

**AMENDED MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**EXECUTIVE COMMITTEE**  
**IRVING CONVENTION CENTER**  
**Friday, September 20, 2024**

Attendance: Richard Stewart, Jr. – Board Chair; David Cole, Colvin Gibson, Julia Kang, and Sam Reed - Committee Members; Tom Meehan and Jeremy Pierce – ASM/ICC; Councilman Kyle Taylor, and Councilman Al Zapanta – City of Irving; Maura Gast, Carol Boyer, Marianne Lauda, Brice Petty, Diana Pfaff, and Susan Rose – ICVB.

Board Chair Richard Stewart, Jr. called the meeting to order at 9:00 a.m. There were no citizen comments.

Executive Director Maura Gast stated there is not a quorum in attendance and therefore any actions taken in the meeting will be done on consensus.

Stewart asked for a motion to approve the August 23, 2024, Executive Committee meeting minutes. On a motion from Board member Colvin Gibson, and a second from Board member Sam Reed, the motion to approve the minutes was unanimously approved on consensus.

#### ACCEPTING THE ICVB FINANCIAL REPORTS

Accounting and Budget Director Marianne Lauda reviewed the ICVB August 2024 financials.

##### General Fund:

- Currently through 11 months of the budget year and have collected nine months from Hotel Occupancy Tax, YTD 71% collected.
- Expenditures are 78% expended for the year.
- Total Transfers out of the General Fund of \$2,419,221 to the ICVB Reserve Fund and ICC Reserve / CIP Fund.
- Ending Fund Balance is \$2,850,010.31.
- Lauda projected the fund will be 95-96% expended at fiscal year-end. This is one of the highest expenditure years but was planned and budgeted.
- It was noted that all ARPA funds will be committed by December 2024 and are in compliance.

##### ICC Reserve/CIP Fund:

- Revenue includes a \$1,919,221 transfer from the ICVB General Fund.
- Expenditures are close to 100% expended.
- Ending Fund Balance is \$3,986,365.20.

##### Check Register Highlighted Expenses:

- Final payment to Irving Marathon Group, LLC for sponsorship.
- Madden Preprint Media LLC and Maloney Strategic Communications.
- SMG payments include Business Development Incentive Program payments, Professional Services, Linen and garment care, and the Westin Irving Convention Center garage rental.
- Expenditures are 33.05% from ARPA funds and 66.95% from Hotel Occupancy Tax collections.

Executive Director Maura Gast confirmed the Ritz Carlton Dallas, Las Colinas has booked Major League Baseball team contracts once again and noted they are usually week-long stays. Gibson added the MLB All Star Game teams will also stay at the Lowes in Arlington. Discussion was held on college football games, and it was noted the teams stay at the Anatole or Omni Dallas. Assistant Executive Director Marketing and

Communications Diana Pfaff noted the Big 12 and Atlantic Coast Conference are based in Irving and there is a good relationship with the ICVB.

Cash Flow:

- The ending balance for FY24 took a dip due to the budgeted transfers.
- The anticipated ending balance for September 2024 is currently \$6,134,200.

Fund Balance Chart:

- General Fund goal has been met – 142%.
- Reserve Fund goal has been met – 116%.
- The Technology Fund is showing 52%.
- The ICC CIP Fund met goal – 133%. This number will change as soon as final payments for capital projects are completed for the year.

Stewart asked for a motion to accept the ICVB August 2024 financial reports. On a motion from Board member Reed, and a second from Board member Julia Kang, the motion unanimously was accepted on consensus.

