

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS**  
**ZOOM VIDEO MEETING**  
**MAY 18, 2020**

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Kim Andres, Bob Bettis, Beth Bowman, Bob Bourgeois, Jo-Ann Bresowar, Dirk Burghartz, David Cole, Herb Gears, Debbi Haacke, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, David Pfaff, Joe Philipp, Michael Randall, Mike Rilley and Jason Wu Trujillo – Board members; Mayor Rick Stopfer, Mayor Pro Tem Oscar Ward, Councilman Al Zapanta – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield, City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White - ICVB; Dallas Burke, representing Jacky Knox/DCURD; Kenny Chavez - Guest.

Board Chair Rick Lindsey called the meeting to order at 11:46 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. He inquired if there were any citizen comments; there were none.

**CONSENT AGENDA**

- Approving ICVB Board Minutes for April 27, 2020
- Accepting the Irving Convention Center Financial Report for April 2020
- Accepting the ICVB Financial Report for April 2020
- Review of Hotel Occupancy Tax Collections – Second Quarter FY 2019-20

Lindsey noted the Hotel Tax Collections report is in the packet and the impact on financials from COVID-19 will be reflected in the ICVB May financial report once the second quarter's revenues have been received.

Lindsey asked for a motion to accept the Consent Agenda as presented. Board member Joe Philipp made a motion to accept and Board member Jo-Ann Bresowar gave a second. A roll call vote was as follows: Lindsey, Karen Cooperstein, Bob Bourgeois, Jo-Ann Bresowar, David Cole, Herb Gears, Debbi Haacke, Julia Kang, Clem Lear, Greg Malcolm and Joe Philipp voted in support of the motion; no opposed. The motion passed unanimously.

**INDIVIDUAL CONSIDERATION – APPROVE REDUCTIONS TO EXECUTIVE DIRECTOR COMPENSATION**

Lindsey asked for a motion to approve the reductions to Executive Director Compensation. Board member Jo-Ann Bresowar made a motion to approve and Board Vice chair Karen Cooperstein gave a second. A roll call vote was as follows: Lindsey, Cooperstein, Bourgeois, Bresowar, Gears, Haacke, Malcolm and Phillip voted in favor. Lear, Cole and Kang were opposed. The motion passes with an 8:3 vote.

#### BOARD CHAIR REPORT

- New Board member Jason Wu Trujillo was welcomed, and Lindsey thanked him for sharing the video of the Blue Angels fly-over at the University of Dallas.
- Next Executive Committee meeting is scheduled for June 19.
- Next Board meeting is scheduled for June 22 and may be held at the Convention Center but undecided to date.
- Lindsey thanked Mayor Stopfer, City Council and City staff for recognizing National Travel & Tourism Week with a proclamation at the recent City Council meeting.

#### BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Haacke reported the March 13 Committee meeting was cancelled and work on the Tourism Public Improvement District (TPID) has been postponed. The June 12 Committee meeting agenda will be robust and will include short term rentals update, ICVB financial reporting formats, forecasting and projections. All Board members are encouraged to attend.

#### COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Bourgeois thanked Assistant Executive Director Marketing/Communications Diana Pfaff and ICVB staff for their work on the Irving community bus tour that unfortunately had to be cancelled. The plans for that project will pick up again and will be reviewed at the next Committee meeting.

#### DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Malcolm reported the next scheduled Committee meeting is August 4.

#### CITY REPORTS

Mayor Pro Tem Oscar Ward reported the City is gearing up for the budget retreat and looking at updates for the rest of this fiscal year. Based on various inputs (sales tax, alcohol sales tax, etc.), the City is anticipating a \$16 million shortfall.

Mayor Rick Stopfer reported the City is anticipating receiving monies to help with businesses, childcare and grant assistance from Dallas County and is working with the Mayors from Texas for an additional \$13-14 million. City Council is focusing on the COVID-19 issues and any assistance available.

Councilman Al Zapanta echoed the Mayor's and Ward's comments and noted the budget retreat is an important meeting. He noted Mayor Stopfer has pushed to schedule several meetings prior to the budget submission in August to really understand the numbers.

#### City Manager Chris Hillman

- Staff is looking forward to budget discussions for this and next fiscal years.
- Sales and Hotel Tax Collections will give a better idea of revenue coming in and will give a better perspective on the coming months.
- COVID-19 Updates are posted on City website.
- Back-to-Business toolkit also posted on City website and gives information on reopening businesses following government guidelines.
- Thanked Mayor Stopfer for his leadership in the CARES Act funding and noted Dallas County will follow Texas protocol to receive funds. City staff is collecting information and drafting programs for uses of the funds for City Council to move forward quickly. There are fund restrictions.

