

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
JANUARY 27, 2020**

Those present for the meeting were: Rick Lindsey – Chair, Karen Cooperstein – Vice Chair, Kim Andres, Bob Bettis, Bob Bourgeois, Jo-Ann Bresowar, David Cole, Herbert Gears, Debbi Haacke, Todd Hawkins, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, Joe Philipp, Michael Randall and Mike Riley – Members of the Board; Councilman John Danish, Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, Mayor Pro Tem Oscar Ward, City Attorney Christina Weber and Councilman Al Zapanta – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ASM/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB Staff; Guests: Erica Mulder, representing Beth Bowman – Greater Irving-Las Colinas Chamber of Commerce, Dallas Burke representing Jacky Knox – DCURD.

Board Chair Rick Lindsey called the meeting to order at 11:48 a.m. and noted no citizens had signed up for comments.

CONSENT AGENDA

1. APPROVING ICVB BOARD MINUTES FOR DECEMBER 16, 2019
2. ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT FOR NOVEMBER AND DECEMBER 2019
3. ACCEPTING THE ICVB FINANCIALS FOR OCTOBER THROUGH DECEMBER 2019

Lindsey asked for a motion to accept the Consent Agenda as presented. Board member Joe Philipp made a motion to approve and accept; second by Board member Bob Bourgeois. With no opposition and no further discussion, the Consent Agenda unanimously was approved.

INDIVIDUAL CONSIDERATION

1. APPROVING BOARD & BUSINESS DEVELOPMENT COMMITTEE RECOMMENDATIONS FOR BYLAWS AMENDMENTS

Board & Business Development Committee Chair made a motion to approve the ICVB Board Bylaws as presented; second by Board member Clem Lear. With no opposition and no further discussion, the Bylaws amendments were unanimously approved.

2. APPROVING COMMUNITY ENGAGEMENT COMMITTEE RECOMMENDATIONS FOR HIGH SPIRITED CITIZEN NOMINATIONS – SAMMY ROMERO AND CAROLYN WEINZIRL

Community Engagement Chair Bob Bourgeois made a motion to approve the High Spirited Citizen nominations of Romero and Weinzirl; second by Board member Jo-Ann Bresowar. With no opposition and no further discussion, the High Spirited Citizen nominations were unanimously approved.

BOARD CHAIR REPORT

Board Chair Rick Lindsey

- Irving Hospitality Industry Annual Meeting – February 14 at the Irving Convention Center
- Calendar of Board meetings and events in the packet for review
- Board Roster was distributed and any edits to be returned to ICVB Office Manager Carol Boyer
- Irving Convention Center ninth year of operation was celebrated; 3,000 events and 2 million guests
- Next Executive Committee meeting – February 21
- Next Board meeting – February 24

BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke

- New Board member orientation meeting was held with good discussion and all are encouraged to attend in the future
- Next Committee meeting – March 14

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Bob Bourgeois

- Committee met January 14 with discussion on bus tour for residents in conjunction with National Travel and Tourism Week. Everyone encouraged to submit suggestions to ICVB Marketing and Communications team
- Irving Hospitality Industry Annual Meeting plans are under way and all are encouraged to attend and support event
- Next meeting April 14

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm

Next meeting – February 11

CITY REPORTS

Mayor Pro Tem Oscar Ward

- Jack D. Huffman Community Building unveiling – January 29
- Ambucs Club Fishing Tournament in April – third year year for fundraising event
- Two openings on Irving Arts Board for hotel liaisons

Councilman Al Zapanta

Lindsey thanked Zapanta for attending and welcoming and presenting a proclamation to Zest Fest for their tenth anniversary at the Convention Center.

Councilman John Danish

Reported the City Council is working on the bond proposal for the May 2 election. A vote in January yielded five affirmative votes on City Council to determine what will be included on the ballot. Each one will have a unique amount of funding to vote on.

