

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Destination Development Committee
Tuesday, November 10, 2020 at 11:30 AM
Video Conference

NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors may be present at this committee meeting.

Directors of the ICVB and the public may participate in the Destination Development meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:00 a.m. to 11:30 a.m. on November 10, 2020. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/85613941789> - Meeting ID: 856 1394 1789. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston). Meeting ID: 856 1394 1789.

1. Citizen Comments on Items Listed on the Agenda
2. Update on Irving Golf Club – Parks & Recreation Director Joseph Moses
3. Restaurant Industry Trends & Review of Irving RAB Requirements
4. Irving Hotel Development Update & Review of Hotel Development Recommendations
5. Update – Irving Group COVID Impact
6. Update – Irving Group Pipeline
7. Approval of February 11, 2020 Minutes
8. Committee Chair's Report
9. Next Meeting - TBD

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 remained 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.

ICVB Board of Directors
Destination Development Committee
Quarterly Meeting
November 10, 2020

Committee Goal:
Create Destination-Defining Development

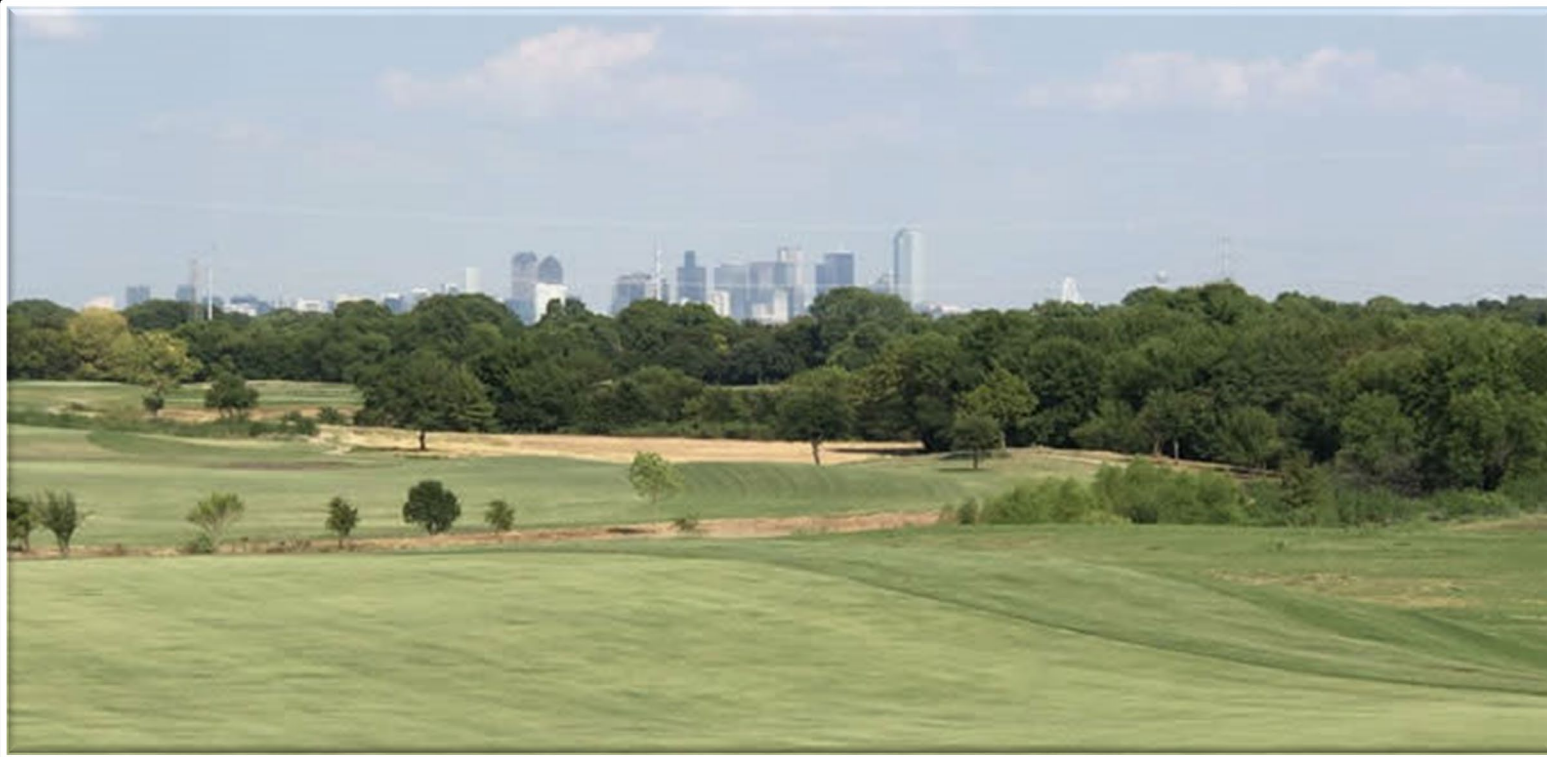
Agenda

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UPDATE: Irving Golf Club

Joseph Moses - Irving Parks & Recreation Director

Irving Golf Club Year End Review



Golf Rounds:	29,975
Golf Revenue:	\$1,045,957
Food & Beverage Revenue:	<u>\$254,161</u>
Total Revenue:	\$1,300,188
Operational Costs:	(\$1,253,044)
Profit / (Loss):	\$47,074
Weather Closures:	57
Covid-19 Closures:	29
Total Closures:	86

DISCUSSION:

Restaurant Industry Trends & Review of Irving RAB Requirements

Irving Land Development Code

- 52-49 – Alcohol Regulations
- 52-32(a) – SP1 Requirements

Sec. 52-49. - Sale, serving or storage of alcoholic beverages.