- Focusing on grants to local businesses and keeping it simple and consistent.
- A number of City services have reopened and following government guidelines:
  - Golf Course; City Hall is open for drop-in services with limited interaction and screening at the door; Libraries are offering drive-thru and curbside service; the Landfill is open; Parks are open but some Aquatic Center pools remain closed.
- Diamond Interchange Phase II was approved in May and is successfully moving forward and came in under budget. Construction will start later this year. It is a 4-1/2--year project around the Texas Stadium site.
- Construction on the Hidden Ridge DART station is also underway.
- City Council approved the extension of a contract through January 2025 to allow TxDOT to use the property for staging of equipment. If needed beyond that date, additional dollars will be paid to the City for the lease. He thanked the City's Legal and Property teams on the work to gain property and right-away rights and moving the project quickly.

#### BUREAU MANAGEMENT

ICVB Executive Director Maura Gast gave a COVID-19 update.

- Continue to maintain skeleton staff at the Convention Center and the ICVB staff is working remotely.
- ICC and ICVB Sales teams are working together on sales and rebooking.
- Marketing/Communications team is doing good work toward community-oriented programming and maintaining the touch on the community.
- Exploring program with Dallas CVB and International Association of Venue Managers through the International Sanitary Supply Association and Global BioRisk Advisory Council for third-party certificate of safety and cleaning standards. Could include the Convention Center, Toyota Music Factory, Irving Westin Convention Center Hotel, other Irving hotels and will position the Dallas-Fort Worth area as a leader in safety. It will be important from our customer perspective for the next two to three years.
- Need understanding on the legal standards for small meetings and gatherings at the Convention Center. Comparing between movie theatre and restaurant guidelines, additional clarification is needed on how to move forward with the message to clients.
- Thanked City Council for the Reserve Budget Adjustment approval and Gast will be presenting to City Council at the Budget Retreat to provide updates and answer questions.
- ICC operations will change significantly with new COVID-19 guidelines, e.g., buffet guards or staff serving from buffet, meeting room social distancing (some determined by law and some by the client).
- Gast congratulated Pfaff on her 25-year anniversary with the ICVB and noted she has tremendous passion and commitment to the City.
- Assistant Executive Director Sales and Services Lori Fojtasek and team continue to sell. Fojtasek is working with the Texas Association of CVBS on customer outcomes and priorities.
- Congratulated Assistant Executive Director Administration Susan Rose on her six-month anniversary with the ICVB and noted most of that time has been spent working remote and on managing Zoom conference calls.
- Accounting Director Marianne Lauda has been spending most of her time in accounting software training classes at the City. Lauda has done a great job in working on the financial reporting format and report writing with the City.

#### ICVB SALES AND SERVICES

- Fojtasek reported the ICVB Sales team has booked 17,000 definite room nights in April. The team is talking to customers and sharing the story with consistent messaging and urging business.
- Lost Business report due to COVID-19 is included in the packet: 209 bookings lost and 49,025 room nights. The team is working diligently to rebook business and hopefully gain some new business.
- Economic impact of the lost business is estimated at \$14.7 million thus far.
- Still hopeful for June events and meetings.
- Fojtasek is working with the Texas Association of CVBs taskforce to put together a survey and correspondence for meeting professionals on what they are needing from CVBs and Destination Marketing Organizations in the future and will work on implementing those things into reality.

#### MARKETING AND COMMUNICATIONS

- Pfaff reported the team is working on online presence more than ever. Advertisements that could not be canceled or postponed are still running. Some publications have given comp ads during this time-period.
- Director of Marketing Monty White has spent significant time on protocol and COVID-19 resources on the websites, e.g., planner resources, general travel resource links, government updates, etc. He has done a great job and there has been increased web traffic due to these efforts.
- The Convention Center web page will be updated and ramped up when the building is reopened.
- Blog postings are doing well with Take Out Tuesday, Throw Back Thursday, and Foodie Friday, as well as Zoom backgrounds, Irving coloring pages, virtual tours, Live Nation at Home and Dine Around BINGO.
- Restaurant listings are updated continually.
- Continual client communications with “how can we help” messaging when ready to travel to Irving and “The Beat Will Go On” will transition into “The Beat Goes On.”
- Internal daily communications include COVID-19 updates, tips and tricks for working from home and always a piece of good news.
- Have received some good media coverage:
  - Irving Westin Convention Center Hotel donating headbands with buttons to hospitals. Pfaff thanked Haacke for her assistance; NBC 5 ran the story.
  - Best Western staff handed out breakfast to the City Solid Waste staff.
  - Convention Center chalk art during National Travel & Tourism Week – ICTN coverage as well as NBC5.
  - Working on Olympics Day with the US/Mexico Chamber of Commerce in July.