#### REVIEW OF HOTEL OCCUPANCY TAX COLLECTIONS

Lauda reviewed the report for June 2024:

- Luxury & Full Service:
  - Both the Doubletree by Hilton DFW Airport North and the Sheraton DFW Airport Hotel hotels still are delinquent, and the total delinquent is currently just over \$1.5 million. A court hearing is scheduled for November 7.
  - A Hotel Occupancy Tax Collections Report memo from Chief Financial Officer Bret Starr is in the Council reading file and in the ICVB Board packet.
  - Overall total collections are \$424,068.92 for June 2024.
- All Suite / Extended Stay:
  - Collected \$187,889.81 and all hotels have paid and are up to date.
- Budget Service:
  - The Budget Suites of America Las Colinas property has not paid for January and April. Lauda was in touch with the City to verify and received confirmation they reported no taxable rooms for the month. They are current to date. Gast further explained the taxable room definition.
  - OYO Hotel DFW Airport North is behind for June.
  - Overall collected \$47,253.98.
- Limited Service:
  - Hyatt Place Dallas Las Colinas and LaQuinta Inn & Suites DFW Airport North have not paid for June.
  - Collected \$142,344.29 for the month.
- Short-Term Rentals:
  - There are 26 properties reported in June for \$23,333.06 collected.
  - This category is performing at a steady pace.
- Summary:
  - June collected \$824,890.076. Budgeted \$977,976.00, short 15.7%.
  - Cumulative Year-to-Date Actual for June is \$7,045,906.22, down 5.7% from Budget.
  - Prior Year collected \$784,829.80.

#### ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT

General Manager Tom Meehan reviewed the ICC August 2024 financials.

##### Highlights:

- August there were 14 events and 12,552 in attendance.
- Actual Net Income (Loss) from Operations was budgeted to lose \$317,018, actual loss was \$207,647 better than budget.
- YTD there were 168 events and 233,356 in attendance.
- Net Income (Loss) from Operations for the year is \$227,747, budgeted \$1,130,556. YTD \$1,358,303 better than budget.
- Prior YTD Actual was \$558,769.

##### Income Statement:

- Rental Income, Catering, Total Event Income, Other Operating Income and Adjusted Gross Income are all up over last year.
- Expenses are slightly up over last year.
- Net Income is \$1,358,303 ahead of budget.

##### Year-over-Year Comparison

- Year-to-Date:
  - Rental Income, F&B Catering, Total Event Income and Expenses are all above the previous five years.
  - Expenses are up due to labor, salaries and food supply costs going up.

In reviewing the Forecast Report, Meehan stated last year returned \$848,000 of the \$1.395 million subsidy. This year the ICC is predicting to return \$1.2 million to the subsidy. The Committee and staff offered their congratulations to Meehan and the ICC team. Gast added preliminary forecasting for the building's annual operating subsidy came from PriceWaterhouseCoopers LLP with a \$1.395 number to subsidize the ICC operation. Once the headquarter hotel was built and open for five years, the prediction was the subsidy could be reduced to \$900,000 annually. The Westin Irving Convention Center hotel opened in 2019; with 2020-21 operating anomalies due to Covid, that five-year clock for stabilization should really start with 2023. At this point, the ICC would only need \$300,000. Gast added a conservative budget will continue to protect from uncertainty, but noted it is a big accomplishment against all odds and circumstances to be in this position.

Stewart asked for a motion to accept the ICC August 2024 financial reports. On a motion from Reed, and a second from Kang, the motion unanimously was accepted on consensus.

Stewart noted the ICVB and ICC August Financial Reports will be presented at the September 23 Board meeting in the Consent Agenda and a vote will be taken for approval.

#### SMG MANAGEMENT AGREEMENT – BUSINESS OF THE FIRM; CONFLICTS OF INTEREST

A letter from ASM Global is included in the packet requesting approval from the City/CVB to enter into a management agreement with the City of Waco for the Waco Convention Center. The 2020 ASM Global management agreement includes language that SMG shall not enter into any new management agreement for an operation of a similar venue within 200 miles of the ICC, unless agreed to by the City/CVB. The Waco Convention Center has been managed by the City of Waco since it opened. Gast does not consider Waco to be in direct competition with the ICC. Since there is not a contractually defined procedure for this situation in the management agreement, Gast as the Contract Administrator is bringing the item forward for the

Board's awareness and acceptance, although the responsibility for this decision lies with the Contract Administrator per the contract.

Discussion was held on the possibility of current ICC staff going to Waco with an opportunity to grow a smaller building. It was noted Waco would have the ability to interview candidates that ASM will bring forward.