- (a)1(b) Restaurant with attendant accessory use of the sale of alcoholic beverages for on-premises consumption. The zoning designation for this use shall be S-P-1 (R-AB). The terms "restaurant with attendant accessory use of the sale of alcoholic beverages for on-premises consumption" and zoning designation "S-P-1 (R-AB)" shall mean a restaurant creating establishment zoned S-P-1 (R-AB) whose gross sales in Irving from food on an annual basis represents at least fifty (50) percent of its total sales of food and alcoholic beverages.
- (a)1(k) Eating establishment shall include, but not be limited to, a restaurant, cafeteria, convention center, hotel, entertainment center or a Public Entertainment Facility as defined in Section 108.73, Texas Alcoholic Beverage Code, wherein alcoholic beverages are sold by a single mixed beverage permit holder and the total sales of alcoholic beverages on the premises holding the S-P-1 (R-AB) designation do not exceed 50 percent of the total sales of food and mixed beverages on the permitted premises.
- (a)2(a) ...shall be permitted only in a restaurant as defined in (1)b. above in a S-P-1 site plan district under section 52-32a of this ordinance...
- (a)2(b) The site plan to be submitted pursuant to said section 52-32a shall satisfy all of the requirements of section 52-32a and the following additional requirements:
 - (a)2(b) 2 The specifically delineated area to be zoned for restaurant S-P-1 (R-AB) and all areas necessary to provide adequate and necessary ingress-egress and parking. Only within the area specifically delineated (R-AB) may alcoholic beverages be sold for consumption on premises.
- (6) A certificate of occupancy issued hereunder is valid only as to the recipient. No certificate of occupancy issued hereunder may be assigned or transferred. No person shall operate a restaurant zoned S-P-1 (R-AB) without a valid certificate of occupancy. Upon a change in ownership of the subject restaurant the new owner or person operating such a restaurant shall within ten (10) days of the change in ownership apply for a new certificate of occupancy using the same application form as required for a new zoning change, except that the application shall reflect that the property is currently zoned S-P-1 (R-AB).

