

MINUTES

**Irving Convention & Visitors Bureau Board of Directors
Monday, September 23, 2024 at 11:45 AM
Irving Convention Center – Exhibit Hall B
500 W. Las Colinas Blvd.
Irving, Texas 75039**

Attendance: Richard Stewart – Board Chair; Herb Gears – Board Vice Chair, Michael Basoco, David Cole, Tommy DeBeaudry, Stephanie Fenley-Garcia, Colvin Gibson, Cambria Jones, Julia Kang, Kim Limon, William Mahoney, Kelly O’Briant, Hammond Perot, Joe Philipp, and Sam Reed – Board Members; Chief Financial Officer Bret Starr, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan, and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Maura Gast, Lori Fojtasek, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose and Monty White – ICVB. Guests: Assistant City Manager Teresa Adrian, representing City Manager Chris Hillman and Ed Snyder.

Board Chair Richard Stewart, Jr. called the meeting to order at 11:45 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for August 26, 2024
- Accepting the ICVB Financial Reports for August 2024
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the Irving Convention Center Financial Reports for August 2024

Stewart asked for a motion to approve the Consent Agenda as presented. With a motion from Board member Julia Kang, and a second from Board Vice Chair Herb Gears, the motion passed unanimously.

INDIVIDUAL CONSIDERATION:

ACCEPTING THE NOTIFICATION REGARDING SMG MANAGEMENT AGREEMENT – BUSINESS OF THE FIRM; CONFLICTS OF INTEREST

Executive Director Maura Gast gave a recap of the ICVB Executive Committee meeting discussion and reviewed highlighted points from ASM Management; a letter is included in the Board meeting packet. Gast is bringing the item forward for the Board’s awareness and acceptance.

Stewart asked for a motion to accept the notification regarding SMG Management Agreement – Business of the Firm; Conflicts of Interest. On a motion from Board member Sam Reed, and a second from Gears, the motion was unanimously approved.

BOARD CHAIR REPORT

- A special recognition award was presented by Stewart to ICVB Accounting and Budget Director Marianne Lauda for her long-term service and diligence over ICVB financial responsibilities. Stewart praised her as an unsung hero that holds a particularly important responsibility. Lauda was presented with a music-themed copper art piece from Stewart, Gast, Board of Directors and staff.
- Stewart asked Board member David Cole to present the Nominating Task Force Report. Cole reported the Task Force met to select and recommend a slate of names for the ICVB Board Chair

and Vice Chair positions. The recommendation is to present Stewart as Board Chair and Reed as Vice Chair for FY2024-25. The recommendation will be presented at the November Board meeting for approval. Stewart added Gears has business obligations that prevent him from serving and has decided not to move forward as Board Chair. Gears added his appreciation to Stewart as Chair and Reed for stepping up as Vice Chair. It is a testament to the quality of the ICVB Board.

- The next Board meeting is scheduled for Friday, October 25 and is a special meeting for the Executive Director Performance Evaluation.

COMMITTEE REPORTS

Board and Business Development

Committee Chair Sam Reed reported:

- Reed gave a recap of the September 13 Committee Meeting. Items discussed were the Former Board Member Luncheon scheduled for December 9, 2024. Over 75 attendees registered for last year's event. The Committee reviewed their Strategic Plan and Committee next steps and reviewed the upcoming several Board open positions and relationships with new Council members.
- The next Committee meeting is December 6 at 9:00 a.m. in the Irving Convention Center-First Floor Conference Room.

Community Engagement Committee

Committee Chair Colvin Gibson reported:

- The next meeting is October 8.

Destination Development Committee

- The next meeting is November 5.

CITY REPORTS

Stewart introduced Assistant City Manager Teresa Adrian, representing City Manager Chris Hillman:

Adrian reported:

- Hotel Occupancy Tax collections for September were \$1.5 million and \$89,000 of that total is delinquent taxes. The two delinquent properties are extremely behind in collections and there is no update at this time.
- H-E-B is coming to Irving and the planned opening date is late 2026.
- The Mustang Museum is celebrating its 40th anniversary with several events, concluding with *Sunset on the Plaza* on October 18. The event will feature live music, hors d'oeuvres, and a special sunset toast on the Plaza. RSVPs are requested.
- *Let's Play Irving Parks Master Plan* is in full force, including the recreational center complete overhaul and the first multi-generational facility and aquatics center.
- Senter Park is being converted from an outdoor seasonal facility to an indoor year-round facility.
- The budget was approved with no increase in the tax rate to residents.