Assistant City Manager Philip Sanders

- Mayor Rick Stopfer and City Manager Chris Hillman are attending a Texas Department of Transportation meeting today.
- Unemployment in Irving 2.7%, compared to Texas at 3.1%
- Industrial developments continue to be strong.
- Delaware Creek project:
 - 40 new homes; Phase II is complete with nine new homes and six sold
 - Three phases with over 100 new homes in Heritage District
- Infrastructure projects include Diamond Interchange that is scheduled for this Spring and led by TxDOT:
 - Largest in Dallas region history
 - Four-year project
 - Irving Blvd. project is in design phase – funding from State, Council of Governments and City
 - Walkable stretch of roadway adding bike lanes, landscaping and lighting
- Frost Fest – Saturday, February 1 at Cimarron Park
- North Texas Teen Book Festival – March 7 at Irving Convention Center
- 2020 Census – hiring census workers and taking door-to-door counts in May

BUREAU MANAGEMENT AND STAFF**Executive Director Maura Gast**

- Identified ICVB financials for October through December 2019 as first draft of new format in Munis; format may change as software is tweaked
- ICVB staff paying close attention to the Coronavirus and its impact on travel.

Assistant Executive Director Sales/Services Lori Fojtasek

- Sales team is busy planning for the Religious Conference Management Association (RCMA) in February.
- RCMA is breaking attendance records; host hotels are sold; out and staff is reaching out to others in the area for overflow.
- Quarterly Lost Business Report is included in packet each month – seeing changes over time in less comments regarding entertainment options; and comments about rates and facility fees being too high and going up.

Assistant Executive Director Marketing/Communications Diana Pfaff

- December analytics were down as expected – holiday month
- Marketing Communications team received seven Adrian Awards from the Hospitality Sales and Marketing Association International (HSMIAI):
 - One Gold, Five Silver, One Bronze – SXSW event, PR placements, Visit Irving Blog and Luxury Park Showcase event
- Park Place dealerships have been sold; this year's Luxury Car Showcase has been cancelled but is expected to return.
- Several clips and articles included in Board packet for review, resulting from media familiarization groups of bloggers and journalists.

- Annual Meeting on February 14; encouraged all Board members to invite community leaders and residents from all facets.

Assistant Executive Director Susan Rose

- STR Report – Irving Texas:
 - AirBNB – 420 available listings, a 27.7% increase
 - Average Daily Rate - \$216.44
- ICVB has one vacant IT position:
 - Currently accepting applications through Friday, February 7
 - Interviews late February into early March
 - Hope to fill position by April 1
- Accounting Director Marianne Lauda and Rose involved in training for HR component of new Munis software transition.

ICVB Office Manager Carol Boyer

- Visitor Information Kiosk Program:
 - November 2019 – January 2020
 - First three months of pilot program
 - 7 events, 13 days, 90 hours, 7 volunteers, 2 staff members
 - Volunteers are logging hours and giving feedback and suggestions
 - Volunteer comments about program have been positive: having fun, enjoy meeting new people and seeing the different events in the Convention Center
 - Information is being captured by volunteers for each event on questions being asked in order to capture data for future updates
 - Need volunteers for upcoming events and encouraged Board members to volunteer

IRVING CONVENTION CENTER

General Manager Tom Meehan

- Great weekend with large crowd at ZestFest and they will return next year
- Starting off 2020 strong and further ahead of budget and forecast than ever before
- Entering tenth year for the Convention Center and anticipates it to be the best year yet
- January and February always big months for revenue
- National Business Media event returning and uses a large amount of power and is a complicated event – looking forward to the challenge

Director of Sales Matt Tungett

- Celebrated tenth year for ZestFest and Texas Prime Meet event – both intend to return
- Guest Rooms booked for November / December: 9,600 and 14,735 year-to-date, beating last year's record
- Surveys show Customer Service scores of 97.1% for month and 98.5% year-to-date
- Good comments for F&B as usual, and great comments for new event managers.
- Meehan added Customer Service scores are high and team does well with clients' needs and changes, but still have issues – never perfect
- Tungett thanked Fojtasek and ICVB sales team in hosting RCMA event with over 800 meeting and conference planners – it will be a great event

