
Tuesday, October 21, 2025
Monthly Joint Staff Meeting Agenda

Those in attendance are Lori Fojtasek, Maura Gast, Marianne Lauda, Susan Rose, Matt Tungett, Monty White, Lori Mansell, Breanna Gallagher, Donna Groves, Brenda Lopez, Monica Soto, Carol Boyer, Maddie Thornton, Breahn Fisher, Luke Bauer, Kayla Perez, Brice Petty, Casey Villasenor, Bess Coleman, Bria Scott, Amber Waters, Austin Sneed, Cassie Molinari, Tony Watson, Diana Robles, Kim Ates, Corey Good, Andrea Sawall and Anabel Espinoza

Meeting began at 9:03 a.m.

1. Living Our Values Out Loud

- Shout out to Breanna Gallagher for covering for Lori Mansell
- Shout out to all the sales department for covering while Cheryl Hopkins is out.
- Special thanks to Jewels for coordinating Boss's Day celebration.
- The Heart Walk was shortened due to rain concerns. The expected attendance: approximately 10,000 participants. Approval granted to run through train tracks since it was not a timed run.

Resident Sentiment Survey

- Over 1,000 responses were received. Appreciation expressed to everyone for promoting and sharing the survey.
- Next phase: Conduct Zoom and in-person interviews with TMF, hoteliers, and clients.
- Week of November 3: In-person surveys scheduled with:
 - The Board
 - City Council
 - Stakeholders and others
- This next phase will give an opportunity to gather data on hotels at risk.

2. ICVB

a) Sales and Services

- Shoals, Pistil and Jaxon reopened. Team will monitor future opportunities as a closure back up plan for clients.

- Travel Update: Matt Tungett and Cassie Molinari attended TEAMS in Columbus. Legends had a booth giveaway for Yankees tickets that attracted clients. Overall, appointments were well attended and had many walk-ups.
- Lori Mansell is headed to Austin for sales calls; hoteliers and several members from the Irving Convention Center will be joining her for the luncheon.
- Kathy Levine will be in and out of the office due to eye surgery. She will also be out in November for an extended period.

b) Marketing and Communications

- Year-End Analytics Overview:
 - Website Traffic: 1.6 million sessions — up 17%, marking the highest total to date.
 - Blog Pageviews: 76,000 total.
 - Digital Campaigns: 34 total campaigns (15 large, 19 small): 4 Flagship (always on) 6 Evergreen (always on) 5 Micro (short run) 19 Promoted Events (short run and smaller)
 - Meetings (always on): 116,000 advertising clicks
 - Staycations: 182,439 hotel referrals
 - Entertainment Hub: 746,000 advertising clicks
 - Seasonal Campaigns: 194,000 advertising clicks
 - Leisure Campaigns: 129,000 advertising clicks
 - Expedia Partnership: 67,978 room nights and \$4.9 million in hotel revenue
 - Social media: 18,303 new followers — totaling 202,021 followers overall.
 - Email: eBlasts sent to over 130,000 recipients.
- Second Sales Mailer
 - Blanket – “We’ve Got You Covered” – with mug and hot chocolate
- Personalized Follow-Up Piece
 - Gift items will include a leather valet and a leather traveling jewelry storage case

- Current focus: High Spirited Citizen Luncheon – November 14th
- Kayla Mansour and Lori Sirmen are both out of office today and returning tomorrow
- c) Finance and Administration
 - Team Irving
 - Team Irving Portal (irvingtexas.com/teamirving/) Link was sent out but will resend.
 - Holiday Festivities Information – will be available soon. Finalizing dates and activities.
 - 2026 Fired Up Training – everyone should have received a meeting information for your designated date.
 - i. Tuesday, March 3, 2026 - ICVB
 - ii. Wednesday, March 4, 2026 - Joint
 - iii. Thursday, March 5, 2026 – ICC
 - Pizza Day planned for today; location pending (likely Café at 11:45 a.m.).

3. ICC General Manager Report

a) Building/Project Updates

- Tony Watson recently named as General Manager for Lansing Convention Center. He has already created a Sales Team and Event department. He has also made some updates for F&B. He will complete his move by November 6 or 7.

b) Building Security

- New uniforms ordered for the security team. As of November 1st, Robert will be promoted to Sr. Supervisor.

c) Events

- Wells Fargo will be using our garage tomorrow. Shuttles will be running throughout the day. Dynaten will be in house Thursday. Expo Contratista will be overseen by Austin. Acts29 North American Conference will be loading in on Sunday. Overall, the events team is staying busy until the end of the year.

d) Finance

- All subsidies were returned, and an additional funding of \$700k were returned on top of that.
- e) Food and Beverage
- Working on the Grab & Go market.
- f) Information Technology
- g) Sales
- Targeting F&B groups. Team is actively reaching out for blitz efforts. They are offering flexibility with pricing.
 - Planning holiday client appreciation activities.
 - Cassie joined Matt at the TEAMS conference where she was able to share insights and learn from all the sales managers.
 - Next Thursday Bess Coleman and Casey Villasenor will join Lori Mansell in Austin.

Meeting ended at 9:32 a.m.

**Trust, Respect, Communication,
Personal Responsibility, Integrity, Empowerment, Purposeful**

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.