

**AGENDA**  
**Irving Convention & Visitors Bureau Board of Directors**  
**Monday, December 17, 2018 at 11:45 a.m.**  
**Irving Convention Center at Las Colinas**  
**Third Floor – Junior Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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

**Consent Agenda**

1. Approving ICVB Board Minutes for November 26, 2018
2. Accepting Irving Convention Center Financial Reports for November 2018
3. Accepting ICVB Financial Reports for September, October and November 2018

**Individual Consideration**

4. 2018-19 Performance Priorities, Goals & Objectives for Executive Director

**Reports**

5. Board Chair Report
  - a. Welcome State Representative-Elect Terry Meza
  - b. Tourism Public Improvement District Legislative Update
  - c. Employee Service Recognition – Lori Fojtasek 25 Years
  - d. 2019 Committee Meeting Schedule & Volunteer Process
6. Board Committee Reports
  - a. Board & Business Development – Debbi Haacke
    - Recap of December 7 meeting
    - Next Meeting – March 15
  - b. Community Engagement – Rick Lindsey
    - Recap of Holiday Parade & City Open House
    - Next Meeting – January 15
  - c. Destination Development – Greg Malcolm
    - Next Meeting – February 5
7. City Reports
  - a. Council Liaison – Mayor Pro Tem John Danish
  - b. Mayor & Other Council Members
  - c. City Manager – Chris Hillman
    - Visitor Development Updates
    - Headquarter Hotel
    - Toyota Music Factory
    - Other City Updates

## **AGENDA - Continued**

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- 8. Bureau Monthly Management Reports**
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Finance and Administration – Mike Zumbaugh
    - Smith Travel Research and AirDNA Monthly Reports
  
- 9. Convention Center Management Report – Tom Meehan**
  
- 10. Industry Partner Reports**
  - a. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
  - b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon, Holly Turner
  - c. Restaurant Industry Update – David Cole
  
- 11. Partner Organization & Stakeholder Reports**
  - a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - b. DCURD – Jacky Knox
  - c. Chamber of Commerce – Lars Rosene/Beth Bowman
  - d. Irving Arts and Culture – Todd Hawkins/Judy Pierson
  - e. TIF – John Haigler
  - f. The Las Colinas Association – Hammond Perot
  - g. University of Dallas – Karin Riley

### **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

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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.

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.