White reported on the Marketing analytics for April:

- Traffic to Visit Irving website reported 26,207 visits. Visit Irving website was only website in over 600 Destination Marketing Organizations to see an increase in web traffic in March. Visit Irving website COVID-19 Resource section alone shows 27,000 hits.
- Popularity is rising in the Blog section that the team has published.
  - The blog serves to keep the ICVB visible to clients, future clients, and local businesses.
  - 6,691-page views, 11 blog posts in May, 17 posts in April and 5 in March.
- Email marketing efforts have been increased.

- 8 email blasts; 3 to industry partners, 5 to CVB top clients to communicate the state of Irving hospitality industry and how we are supporting our partners, along with updates and resources.
- Email marketing efforts will keep a line of communication open and keep CVB at top of mind.
- Both campaigns were very well received.
- New social media followers increased in April – total influence 102,785 and Visit Irving Facebook page largest increase and has 70,344 followers.
- Messaging will switch gears from trusted information resource to looking at the future for recovery and message tailored to peace of mind.

Rose gave a review of the AirBNB report:

- Report for March shows 531 available listings, a 51% increase over last year.
- Average Daily Rate is down slightly, \$166.55.
- Occupancy is 59.4%.
- Hotel comparable subset shows Average Daily Rate \$106 and Occupancy down at 12.86%.

She gave an update on the Administration team.

- The team is working hard through this tough time. Lauda is working with the City to develop new formatting for our financial reports from the new software and continues to attend virtual training meetings. The Munis HR project will gear up the end of June or July with training.
- Continuing to help the ICVB team with remote working capabilities and technical challenges.
- ICVB team is working well remotely and holding full staff meetings each week and each department holds their own meetings. Staff has embraced working remotely and is successful and should be celebrated.
- Working on the ICVB/ICC re-opening plan with ICC General Manager Tom Meehan.

#### IRVING CONVENTION CENTER

- Meehan reported there were no events and no revenue to report for the month of April.
- Working heavily with partner contractors to cut \$175,000 in expenses.
- Working on re-opening plans. Challenge is receiving sufficient cleaning supplies for staff and long-term business.
- Training and cleaning procedures will be a large endeavor for the housekeeping staff.
- Plans for plexiglass partitions at the office front desk, concession stands and possibly buffet stations.
- Pursuing the certifications for the building with BioRisk and ASM Global VenueShield program.
- Waiting for announcements from Governor Abbott on next phase of additional openings.
- All ASM industry partners discussing how to manage events, banquets, meetings, and social gatherings. Need to get to the point of how and when to open the building safely and will follow the guidelines that are in place.
- June and July events are waiting for information and do not have the answers yet to give them. Protection of as much business as possible and assure them of our position.
- Working with StaffMeal.org to feed restaurant and hospitality workers that have been laid off or furloughed. Every Saturday morning feeding 1,200 people from the loading dock area. People have been very grateful. It is a great story for the ICC and Irving.

#### LIVE NATION AND TOYOTA MUSIC FACTORY

Board member Mike Riley:

The Toyota Music Factory has no business and right now nobody has all the answers. Not sure when people will return to live events and experiences. When artists become comfortable enough to return to concert venues, people will follow. We are being patient and looking forward to a vaccine and reviewing different scenarios on re-opening The Pavilion. Several shows were postponed instead of canceled, so now it is just a matter of when to re-open and reschedule.

#### HOTEL PARTNER UPDATES

Board member Greg Malcolm:

- The STR report for April is not available at this time. The DFW Hilton Garden Inn South ran at 6% Occupancy last month, down 92.8%. The competitive set is down 85%, and Average Daily Rate is \$109.72. The good news is today and yesterday were the busiest days since March. Beginning to see signs of life.
- Did receive the PPP loan and employees are coming back to work for eight weeks, working on projects and cleaning. Not all employees returned; some opted to stay on Unemployment. Hoping to keep most employees but may have to furlough again after the eight weeks.