BUREAU MANAGEMENT AND STAFF REPORTS

Executive Director Maura Gast reported:

- Gast gave a recap of the *Total Eclipse in the Park* Campaign as requested by the Executive Committee. A copy of the presentation is posted to the Board portal.
 - Texas visitors made up 44.7% of visitations vs 52.7% the year before; therefore, more visitors from outside Texas.
 - Total attendance at Levy Event Plaza was calculated at 7,000.
 - Total attendance at Heritage Park was calculated at 3,000.
 - Total Campaign Investment - \$218,207.50.
 - Levy Plaza event registrations – 9,954.
 - 21 countries (including the U.S.)
 - 41 states
 - 335 cities worldwide
 - Irving Hotel Performance 2024 vs 2023
 - Friday through Tuesday, up 14.3% in Occupancy, up 15.6% in ADR and up 31.6% in RevPAR.
 - Media Impact
 - 68,531,769 total impressions through 498 “clips”
 - The ICVB Campaign Priorities were met and exceeded. The event delivered an experience the “Irving CVB Way.”
- Gast gave a brief review of the status of the State Fair of Texas gun ban. The State Fair can enforce a gun ban as a private nonprofit, even if on owned or leased government property. Dallas owns Fair Park; however, the State Fair of Texas takes over operations of the park, various buildings, and walkways during the 24-day annual event, per a prior agreement. Gast noted the state’s gun ban has impacted the ICC and there have been events wanting a ban on guns in the building. Legislation is expected to be presented during the next Legislative Session.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- August was a remarkably busy month with groups in-house at the ICC. VidSummit, a vlogger summit with educational classes, had approximately, 3,000 attendees and generated 1,300 room nights. The Westin Irving Convention Center Hotel was crowded, and the group will return in 2025.
- The National Weather Association had 1,000 room nights.
- DFW Fiber Fest has been in Irving at the ICC for the past 10 years and is still a thriving event.
- CoHEsion Summit will generate 1,100 rooms this week.
- Preparing for a client familiarization trip with 20 meeting planners and their guests from across the country. The Omni Las Colinas is providing the rooms at no charge to the ICVB.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- August saw a sizable increase in website traffic. It was the second highest number of sessions to date with 167,522 total sessions. March was the highest in traffic for the Total Eclipse Event.
- The blog had 9,924 blog pageviews. The blog will get a refresh and have more postings for holiday events.
- Staycation campaign generated 27,350 hotel referrals; the second consecutive highest number to date and a 152% increase year-over-year.
- The new DFW Entertainment Hub campaign which promotes Irving as a launchpad for travelers to explore DFW, generated 75,254 clicks in August.
- The Summer Campaign highlights events, dining options, outdoor activities and hotel deals generated 32,532 clicks in August.
- Event-Based Micro-Campaigns delivered 13,123 ad click-throughs in July. The Evergreen Campaigns, similar to the Micro-Campaigns but continuously running, generated 2,286 click-throughs.
- To date, the OTA campaign with Expedia has produced 57,085 room nights, and generated \$8 million in direct hotel revenue. The campaign with Priceline has produced \$354,334 in direct hotel revenue.
- Social media in August added 2,648 new social media followers, and total influence of 181,894 followers.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- STR Data for Irving in August 2024:
 - Occupancy was 60.4%, Average Daily Rate was \$118.55, an increase of 4.5% from last year.
 - RevPAR was \$71.63, a decrease of 0.06% from last year.
- STR Data for Texas in August 2024:
 - Occupancy was 62.8%, an increase of 4.9% from previous year.
- The U.S. Data in August 2024:
 - Occupancy was 66.9%, an increase of 1.5% from the previous year.
 - Short term rental data shows there were 568 available listings. The Occupancy rate was 51.5%, up 5.5% from last year, Average Daily Rate of \$171.91, increase of 16.2% from last year.
 - Hotel comparable subset, the Occupancy rate was 45.1%, an increase of 2% from last year and the Average Daily Rate was \$129.80, an increase of almost 9% from last year.
- IT Manager Brice Petty has been selected to participate in the Irving Leadership program at City Hall.
- The Finance and Administration team is gearing up for year-end. Rose congratulated Lauda and thanked her for her dedication.
- The Board portal will be updated soon with new Board and Committee information. Rose asked for any suggestions from the Board that may be beneficial.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- In August, there were 14 events with 168 total for year, 27 events down from last year, but generating higher revenues.
- Currently attendance for year is 233,356, up from 219,009 for last year.