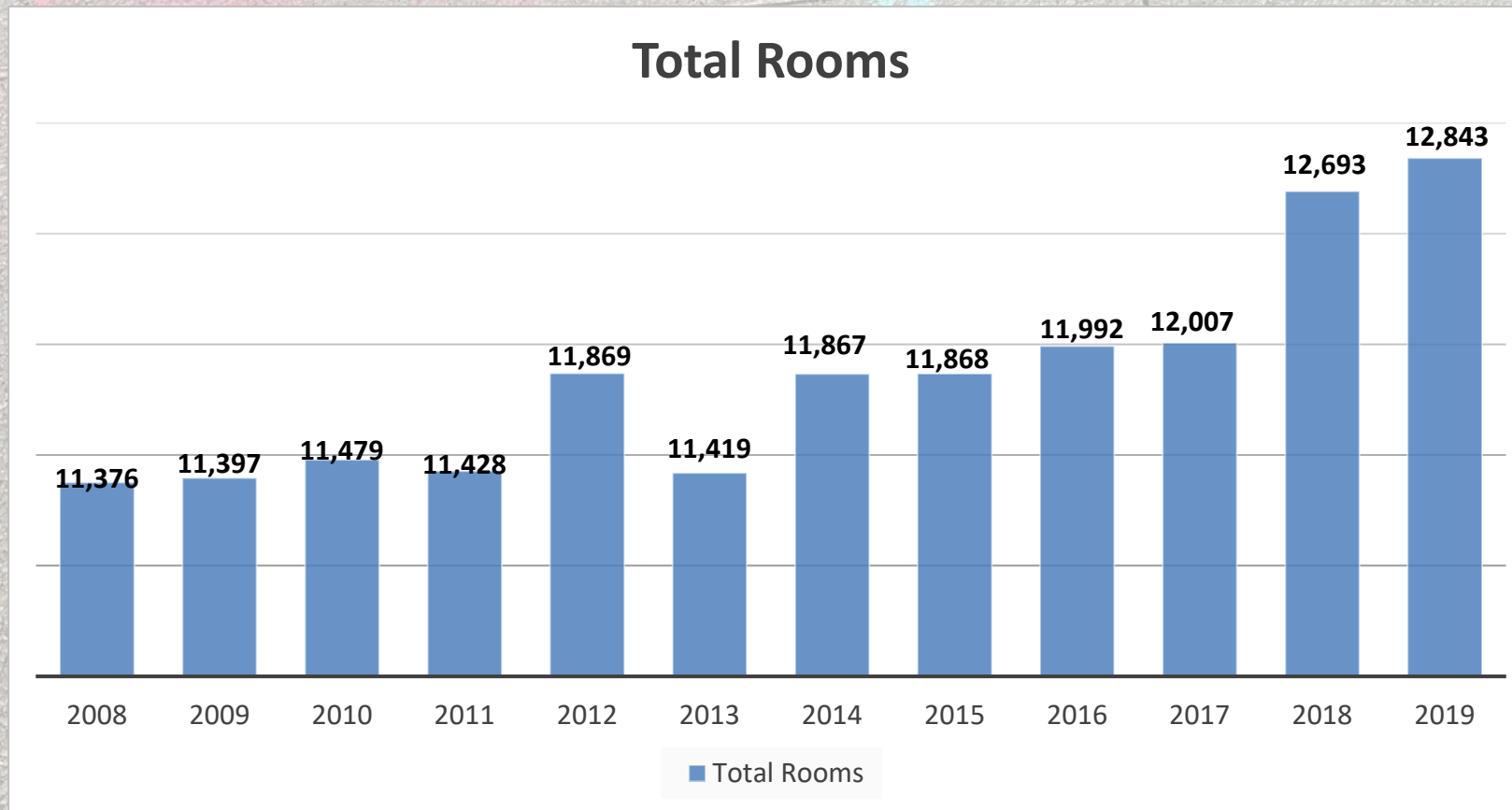
Sec. 52-49. - Sale, serving or storage of alcoholic beverages.

- (a)1(l) Special regulation area shall mean land located in the urban business overlay district.
- (15) In a restaurant with attendant accessory use of the sale of alcoholic beverages for on-premises consumption which is located in a special regulation area and zoned S-P-1 (R-AB), the gross sales in Irving from alcoholic beverages on an annual basis may be 70 percent or less of its total sales of food and alcoholic beverages.
- (16) Premises which include restaurants with attendant accessory uses of the sale of alcoholic beverages for on-premises consumption which meet all of the following:
 - Are located in the urban business overlay district,
 - Comprise a single, undivided tract of at least fifteen acres,
 - Contain a public entertainment facility ("PEF"), as defined by Section 108.73, Texas Alcoholic Beverage Code, and
 - Are zoned S-P-1 (R-AB)shall be PEF premises. On a PEF premises, the combined gross sales in Irving from alcoholic beverages for the entire PEF premises on an annual basis may be 70 percent or less of the combined total sales of food and alcoholic beverages for the entire PEF premises.

