

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**EXECUTIVE COMMITTEE**  
**IRVING CONVENTION CENTER**  
**FRIDAY, August 23, 2024**

Attendance: Richard Stewart, Jr. – Board Chair, Herb Gears – Board Vice Chair; Yasir Arafat, David Cole, Colvin Gibson, and Greg Malcolm – Committee Members; William Mahoney – Board member; Tom Meehan and Jeremy Pierce – ASM/ICC; Councilman Al Zapanta – City of Irving; Maura Gast, Marianne Lauda, Brenda Lopez, and Susan Rose – ICVB.

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

Stewart asked for a motion to approve the Executive Committee minutes from July 26, 2024. A correction to remove \$ in 32,754 in attendance under the ICC May 2024 financials was noted. On a motion from Board member Colvin Gibson, and a second from Board member William Mahoney, the motion was approved unanimously.

**ACCEPTING THE ICVB FINANCIAL REPORTS**

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

**General Fund:**

- Pointed out Investment Income collected for the month, currently \$79,000 over budget for the year with two months left in the fiscal year.
- Expenditures are closer to 75% expended for the year.
- Heading toward the year-end process on a positive note.

**ICC Reserve/CIP Fund:**

- Year-to-date have collected \$24,250.63 more than budgeted in Investment Income.
- Miscellaneous revenue is from the City for the Westin Irving Convention Center parking garage.
- Year-to-date, 59.5% expended and predict to expend almost 100% by end of the fiscal year.

**Check Register:**

- Busy month with Business Development Incentive Program payments and reimbursements.
- Payment to Simpleview for quarterly licensing and support for CRM and CSM.
- Monthly payment to SMG for the Westin Irving Convention Center hotel parking garage.
- Highlighted Texas Nightmare Weekend Business Development Incentive Program of \$14,015.00. This program has signed for two more years and is moving to Memorial Day weekend.
- Payment to Maloney Strategic Communications for storing inventory and quarterly advertising management.
- Six Degrees, Inc. is a security cloud-based software for CVB email. This is in addition to the security the City provides.
- Lauda responded to a question regarding two of the SMG payments. It includes catering, expenses for photography of the building, Fired Up training, and CIP items (building lighting, repairs, and maintenance).

**Cash Flow:**

- Expected to have \$6,364,878 at the end of the fiscal year, possibly higher when looking at the projections.
- Will be in good shape for the new budget year.

Fund Balance Chart:

- General Fund is above goal. The number will change when transfers are completed.
- Reserve fund is above goal.
- Technology Fund is showing 52%.
- ICC CIP is 71% of goal. This will change as we continue to make payments.

Discussion was held regarding ICVB financial position if a catastrophic event, like a shutdown or recession should occur. Executive Director Maura Gast added that we are in a better position to endure such events, much better than we were with COVID. Performance may be affected, and shifts would have to be made depending on the nature of the catastrophe. With the 2007-2008 recession, hotels lowered rate to stay afloat; with COVID, hotels held on to rate which made it easier to recover.

Stewart asked for a motion to approve the ICVB July 2024 financial reports. On a motion from Board member David Cole, and a second from Board member Greg Malcolm, the motion unanimously was approved.

REVIEW OF HOTEL OCCUPANCY TAX COLLECTIONS:

Lauda reviewed the report for May 2024:

- Luxury & Full Service:
  - As of May 2024, there were only two hotels that have not paid. The Doubletree by Hilton DFW Airport North has paid through May 2023, and the Sheraton DFW Airport Hotel has paid through September 2023. Both properties are still delinquent.
- All Suite / Extended Stay:
  - Two properties did not pay in May: Candlewood Suites DFW Airport North and Country Inn & Suites by Carlson DFW Airport South.
- Budget Service:
  - The Budget Suites of America Las Colinas did not pay in April but did pay in May.
  - Motel 6/Budget Inn Irving Loop 12 has not paid in May.
  - Collected \$49,143.73.
- Limited Service:
  - Two properties did not pay in May: Best Western Plus DFW Airport Suites North and Wingate Inn by Wyndham DFW Airport North.
- Short-Term Rentals:
  - Collected \$24,174.63 from 31 reported properties.
- Summary:
  - May collected \$825,240.12. Budgeted \$959,589.00.
  - Cumulative Year-to-Date Actual for May is \$6,185,881.10, down 4.7% from Budget; however, we do not anticipate being fully expended by year-end so this drop should not have a severe impact on our final numbers. Prior Year collected \$824,970.07.

