

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, February 24, 2020 at 11:45 AM**  
**Hilton Garden Inn DFW South – Camellia/Orchid Rooms**  
**2001 Valley View Lane**  
**Irving, Texas 75061**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Minutes for January 27, 2020
3. Accepting the Irving Convention Center Financial Report for January 2020
4. Accepting the ICVB Financial Report for January 2020
5. Reviewing the Hotel Occupancy Tax Results for First Quarter 2019-20

**Presentation**

6. Live Nation – Toyota Music Factory Economic Impact Analysis – Mike Riley

**Reports**

7. Board Chair Report
  - a. Service Award Recognition
    - Connie Gifford-Herrington – Convention Services Associate
    - Pat Nicks – Convention Services Associate
    - Carol Stoddard – Marketing Communications Coordinator
  - b. Schedule of Upcoming Meetings and Activities
    - Next Executive Committee Meeting – March 20, 2020
    - Next Board Meeting – March 23, 2020
    - Recap of Industry Hospitality Annual Meeting
    - Religious Conference Management Association (RCMA) Recap
8. Board Committee Reports
  - Board & Business Development – Debbi Haacke
    - Next Meeting – March 13, 2020
  - Community Engagement – Bob Bourgeois
    - Next Meeting – April 14, 2020
  - Destination Development – Greg Malcolm
    - Recap of February 11, 2020 Meeting
    - Next Meeting – May 5, 2020

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## AGENDA - Continued

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### 9. City Reports

- Council Liaison – Councilman John Danish
- Mayor & Other Council Members
- City Manager – Chris Hillman
  - Visitor Development Updates
  - Toyota Music Factory
  - Other City Updates

### 10. Bureau Monthly Management Reports

- Executive Director – Maura Gast
- Sales and Services – Lori Fojtasek
  - RCMA Recap
- Marketing and Communications – Diana Pfaff
- Finance and Administration – Susan Rose
  - Smith Travel Research and AirDNA Monthly Reports
  - Volunteer Visitor Information Center Update – Carol Boyer

### 11. Convention Center Management Report – Tom Meehan/Matt Tungett

### 12. 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
- c. Restaurant Industry Update – David Cole

### 13. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure - Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Jacky Knox
- c. Chamber of Commerce – David Pfaff/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Kim Andres
- e. Salesmanship Club – Jon Drago
- f. The Las Colinas Association – Hammond Perot
- g. TIF – Michael Randall
- h. University of Dallas – Jason Wu Trujillo

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.

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.