

IRVING CONVENTION AND VISITORS BUREAU

MINUTES – BOARD AND BUSINESS DEVELOPMENT COMMITTEE

IRVING CONVENTION CENTER

Friday, December 6, 2019

Those in attendance: Committee Chair Debbie Haacke, Committee Vice Chair Karen Cooperstein, Bob Bettis, David Cole, Rick Lindsey, and Joe Philipp – Committee; Bob Bourgeois – Board Member; Carol Boyer, Maura Gast and Susan Rose – ICVB Staff.

Committee Chair Debbi Haacke called the meeting to order at 9:00 a.m.

Haacke noted there are no citizen comments. She reviewed the Citizen Comment procedures that went into effect by state law on September 1, stating all publicly posted meetings will provide time to allow input from citizens. Any citizen comments will take place at the beginning of the meeting and allow a limit of three minutes for each citizen.

Executive Director Maura Gast gave a brief update on the Tourism Public Improvement District (TPID). She reported John Lambeth from Civitas will attend the December Board meeting and give a presentation on the history of the TPID and results that have been experienced around the country. Three separate hotelier meetings with Lambeth have been scheduled after the Board meeting to update and have discussions with Lambeth and capture perspective on what other cities around the country are doing. Gast noted she has had a good meeting with the Four Seasons Dallas Resort and Club at Las Colinas and noted their concern of the percentage assessment versus the dollar amount. The TPID fund could offer marketing opportunities and services that would benefit local hotels, i.e., Expedia, Trip Advisor, Cvent and provide social media services. She noted there can be value for smaller non-meeting facility hotels as well as the larger properties. Board member Joe Philipp commented taking the first step in the process is important and finding the right buy-in in order for each property with decision makers and sometimes a third party like Civitas can help. Gast noted Civitas has a country-wide reach and experience to help spread the message and explain the TPID fully. Philipp commented the goal is to get a TPID in place and then decide on percentage or dollar amount. Gast commented she believes a dollar amount will be a more palatable way to approach it and hopes to get to a minimum of \$2.00-\$3.00 to make a difference, noting that \$1.00 will not be general enough to make everybody happy. Board member Bob Bourgeois asked if there is a history of showing TPID results and then raising the amount or percentage. Gast commented it would require a new vote from the TPID members to raise the amount or percentage. Discussion was held on starting the TPID at a dollar amount and in three years increasing it and adding projections for new hotels coming online. Gast noted a marketing plan, especially Expedia, will benefit the smaller hotels well. It was agreed to have the TPID added to Gast's City Council update at the upcoming Council meeting.

Gast will give a brief report from the Semi-Annual Update to City Council on December 11. The update outline will include a report on the state of the industry both locally and nationally, each organizational unit and their year-to-date performance, progress over time at the Irving Convention Center, an in-depth review of the Board Strategic Plan and a brief TPID update. A video for the Religious Conference Management Association (RCMA) and video of Chef Eduardo Alvarez award presentation will be shown. Gast will share the semi-annual update with the Board as well. Philipp asked to remind the Council they approve the resources to get the ICVB results.

An updated ICVB Board of Directors Bylaws was provided in the meeting packet.

It was noted Article III, Section 1: now reflects the Dallas Cowboys seat became an Industry-At-Large seat
Article III, Section 11: added language to address citizen comments

Article VI, Section 1: clarifies Board appointment process and voting in of new appointed members

Article VI, Section 8: referring to the Executive Director annual goals and objectives lived in another section and has been moved here to clarify and be consistent.

Article VII, Section 1: clarifies Committee appointment timing. Discussion was held on requiring Board members to serve on a Committee. It was agreed to include language that all voting members should be engaged and serve on at least one Committee annually. Discussion was held on all members of the Board serving as voting members of Committees. It was agreed to send to the City Attorney's office to review the Bylaws before the Board takes any action.

Article VII, Section 4: language was included for a dedicated Restaurant Industry representative Board seat. Discussion was held on City Council Liaison language clarity.

It was agreed to not include the TPID in Bylaw at this time.

Article VII, Section 5: discussion was held on including specific Committee names or general language so Bylaws would not have to be updated with Committee name changes in the future. It was agreed to leave specific Committee names and Bylaw reviews be done consistently.

Article VII, Section 7: language clarification tied to the Strategic Plan. It was agreed to add language specifically stating the value in addressing the Board's long-range Strategic Plan and evaluation regularly to Article VI, Section 8: In reference to the Executive Director's performance evaluation, it was decided to add language to reflect Executive Committee acceptance of comments from all members of the Board. It was agreed to have the City Attorney's Office assistance in appropriate legal language for the Board to receive input from non-voting Board members to the Executive Director's performance evaluation. The intent is to hold the Executive Committee accountable for recommendations and only voting Board members are acting. It was agreed to add the agreed-upon language to the Board Orientation.

Gast noted the recommended changes must be provided to the Board with 15 business days' notice. It was agreed to present the final redline version to the Board at the January 27 meeting. A special Board and Business Development Committee meeting will be held at the beginning of January in order to approve the changes discussed today and move forward to the Board for approval per the timing required.

Gast gave the Committee an overview of the upcoming RCMA Conference to be held February 4-6, 2020. The ICVB staff is waiting for the conference schedule of events and will invite Board members to any appropriate events when dates and times have been received. Gast noted this is a great opportunity to have 800 meeting planners in Irving and showcase the City. ICVB Senior Sales Manager Katherine DiPietro

is on the RCMA Board and has worked tirelessly to have the conference held in Irving. The conference has the ability to spread events around the area and will show meeting planners the different venues.

On a motion from Philipp, and a second from Board member Karen Cooperstein, the Board and Business Development Committee meeting minutes from September 13, 2019, were unanimously approved.

It was noted the next Committee meeting date will be announced after all Committee assignments have been made.

Haacke adjourned the meeting at 10:55 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director