Gibson asked if there is enough data to show if there has been a difference seen since the change from the Four Seasons Resort to The Ritz-Carlton Dallas, Las Colinas. Lauda responded that there is not enough information yet as they have only been flying The Ritz-Carlton flag for a few months.

ACTION ITEM: Gast will look into The Ritz-Carlton Dallas, Las Colinas data since the change from the Four Seasons and will be looking back to 2019 for a better understanding on the change. Since individual hotel

data typically is received from Source Strategies a quarter behind, it will take another year or so to see what the real difference may be.

#### ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT

General Manager Tom Meehan reviewed the ICC July 2024 financials.

- Currently projected to return \$897,282 of the subsidy, with hopes to hit the \$1,000,000 mark by year-end.
- Missed budget in July by \$79,000, but August looks to be a good month.
- Year-to-date, \$1,151,320 ahead of budget for the fiscal year.
- Comparing year-to-date numbers: Rental Income, Food & Beverage, Ancillary Income, and Total Event Income are all up from prior year.
- Indirect expenses are slightly up from last year. Expenses are still going up and costs are still high.
- There have been increases in staff hourly rates to retain employees and stay competitive.

Income Statement:

- Rental Income is the highest it has ever been in the past five years.
- Catering, total event income, and total event expenses are all balancing out well.
- Expected building expenses at the end of the fiscal year as an investment into the building for the new year.

Meehan mentioned tapping into revenue that has not been explored before in the building. Clients, attendees, and employees are changing. There is a shift with focus on the experience itself and will be looking into what needs to be done in the next few years to adapt to the changing times. The ICC can continue to keep moving forward in the right direction with the support provided by the ICVB.

Cole asked Meehan about ICC food costs. Meehan added that the ICC can make sure they are getting the percentage that it needs by providing custom menus. The Food and Beverage department is currently working on new menus. Prices will not be added to menus because of the continuous change in food costs. Gast added the ICC team does an excellent job explaining and asking the right questions to manage expectations with groups that are price sensitive.

Gibson asked about the ICC staff incentive program. Meehan responded that final numbers will be available after the audit is completed at the end of the fiscal year. There will be a payout in November. Charts with the goal amounts for Customer Service, Adjusted Gross Income, and Subsidy Returned are displayed in the employee lounge and are discussed during ICC staff meetings.

Stewart asked for a motion to approve the ICC July 2024 financial reports. On a motion from Board Vice Chair Herb Gears, and a second from Gibson, the motion unanimously was approved.

#### REVIEW OF BOARD MEETING AGENDA

Gast reviewed the August 26, 2024 Board agenda:

- One High Spirited Citizen nomination will be presented that was pending from the Community Engagement Committee.
- The Board meeting will be held in the Irving Convention Center Exhibit Hall.

#### CITY COUNCIL UPDATES

Councilman Al Zapanta reported:

- Thanked Gast for attending Work Session and Council meetings and added that this is where the work gets done and it is good to know that the Board can see that she is in attendance.

- Continuing to work on the Budget. The Budget Retreat meeting was completed in one day thanks to City Manager Chris Hillman with beneficial executive summaries included, along with extremely detailed budget binders.
- Council feels comfortable that the Budget will be approved in September.
- Zapanta discussed the Irving Professional Fire Fighters Association petition that requires the City to call for a Special Election to be held in Irving on November 5, 2024. This pertains to Chapter 174 of the Texas Local Government Code (Collective Bargaining) and Irving voters will determine if it should be approved.
- The upcoming City budget is secure and is maintaining the tax rate, but Council is watching the economy and is getting ready for a tight year and guarding in case of recession or election year impact. He added that the ICVB and ICC are doing the right thing and staying informed. If the economy starts to drop, it will be harder to come back up.
- Toyota Music Factory renovations will not be complete until the first of the year.

#### CHAIRMAN/EXECUTIVE DIRECTOR & STAFF REPORTS

Stewart added that he is looking forward to seeing everyone at the Board meeting on Monday in the Irving Convention Center – Exhibit Hall.

The next Executive Committee meeting is scheduled for Friday, September 20.

With no further comments or discussion, Stewart adjourned the meeting at 9:55 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director