

MINUTES – COMMUNITY ENGAGEMENT COMMITTEE

IRVING CONVENTION CENTER

Tuesday, April 16, 2024

Those in attendance were Committee Chair Colvin Gibson, Board Chair Richard Stewart, Jr., Stephanie Fenley-Garcia, Cambria Jones, and Joe Philipp – Committee members; Carol Boyer, Anabel Espinoza, Maura Gast, Diana Pfaff, Susan Rose, and Monty White – ICVB staff; Tom Meehan – ICC staff.

Committee Chair Colvin Gibson called the meeting to order at 9:00 a.m. There were no citizen comments.

Gibson asked for a motion to approve the Community Engagement Committee meeting minutes of January 17, 2024. On a motion from Board Chair Richard Stewart, Jr., and a second from Board member Stephanie Fenley-Garcia the motion was unanimously approved.

STRATEGIC PLAN – COMMITTEE UPDATES

HIGH SPIRITED CITIZEN PROGRAM

Nominations and Recommendations

- Lazaro Alvarez – nomination form was reviewed by the Committee. Fenley-Garcia asked for information on the room nights generated from Irving Marathons. Executive Director Maura Gast noted Alvarez works with three local hotels. Also, one marathon is a Boston Marathon qualifier race and brings in visitors from across the country. This nomination was unanimously accepted.
- Gerald Farris – nomination form was reviewed by the Committee. Several Committee members offered additional information on Sowers Cemetery volunteer work Farris has done. This nomination was unanimously accepted.
- Leo Hull – nomination form was reviewed by the Committee. This nomination was unanimously accepted.
- Lee Mosty – nomination form was reviewed by the Committee. It was noted Mosty also served on the Irving School Board for multiple years and the Irving Schools Foundation Board of Directors. This nomination was unanimously accepted.
- Saeed Purcell – nomination form was reviewed by the Committee.
ACTION ITEM: Assistant Executive Director Marketing and Communications Diana Pfaff to contact nominator Board member Yasir Arafat for additional information on volunteer items outside of his employment.
- Robert Reichelt – nomination form was reviewed by the Committee. This nomination was unanimously accepted.
- Mark Zeske – nomination form was reviewed by the Committee. Several Committee members noted additional volunteer items that Zeske has performed. This nomination was unanimously accepted.

ACTION ITEM: Pastor Robert D. Robinson's nomination was presented at the October 2023 Committee meeting. Pfaff to follow up with nominator Pontress Tousant and gather additional information outside of his pastoral responsibilities.

Gibson asked for a motion to recommend to the full Board of Directors a slate of six High Spirited Citizen nominations. Purcell is not included in this round of nominations while further information is gathered. On a motion from Stewart, and a second from Fenley-Garcia the motion carried unanimously.

The slate of names for recommendation will be added to the April 22 Board of Directors meeting agenda and the nomination forms included in the Board packet.

IRVING SCHOOLS FOUNDATION SCHOLARSHIP UPDATE

- Pfaff reported there were two qualified applicants for the ICVB scholarship. Both had the same aspirations to open a restaurant and enter a restaurant/hospitality program at a four-year university. Pfaff expressed the difficulty of deciding for one recipient. Elizabeth Philips was selected. She is a senior at MacArthur high school with extra curricula activities and a strong GPA. Fenley-Garcia noted she is a remarkable young lady.
- The award is given at the *Breakfast of the Stars* event on May 1 at the Irving Convention Center. The event is now in the Exhibit Hall as they have outgrown the Ballroom. Philips has been notified of her scholarship award.

In response to a question from Gibson, Pfaff replied there was not a shortage of qualified applicants as in the past.

COMMITTEE ACTIVATION

Heritage Society Fish Fry – May 10

The ICVB Board will have a structured, organized presence at the event.

Items for the day may include: soft drinks, water, logoed ICVB tablecloths, tent on site to distribute High Spirited Citizen program information. Volunteers are needed between 5:00 – 7:00 p.m.

Other opportunities at Fish Fry include parking lot shuttle for guests and greeters.

Stewart noted he will be out of town, Fenley-Garcia, and Board member Cambria Jones volunteered for the event.

Other Community Opportunities

- Irving Small Business Blitz May 6-10. Information to sign up for this event is included in the packet. If interested, members can sign up for any day and wear Irving logo apparel. This is a chance to be seen in the business community in a casual meet-and-greet atmosphere.
- Irving BAPS Charities Walkathon benefiting Irving Cares on June 8. Information flyer included in packet. This is a chance to be seen in a part of the community where we are not normally visible (The Sound at Cypress Waters).
- Volunteer Visitor Information Center program. This pilot program does not meet the client's need sufficiently and there is normally not enough floor space for the kiosk to be available at events on a regular schedule. Scheduling volunteers is difficult as the days/times of shifts is sporadic and not enough notice to complete a shift calendar in advance. The program will sunset from a Board volunteer standpoint and if the client need arises in the future, the ICVB Convention Services staff will support as needed.

NATIONAL TRAVEL & TOURISM WEEK PROCLAMATION – MAY 2

Gast noted this will take place at the City Council Work Session this year. The proclamation will be presented at the start of the meeting and a photograph with the Mayor and Board members will be taken. A group picture with attendees can take place in a separate area after the presentation. The meeting begins at 1:00 p.m. on May 2.

ACTION ITEM: Gast to send out a reminder of the proclamation presentation to the Board as the date gets closer.

CITY COUNCIL UPDATE

There is no City Council update at this time.

CHAIR REPORT

Gibson noted there will be more High Spirited Citizen nominations received in the near future for consideration. The goal of 10-12 awardees to be honored will be met for this year's luncheon.

ACTION ITEM: Gast to review available dates in the Fall of 2024 at the Convention Center for a luncheon.

The next Engagement Committee meeting is scheduled for July 9, 2024. Gibson adjourned the meeting at 9:56 AM.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director