DISCUSSION:

Irving Hotel Development Update &
Review of Hotel Development
Recommendations

Recent Room Inventory Growth



Source: Smith Travel Research; 2019 is YTD as of Oct 2019

Hotel Development Update

Hotel Name	Location	Projected Opening	#Rooms	Project Status
Element Hotel (Sfuzzi site)	525 Meadowcreek Dr (Sfuzzi site)	Apr-21	159	Construction
IHG-3 property combo	DFW North/Avion Business Park	Q4 2021	320	Approved; IHG combination Staybridge, Avid & Even. NO ACTIVITY
IHG Cambria & Indigo	Urban Center/455 E. Carpenter Frwy	TBD	293 combined	9/29UPDATE: Revd Plan being submitted; now just 157-room Indigo. 6 stories of rooms; @3500 sf of meeting space
Four Points by Sheraton Hampton Inn	183/DFW South/555 Airport Freeway	TBD	125	Zoning approved. Now a Hampton Inn.
Home2Suites	DFW North			Construction
Aloft	635/DFW North	Oct-20	145	Construction
Hampton Inn & Suites	DFW North; 4500 Plaza Drive	TBD	130	Approved
AVID/Holiday Inn	DFW North/Plaza Drive @ O'Hare?	TBD	125-150	Rumored
Northland Properties - Sandman and Sutton Place	Blue Star Site 161 @ 114 (Meridian)	TBD	200+	Sandman zoning to Council 7/30/20 - 205 rooms, 715 sf meeting space; Moxie's Restaurant
TBD	Verizon/Hidden Ridge Campus	TBD	200+	Consultant retained to assess flag opportunities
Embassy Suites	771 W. Carpenter	2021	168	Zoning approved 12/13/18; construction has begun but is going VERY SLOWLY. Rumor has it that it is being shopped.
Holiday Inn Express	7800 Carpenter	TBD	TBD	Rumored
La Quinta	635 @ Beltline	TBD	TBD	Deferred; site being shopped
Tru by Hilton	DFW Airport South/2100 Valley View	2020-2021	125	Approved by City Council 10/24/19. Lowen Hospitality developer. Construction to start Q4 2020.
Conrad Hilton	Urban Center			Rumored; may be the same as Boutique/Full Service TBD below (Skypass)
Radisson Hotel	DFW Airport North; 114 @ Esters; 8230 Esters	TBD	180	Approved
Hilton - New Brand - TEMPO	311 W. Carpenter Freeway	Mid 2022	82' tall; 2500 sf mtg space. P&Z Nov 18. Dec 12 City Council; CGH Colinas LLC - owner	
Boutique/Full Service - TBD	520 E. Carpenter Freeway	TBD		Skypass Travel owners are the developer; may be the same as Conrad Hilton above
Staybridge Suites	2350 Valley View Lane			11/12/20 City Council meeting; previously was Avid/Staybridge combo, now just Staybridge. Standards meet proposed revised. (125 rooms, no restaurant, min meeting space)

2019 ICVB Board Recommendations

- We recognize the changes happening in the industry and developer priorities.
- We recognize the limited sites remaining for hotel development in Irving, and the physical constraints of many of these.
- Our concerns remain centered on these:
 - Long-term rate, neighborhood and property integrity
 - The financial strength of the hotel economy
 - The city's protection with the debt supported by hotel occupancy taxes
 - The strength of those taxes in supporting the growing needs of not just the CVB, but also Arts & Cultural initiatives

2019 ICVB Board Of Directors Recommended Changes

- Minimum height requirement of 6 stories
- Establish two key overlay districts:
 - Las Colinas Urban Center
 - Former Stadium Site/PUD 6
- Reduce total number of sleeping rooms from 200 to 125
- Reduce room size from 300 sf average to 250 sf average

2019 ICVB Board Of Directors Recommended Changes

- Reduce meeting space from current 5,000 sf to 3,500 sf contiguous space in overlay districts only
 - Reduce meeting space to 500 sf minimum in all other locations
- Reduce code-required parking by up to 35% if an independent parking study confirms what is provided is sufficient
 - If project proposes to “share” parking, deeds must reflect that
 - Delete any requirements for a courtesy shuttle
- Eliminate the requirement for a full-service restaurant on property
 - Require continental breakfast be provided
 - Require a pantry where food items are available for purchase

