

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, June 24, 2024 at 11:45 AM
Irving Convention Center, Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

NOTE: A possible quorum of the Irving City Council may be present at this meeting.

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Meeting Minutes for May 20, 2024
3. Accepting the ICVB Financial Reports for May 2024
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Reports for April 2024

Individual Consideration

6. Overview of Budget and Marketing Plan for FY 2024-25
7. Approving the ICC Capital Improvement Plan
8. Accepting the Strategic Plan Annual Update
9. Accepting the Destinations International Code of Ethics

Board Reports

10. Board Chair Report
 - a. Marketing Manager Kayla Mansour – 10 year Service Award
 - b. New Employee Introductions
 - Marketing and Communications Specialist Breahn Fisher
 - ICVB Sales Manager Breanna Gallagher
 - c. Next Meeting July 29, 2024
11. Board Committee Reports
 - a. Board and Business Development – Sam Reed
 - Recap of June 14 Committee Meeting
 - Next Meeting – September 13
 - b. Community Engagement – Colvin Gibson
 - High Spirited Citizen Luncheon – October 25
 - Next Meeting – July 9
 - c. Destination Development – Greg Malcolm
 - Next Meeting – August 13

AGENDA - Continued

- 12. City Reports
 - a. Council Liaison – Councilman Kyle Taylor
 - b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - c. City Manager – Chris Hillman
 - Delinquent Hotel Occupancy Tax Collection Updates
 - Visitor Development Updates
 - Other City Updates

- 13. Bureau Monthly Management Reports
 - a. Executive Director – Maura Gast
 - b. Sales and Services – Lori Fojtasek
 - c. Marketing and Communications – Diana Pfaff
 - d. Administration and Finance – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports

- 14. Convention Center Management Report – Tom Meehan/Jeremy Pierce

- 15. Industry Partner Reports
 - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
 - b. Hotel Industry Updates – Greg Malcolm/Kim Limon
 - c. Industry-At-Large Report – Stephanie Fenley-Garcia
 - d. Restaurant Industry Update – David Cole

- 16. Partner Organization & Stakeholder Reports
 - a. DCURD and Irving Flood Control Districts – Dallas Burke
 - b. Chamber of Commerce – Brad Watson/Beth Bowman
 - c. Irving Arts and Culture – Kelly O’Briant/Todd Hawkins
 - d. The Las Colinas Association – Hammond Perot
 - e. TIF – Dick Rogers
 - f. University of Dallas – Clare Venegas

CERTIFICATION

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

_____ at _____ and will remain so posted at least 72 hours before said meeting convened.

Deputy Clerk, City Secretary’s Office

This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body’s consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary’s Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.