- Room nights year to date 33,056.
- Customer service score 93.3%.
- ICC had a remarkably busy September hosting several events, which included:
 - Ultimate Women's Expo, Texas Trial Lawyers Association, SW Society of Cosmetic Chemists, Texas Podiatric Medical Association, along with the large events previously mentioned by Fojtasek.
- On the financial side, year-to-date Event Income is \$1 million over last year and Adjusted Gross Income is up \$1.3 million. Currently anticipate returning \$1.066 million of the \$1.395 million subsidy. Last year returned \$844,000. Rental Income and Catering will break records again this year.
- This is an incredible team and an incredible building. The Board congratulated Meehan and team.
- Building projects:
 - Monument sign on Hwy 114 is nearly complete.
 - Working on a furniture package for the lobby with small meeting areas for people to gather.
- Started audit process last week and it will continue through October.

INDUSTRY PARTNERS

The Pavilion at Toyota Music Factory/Live Nation Report

Board member Tommy DeBeaudry:

- The Pavilion at Toyota Music Factory received the *Dallas Observer's* "Best of Dallas 2024 Best Outdoor Music Venue" by reader's choice.
- Currently 97 promoted confirmed events, and one cancellation in October.
- There were 27 events and 23 event set up days through the third week of October.
- A renovation of the dressing rooms is scheduled with new furniture, art, and paint.
- The VIP Lounge will receive a \$100,000 new design.
- In discussions to upgrade the sound system and stay competitive.

HOTEL INDUSTRY UPDATES

Board member Kim Limon:

Reporting for Hampton Inn Irving/Las Colinas for July:

- Occupancy reporting 57.2%.
- The Average Daily Rate was \$107.92.
- The property won the Hilton Trailblazer Award and \$5,000.00. Limon is very proud of the team.

Board member Stephanie Fenley-Garcia reported on the Industry-at-Large:

- Congratulated Meehan and team for the recent Irving Cares Gala. The event was stunning, food was fabulous and staff very friendly and helpful.
- Congratulated the Marketing and Communications team on social media presence and The Pavilion at Toyota Music Factory for the reader's choice *Best Outdoor Music Venue* award. It is impressive what has happened in the City, and she is proud to be a Board member.
- Her event is in San Antonio this year and Atlanta in 2025. The event has doubled from last year.

RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- Returned from the Fall Texas Restaurant Association Board meeting in Galveston. It was a good meeting that focused on restaurant tendencies with a poll over generations. The GenZ and Millennials are on the far right with ordering online, paying online, delivery and curbside service. If they dine in, they prefer to pay on a kiosk or tablet at the table.
- Another big topic was Artificial Intelligence (AI), and how it is completely changing the industry.

Irving Arts Board Chair Kelly O'Briant reported:

- Irving Archives and Museum has Nature's Blueprints: Biomimicry in Art and Design.
- Friends of the Museum offers free admission and tours on the first Sunday of the month.
- Irving MainStage has The Children's Hour in the Dupree Theater now through October 5.
- Irving Symphony Orchestra on October 12 presents Opening Night with Clayton Stephenson. Stephenson is a 2022 International Cliburn Piano Competition Finalist.
- Irving Arts Center
 - *Lost Shaker of Salt Band* presented by Entertainment Series of Irving on October 18 in Carpenter Hall.
 - *24th Annual Art Connection Member Exhibition* in the Main Gallery.
 - *Lane Banks: Geometric Paintings* in the Dupree Lobby Gallery.
 - *The Art of Marty & Richard Ray* in Carpenter Hall.
 - *MUMENTOUS: Football, Glue Guns, Moms, and a Super-Sized High School Tradition Born Deep in the Heart of Texas* is showing in the Courtyard Gallery.

LAS COLINAS ASSOCIATION

Board member Julia Kang reported:

- Thanked everyone who participated in The Las Colinas Bowl-a-thon on September 4. The event sold out with 28 teams and raised over \$29,000 for Irving Cares.
- The Mandalay Canal Light Club will be returning on October 16-17, and November 13-14. There will be live music and bites from Toyota Music Factory restaurants with beverages available for purchase.
- Kang asked for any suggestions for the 2025 Home Tour scheduled for May 17-18, 2025. Any unique homes to suggest can be sent to Kang.
- Follow on social media for more updates or www.lascalinas.org.

With no further discussion, Stewart adjourned the meeting at 12:37 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director