Stewart noted this sets a standard for the future. With no other concerns raised, Gast asked for a motion to accept the notification of ASM Global Management Agreement – Business of the Firm, Conflicts of Interest. With a motion from Reed, and a second from Gibson, the motion unanimously was approved by consensus. This item will be brought to the Board for action at the September 23 Board meeting.

#### BOARD AGENDA REVIEW

Gast reviewed the September 23, 2024 Board agenda:

- The Board meeting will be held in Exhibit Hall B at the Convention Center.
- It is a standard agenda with the addition of an Individual Consideration item for the SMG Management Agreement.
- The Irving-Las Colinas Chamber of Commerce Board meeting is scheduled for the same day. It was noted there will be no Chamber representatives at the Board meeting.
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- City Manager Chris Hillman and Assistant City Manager Philip Sanders will be attending a conference and therefore not in attendance. Councilman Al Zapanta noted he would not be available to attend.

#### CITY COUNCIL UPDATES

City Council Liaison Councilman Kyle Taylor reported:

- City Board and Commissions interviews will begin in October and there are two ICVB open positions.
- The Council appointed two new direct report municipal court judges at the last Council meeting. Judge Michael Acuña and Judge Micheal Huebner. There were three openings, and one will be left open at this time.
- Assistant City Manager Teresa Adrian will be retiring from the City in March. An internal/external interview process will begin in October for her replacement. Taylor noted it has been a pleasure to work with her.
- Council passed the FY24-2025 budget. As they continually refine the budget process, the Council will begin its process earlier, and taking sections at a time forward to the Council for input before the final budget is developed.

Councilman Al Zapanta reported:

- There are a total of five direct reports to City Council – City Manager, City Secretary, City Attorney, two City Municipal Judges, addition to the one vacant judge position.
- There will be public hearings on card houses, which fall under the Planning and Zoning Commission, and then these will come forward to the Council. This item will be in discussion in Austin at the next legislative session. The City is starting to see challenges when reactionary action is taken for land uses and not proactive. There needs to be a clear understanding of what can and cannot be done.
- Data centers and a Noise Ordinance are also under review.

Gast added that Houston has seen under-performing hotels redeveloped as an independently flagged hotel with a card house included. Zapanta noted the City is setting the stage for local control. Stewart added under a Noise Ordinance a lot of power is used when converting warehouses. Remote work, cloud-based computing and streaming have increased the demand for high-speed internet access. It may mean less trucks and less road issues, but increased demand on utilities and other neighborhood issues.

#### CHAIRMAN/EXECUTIVE DIRECTOR REPORTS

- 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. Gast will continue to follow up on the item.
- Gast gave a recap of the Eclipse 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.”

Gibson asked when planning began for the Total Eclipse Event. Pfaff noted discussions were started in the summer of 2023, and serious planning began in December 2023/January 2024. Gibson added it was a stunning event.

Zapanta noted at the last Work Session, TIF gave a strategic development plan and asked for targets in the next five years that will include opportunities for the ICVB.

Zapanta added a decision was made to hold the *Day of the Dead* event on Saturday, November 2 and will most likely be on a Saturday in the future.

Stewart reported two members of the Board are not seeking reappointment. William Mahoney has business obligations that hinder his involvement, and Stephanie Booker has personal family health responsibilities. Board Vice Chair Herb Gears has asked not to be considered for Board Chair in FY2024-25 due to business

obligations. There will be a lot of change in a brief period over the next few years; the Nominating Task Force will have a report on its recommendations at Monday's meeting.

Kang added the Irving Community Television Network received two awards: one for the *Total Eclipse* event and one for *Day of the Dead Canalside Celebration*.

Gast reminded the Committee the next Executive Committee meeting will instead be a full Board meeting on Friday, October 25 for the Executive Director Annual Review in an Executive Session. Cole added Committee members should plan to attend the High Spirited Citizen luncheon directly after that meeting.

With no further comments or discussion, Stewart adjourned the meeting at 10:11 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director