2019 ICVB Board of Directors Recommended Changes

- Minimum of 1,000 sf of recreation space, clearly delineated
- Multi-property developments must each stand on their own and meet the ordinance requirements – assets may not be “combined” to meet the minimum requirements
- Prior to any changes, would recommend next steps include outreach to all Irving hotels notifying of the proposed changes and inviting comment (as was done in 2006)

2019 ICVB Board of Directors Recommended Changes

- If these changes are approved, the Board also recommends that **NO VARIANCES** be permitted going forward (other than the parking count noted)
- **If the Council desires the ability to still grant variances, then the Board recommends NO CHANGES to the current ordinance.**

UPDATES:

Irving Group COVID Impact

Irving Group Pipeline

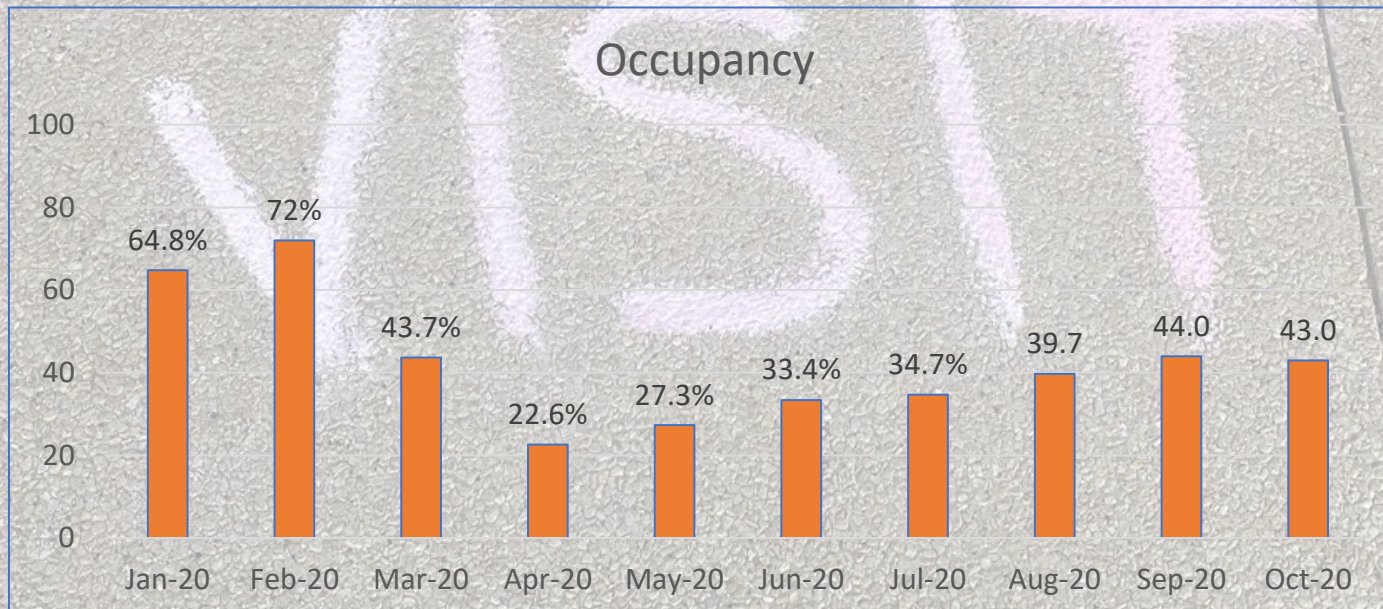
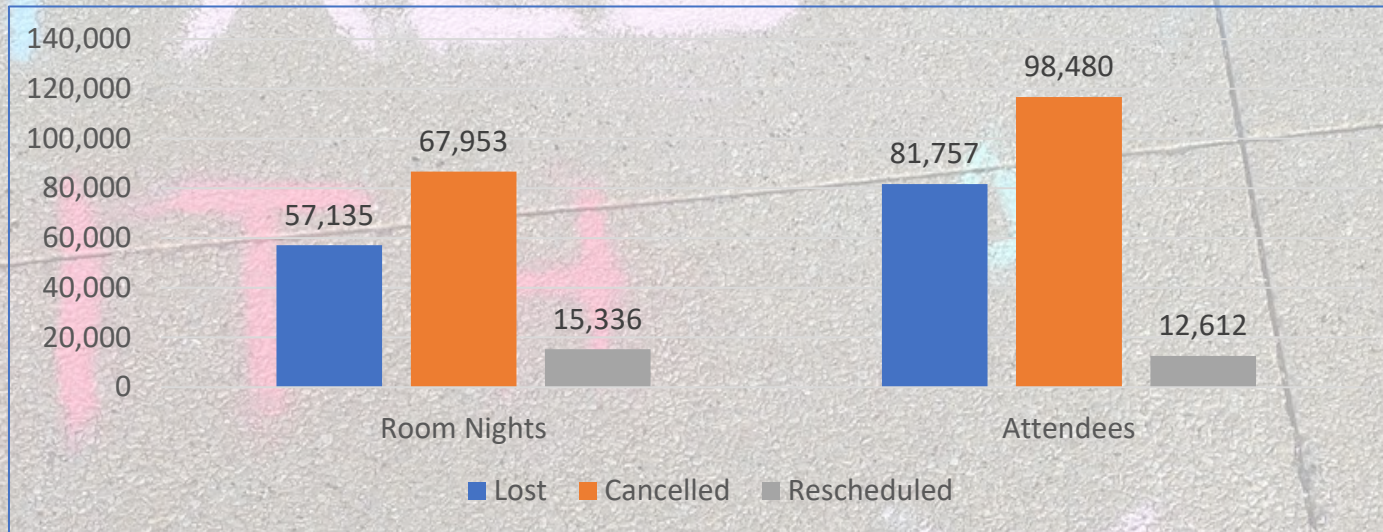
Lori Fojtasek, ICVB VP/Sales & Services