Board member Kim Limon:

- Hampton Inn Las Colinas reported 7.6% Occupancy in March and the competitive set reports 6.4%, 91% down from last year.
- Average Daily Rate was \$75.26, down 36.5% over last year.
- April is showing a slight upturn and hotels are starting to reopen in the area.

#### RESTAURANT UPDATE

Board member David Cole:

- Texas Restaurant Association (TRA) met in February and the pandemic was not discussed at that time; much has changed.
- Emily Knight is new CEO and is the best person to lead the Association through this time.
- Led by the TRA, a task force made up of chain and independent restaurants, and health officials provided Governor Abbott and his team with a recommended set of guidelines to support the reopening of Texas restaurants. The guidelines have been updated and tie directly to the Minimum Standard Health Protocols enacted by Governor Abbott, effective May 1st, 2020. With restaurants and their customers working together to follow the guidelines below, we can begin to reopen Texas restaurants and partner to keep employees and customers safe.
- Training is offered at no charge for certified food handlers.
- There are several relief funds for furloughed employees.
- Irving has several restaurants that may not open ever again, mostly independents with one location. Lack of knowledge, adapting and not having reserves to help them get by is hurting them more than most. He encouraged everyone to visit their favorite local independent restaurant in Irving, order take-out or buy gift certificates. If they get the support, they might survive.
- Anyone offering returning employees a job and they say no due to wanting to stay on Unemployment is encouraged to report that information to the Texas Workforce Commission. It is time to be honest and report it.

- Boi Na Braza at the Toyota Music Factory is re-opening this Friday as Blaze Brazilian Steakhouse and have redone their concept in this pandemic with a new business plan.

#### DCURD

Dallas Burke, representing Board member Jacky Knox:

- Dallas County experienced a big rain over the weekend; pumped 260 million gallons of water across the three DCURD Districts to protect infrastructure from flooding; 60-man hours and 100 pumping hours towards those efforts. Recorded 3 to 4.5 inches across the Districts.
- There will be several days of heavy waterway debris removal efforts following the weekend rain event.
- Progressing on the DCURD Emergency Backup Generator Project. Completed some critical testing procedures that open up the timeline for installation of major equipment on site.
- Completed two major dredging sites in IFCD III, Water Circle and Valley Ranch sump. Completed a major drainage project in the IFCD III sump behind Campion Hollows in Valley Ranch.
- Completed two major dredging sites at IFCD I in the sump and parallel levee drainage structures. Major pump station electrical project progressing.
- DCURD wrapped up two major Lake Carolyn Wall Repair sites, one of which was completed very quickly to allow the Omni Mandalay hotel construction for their remodeled pool and courtyard area to progress with minimal delay.
- One major wall repair project going out for bids this week.
- Pushing to keep all projects on track. Employees are practicing social distancing and working throughout the stay-at-home order as an essential business.

#### IRVING-LAS COLINAS CHAMBER OF COMMERCE

Board member Beth Bowman:

- Since October 1, 2019 there have been 10 project wins, representing 5,500 jobs and \$134 million in capital investment for Las Colinas.
- Chamber team is continuing to be focused on retention and responding to project opportunities. Conversations are beginning regarding back-to-business campaign, "Your Business Has Always Been Our Business, Now Let's Get Back to It".
- Unemployment rate is 4.1% for Irving. It has not been in the 4% range since 2015. Texas rate is 4.7% and national is 4.4%. The unemployment figures do not reflect the full impact of COVID-19.
- Businesses need to get their workforce back. If employees are not returning to work, she encouraged sharing that information with the Texas Workforce Commission.
- Last week the Chamber conducted a digital "Best in Irving" competition.
- Worked with partners last week to thank frontline workers at Baylor Scott and White Medical Center and Medical City Las Colinas during National Nurse and National Hospital Week. Bowman thanked ICVB, City of Irving, Irving Police & Fire, Las Colinas Association, AlphaGraphics, Citi, Celanese, Glory House Catering, Kroger, Keurig Dr Pepper, OSSC-D and Via Real Restaurant. It was a very rewarding experience to celebrate with them.
- Proud of the Hidden Ridge development and will continue to work on two new developments within that project.
- Hosting a business industry call with Dallas County Judge Clay Jenkins on May 20.

- Tuesday, May 26 is virtual 5-Star Chamber Mixer and will continue digital Chamber Coffee Break on June 3.
- All Chamber members and Board have been very supportive during this time.

