She had approximately 35 guests attend the luncheon. She completed 70 calls and returned with eight RFPs and several potential opportunities.
- Breanna attended the CMCA (Christian Meeting Convention Association) event and returned with two RFPs. She also participated in smaller shows and held appointments with guests.
- Donna is traveling to London for vacation.

#### Marketing and Communications

- Monty introduced Genesis Avila, the Irving CVB’s new Graphic Designer. She will be meeting with several team members to gain insight into their roles and responsibilities.
- The Proposal Campaign video was shared.

## Finance and Administration

- Reminders: ICC/ICVB Staff information, including meeting minutes, is saved in the portal; if you require additional information, please contact Susan Rose.
- Lunch and learn dates were sent out yesterday. Speaker and location details will be announced soon.
- Maura sent out an email about the statewide emergency test happening this Thursday at 10 a.m. You may receive multiple alerts.
- City cybersecurity training was sent out on March 2<sup>nd</sup> and must be completed by June 30<sup>th</sup>. Failure to complete the training will result in restricted access to the Munis software.
- Brice is currently addressing a computer virus within the building. An AI policy will be distributed, outlining guidelines on information that should not be shared in AI.
- Brice presented a chart outlining AI policy information, including two classifications: public and confidential. The upcoming training will provide guidance on how to properly classify data.
- Staff are advised not to use free versions of AI. Please utilize the enterprise (business) version.
- Please include the designation “draft” in conversations when using AI to support compliance with open records policies.
- Budget worksheets were distributed to the Executive Team on March 13<sup>th</sup>. Worksheets are located on the J Drive under: **BUDGET > 26–27 Budget**. Staff are asked to review pre-populated amounts on each travel worksheet.
- If you are not attending a show but may attend in the future, please move the worksheet to the “Not Attending” folder. If you are no longer attending,

please delete the corresponding travel worksheet. Each worksheet should be completed for one individual only.

- On April 15<sup>th</sup>, the February hotel tax distribution will be received. On May 15<sup>th</sup>, the March hotel tax distribution will be received.

### **Important Dates**

- April 6<sup>th</sup>: Budget worksheets are due. All worksheets must be completed and approved by supervisors.

April 7<sup>th</sup>: Budget worksheets will be removed from the J Drive. Access will be restricted until the Executive Team completes the final budget review.

April 28<sup>th</sup>: The Executive Team will review the first draft of the budget.

May 4<sup>th</sup>: Final budget submission is due to the city.

May 26<sup>th</sup>: The Executive Team will review and finalize the budget.

June 24<sup>th</sup>: Budget line-item review with the City Manager.

June 29<sup>th</sup>: Board Meeting and Budget Presentation to Board Members.

August 12<sup>th</sup>: City Budget Retreat.

September 10<sup>th</sup>: Budget adoption.

- The CVB staff played the Budget Game

Meeting ended at 10:11 a.m.