Matt Tungett, ICC Director of Sales

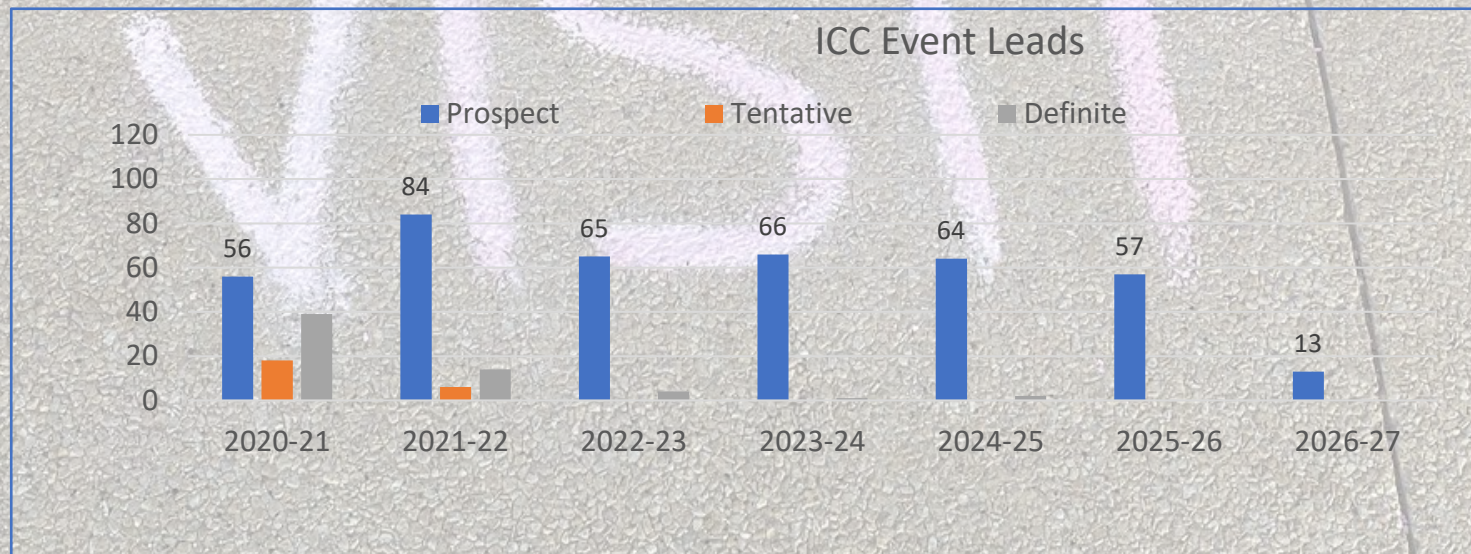
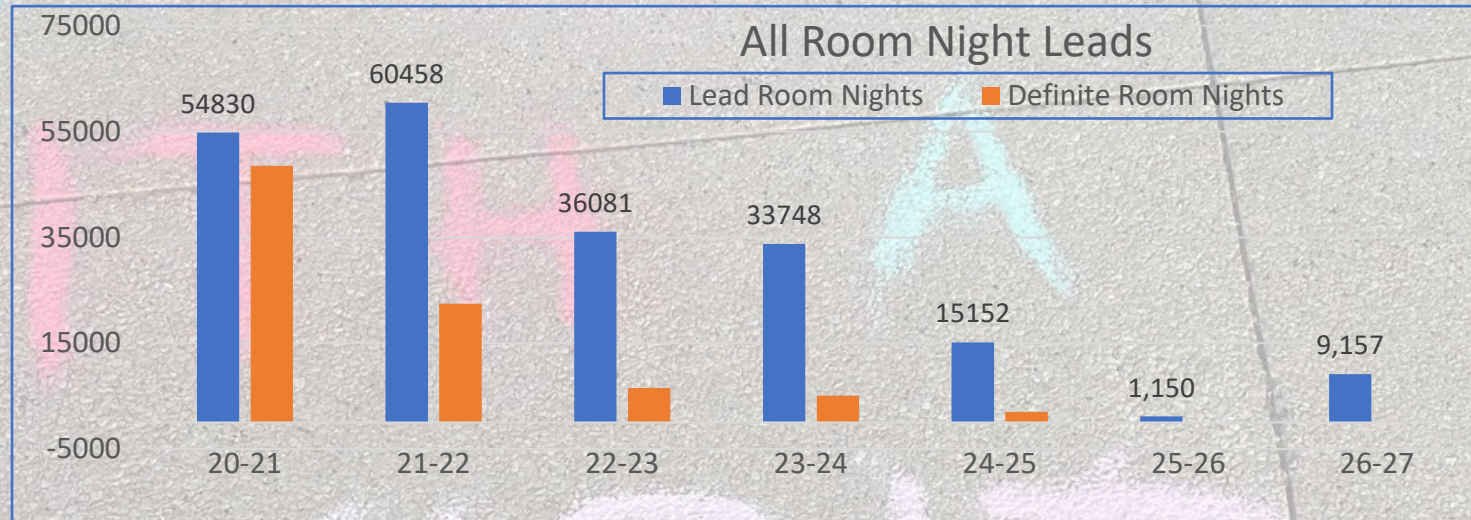
Updated Occupancy Assumptions