Chamber Board Chair David Pfaff:

- Trainings and business resource links are available on the Chamber website.
- Cushman & Wakefield resource is also available on website. Cushman & Wakefield leads the development of best practices, products, and partnerships to prepare for post-COVID-19 recovery and the eventual return to the workplace.
- Information on loan forgiveness guidelines is also available.
- Looking forward to Governor Abbott's announcement later today with guideline updates. Will continue to have a positive outlook on the situation.
- Bowman added the U.S. House of Representatives passed the HEROES Act (Health and Economic Recovery Omnibus Emergency Solutions). It was introduced as Phase Four of the COVID-19 stimulus and relief package. The HEROES Act will provide \$3 trillion in tax cuts and spending to address the negative health and financial impacts of the pandemic, including financial relief to local governments, extensions to enhanced unemployment benefits, debt collection relief and direct cash payments to households.
- Gast added the House version of the updated CARES Act did include 501(c)6 pers access to the PPP Program, but not government agencies (City and ICVB).

#### IRVING ARTS

Board member Todd Hawkins:

- The Arts Board meeting is scheduled for later today and will be the first since the COVID-19 pandemic began.
- Arts Center staff is working remotely and all programming is digital and online.
- All events have been canceled through June.
- During the month of June, working on maintenance and housekeeping of the building. Safely cleaning and disinfecting, especially in the theaters.
- The galleries and the museum will reopen in July with timed group visits and ticketing.
- Staff will be back in June with protocol in place for safe operations.
- The Arts Center is not eligible for the CARES Act; however, has applied for National Endowment for the Humanities grant for the museum.
- Furloughed several employees and the majority of the museum staff. Trying to maintain those employees and archivist.
- The next exhibit is scheduled in September. Many cancellations of events over the summer.
- The Irving Archives & Museum will have a grand opening in a controlled environment.
- Working with the ICVB and ICC on needs for the certification programs.



Arts Board chair Kim Andres:

- The Arts Board is discussing the phases of a return-to-work plan, recovery plan and re-opening.
- Some Arts groups want to reschedule in the Fall but have questions.
- Discussions will be held about grant money and incentives to keep Arts groups in 2021.

LAS COLINAS ASSOCIATION

Board member Hammond Perot:

- LCA staff is predominantly working from home, with the exception of property maintenance and security.
- Tracking 30% reduction in activity in service areas.
- Property transactions are down 50%.
- LCA Annual Meeting is rescheduled to June 16 and will be in video format for members; inducting three new Board members and three modifications to governing documents.
- Dog park construction is on track for completion this summer.
- Charity Bowl-a-thon is rescheduled for October 19.
- Hammond commented he is inspired by the ICVB Board, community and businesses who have risen to the challenge of this tough time and their flexibility to adapt.

UNIVERSITY OF DALLAS

Board member Jason Wu Trujillo:

- Staff is working remotely. Returning on June 15 with 25% workforce.
- Focused on enrollment.
- Students return to campus on August 21.
- Room and Board is critical to UD operations and a base financial model on the number of students in the buildings and cafeteria. Looking carefully at the government guidelines and any modifications that will need to be made. The financial model is based on full occupancy.
- Fundraising (cash in door, not commitments) is flat from last year.
- Excited for this year to work with the new team and UD President Dr. Thomas Hibbs
- Philanthropy revenue growth at 20%.

Gast asked for an update on the UD Rome Campus operations. Trujillio stated the campus evacuated in March. There is a strong core curriculum and the UD mode in Rome is different than many other schools. It is small and in relatively close quarters and monitoring. Planning to open as normal in the Fall both in Rome and Irving. The UD campus is not in an urban area but is about 13 miles outside of Rome.

TIF

Board member Michael Randall:

Previously presented to the Board that City staff requested to adding Chapter 380 grants to TIF funds. Chapter 380 grants are given to businesses relocating or renewing leases/retention. They can be used for ad valorem tax, sales tax rebates, job grants and purchase money grants to these businesses. The TIF Board had four separate discussions in meetings with all board members and unanimously agreed and voted on a Resolution to City Council with a favorable recommendation. If the City Council adapts this for TIF Board use, the City could use any of the four options for grants. The TIF recommended limiting to ad valorem tax grants. If Chapter 380 is adapted, all four options are available and one option cannot be

specifically carved out, but the TIF Board recommended limiting to ad valorem tax grants. Appreciates all the work city staff has done.

Lindsey encouraged Board members to leave the meeting and share the positive attitude with positive thoughts, positive plans, and positive comments.

He thanked the Board for an informative meeting and sharing of updates and useful information. He is looking forward to seeing everyone in person soon.

The meeting was adjourned at 1:45 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME  
Executive Director