	March 31 Estimates	August 17 Estimates	November 6 Estimates
April Occupancy	10%	22.6% (Actual)	22.6% (Actual)
May Occupancy	10%	27.3% (Actual)	27.3% (Actual)
June Occupancy	25%	33.4% (Actual)	33.4% (Actual)
July Occupancy	30%	34.7% (Actual)	34.7% (Actual)
August Occupancy	40%	35%	39.7% (Actual)*
September Occupancy	55%	35%	44% (Actual)*
October Occupancy	60%	40%	43%**
November Occupancy	66%	40%	40%
December Occupancy	57%	30%	30%
Q2 Occupancy	67%	45%	45%
Q3 Occupancy	67%	67%	55%
Q4 Occupancy	67%	67%	55%

Irving Hotel COVID Impacts



Keeping the Irving Pipeline Full



Agenda, continued

- Approval of February 11, 2020 Minutes
- Committee Chair's Report
- Next Meeting – TBD
 - Future Meeting Topics

DRAFT

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING
IRVING CONVENTION CENTER
500 W. LAS COLINAS BLVD., IRVING, TEXAS 75039
TUESDAY, FEBRUARY 11, 2020**

Those in attendance were: Greg Malcolm – Committee Chair, David Cole – Committee Vice Chair, Rick Lindsey – Board Chair, Karen Cooperstein – Board Vice Chair, Julia Kang, Clem Lear, Kim Limon and Joe Philipp - Committee Members; Bob Bettis, Bob Bourgeois and Herb Gears – Board Members; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez and Susan Rose – Staff; Matt Tungett and Tom Meehan – ASM.

Committee Chair Greg Malcolm called the meeting to order at 11:30 a.m.

There were no citizen comments.

Update on Irving Hotel Development Ordinance

- Executive Director Gast reviewed the Irving Hotel Development Ordinance Recommendations for Changes from the Irving CVB that will be presented at the February 12 City Council Work Session.
- The recommendations were presented to the City Council Planning and Zoning Committee in December.
- City staff suggested seven or eight story height in Urban Center and Stadium site.
- Initial reaction to changes was positive, except for Board recommendation for no changes to the current ordinance if Council desires the ability to grant variances.
- The most current Hotel Status report and current Hotel Development Ordinance were distributed and reviewed.
- A list of upcoming hotels was also distributed for review.

Religious Conference Management Association (RCMA) Recap

ICVB Assistant Executive Director/Sales and Services Lori Fojtasek gave a recap of the Religious Conference Management Association (RCMA) event.

- Some statistics from the event were shared:
 - 96 Convention Services Associate hours were logged
 - 130 Bus hours
 - 99 new planners attended
 - Sales team collected six Request for Proposals (RFPs).
 - Nimitz High School created and assembled 100 floral centerpieces.
 - Over the course of the conference, 2 million steps were logged by planners, which earned \$2,000 for Help Hands organization.
 - Irving Family Advocacy Center received \$1,000 plus games.
 - Brighter Tomorrows received \$800 and books.
 - A total of 263 service hours for four different charity organizations were logged.
- The conference attendees commented on the support of the ICVB Board and the event left with a very good impression of Irving.
- This event is all about word-of-mouth and it was well worth it from all of the excellent comments.

- A post-con meeting with event hotels will be done to gain insight on some results and see what can be done differently in the future.
- ICC Director of Sales Matt Tungett commented the tour and work Behind the Scents had attendees working the process from banquet and kitchen and they got to see the ripple effect from planner to facility staff.
- General Manager Tom Meehan reported it was a tough few days with a lot of long hours with short turnaround times between events. Event planners who worked the turnaround events had a great time working with staff. The event at the Toyota Music Factory was incredible and they got a true feeling of Irving and Texas.

Board Vice Chair Karen Cooperstein thanked the ICVB and ICC staff and noted the feedback was overwhelming and comments were wonderful about the hospitality of Irving and the food at the ICC. She further commented the ICVB staff is an epitome of what ever CVB should strive to be. Board member Bob Bourgeois noted the RCMA President's great comments were the same on Opening Day as Closing Day and Executive Chef Eduardo Alvarez was recognized at the closing dinner.

Smith Travel Research Reports

- An example of the Smith Travel Report (STR) was distributed and a review was given by Malcolm explaining the different components of the report for the Committee, including:
 - acronyms, competitive set and index.
- Cooperstein asked how often adjustments are made to hotel rate based on the STR data. Malcolm replied it depends on revenue and projections from history. During busy periods (Tuesday-Wednesday) peak nights can be adjusted daily and changes are software driven.

R-AB Ordinance

In reviewing the R-AB Ordinance, Board member David Cole commented the community tried to change the Ordinance before the Toyota Music Factory was built to help be successful in lowering the alcohol/food ratio from 60:40. In order for restaurants to be successful the changes needed to keep up; 30:70 for the Urban Center and 50:50 for the rest of the City. To help with new developments in the City, ratios needed to be 30:70 City-wide. Gast commented City staff is looking at changes to the Ordinance as well and make things consistent City-wide, but it will not be a discussion until after the elections in May. That will allow us to pull together the data needed to have those conversations and lay out a fact-case case to support the 30:70 ratio and the Restaurant Association will lead the charge. The suggestion was made to gather input from data and City staff and then have a formal recommendation from the Restaurant Association for a conversation in the summer with City Council. Cole noted we now have the success to move forward with 30:70. Board member Herb Gears noted to move forward with caution. If the Ordinance is altered to become less restrictive, you can never go back. If too much is changed the Ordinance could be eliminated.

Update on AT&T Byron Nelson Championship

- Gast gave a brief overview of articles on the AT&T Byron Nelson Championship.
- The ICVB is working closely with the Four Seasons Resort and Club and the Salesmanship Club for the return of the tournament; however, it is not a one or two-year deal.
- There could be some Capital Improvements requested.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes from November 5, 2019. With a motion from Lindsey made the motion and a second from Cooperstein, the minutes were unanimously approved.

Malcolm noted the next Committee meeting is scheduled for May 5, 2020.

With not further comments or discussion the meeting was adjourned at 12:52 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