- Attending and hosting reception at Southwest Showcase in Austin – annual tradeshow event

LIVE NATION

Mike Rilley

- Toyota Music Factory is doing great and in third full year of operation
- Goal for this year is to do less events than last year, but do them bigger and better
- The Pavilion hosted 120 events last year; tough year in the industry
- 2020 pipeline is strong
- January has two sold out shows already
- Special event business has been incredibly strong in January
- Five-day event with Bell Helicopter
 - First time a special event has worked the advantage of the TMF/Live Nation/Westin Irving Convention Center hotel relationship and shows how the Music Factory area can develop
 - 500 people in The Pavilion – living room set up and atmosphere
 - Tent set at Westin for reception
 - Returned to The Pavilion with 3,000 clients/contractors and staff for concert
 - Turned space around for next day business event
 - Empowered assistance with a New York planner for 700-person dinner – worked with the Westin and developed a great relationship between the two developments and their locations
- Hosting a reception for the RCMA event – one more example of selling the bigger experience
- The more locations that open at TMF, the bigger the events and relationship will rise
- Sold out February show – William Shatner on February 15 with Q&A after showing of Star Trek II: The Wrath of Kahn movie
- February 29 – Opeth concert

HOTEL REPORTS

Board member Greg Malcolm – Hotel Association

STR Report for December:

- Occupancy 57.4% - down 2.5%
- Occupancy YTD 71.3% - down 1.5%
- Average Daily Rate is \$103.91 and \$110.56 year-to-date, up 2% to previous year
- RevPAR up 2.3%, up .6% year-to-date
- Projection is flat for the year
- Hilton Garden Inn DFW South property is starting out slow and pacing behind for January

Board member Kim Limon

- Hampton Inn Las Colinas
- Occupancy for December 52.7%
- Average Daily Rate is \$116.40, grew 13.6%
- RevPAR is \$61.33 and finished December YTD at 5.3% of RevPAR index , a great achievement even though down from budget
- January will be flat against last year
- Hilton Garden Inn Las Colinas had tornado damage to guestrooms – repairs underway

RESTAURANT REPORT

Board member David Cole

- Welcomed Dallas Burke to Board meeting, representing Jacky Knox from DCURD
 - Great success story working his way through the restaurant industry and iFratelli – first crew at iFratelli Valley Ranch delivery location
- Texas Restaurant Association under new leadership with Emily Knight – she is making changes
 - Board meeting on February 24 to vote on bylaws changes
 - Association has grown and bylaws needed updating
- National Restaurant Association Conference in Washington D.C. - March 3-5 – will update Board

DCURD

Dallas Burke, representing Board member Jacky Knox

- DCURD stormwater pump station backup generators project continues – pump station at Lake Carolyn Pkwy and California Crossing
- Waterway debris removal: 265,000 pounds of waterway debris for total project
 - Las Colinas – 4,000 man hours and over 160,000 pounds of debris
 - IFCD (Old Texas Stadium) – 500 man hours and 30,000 pounds of debris
 - Valley Ranch – 2,000 man hours and 75,000 pounds of debris
- Recently 3.05 inches of rain fell in approximately 20 minutes and control gate released 103 million gallons
- IFCD III Community Education Program:
 - Team kicked off STEM program and Flood Control Project Challenge to three elementary schools
 - Given a presentation on flood control operations
 - Students challenged to design their own models for Valley Ranch
 - Team of judges will return in late February to view the projects
- Trash drone will swim Lake Carolyn next month to collect trash

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Vice President of Governmental Affairs Erica Mulder, representing Chamber President Beth Bowman

- Economic Development, since October 1:
 - Seven total project wins
 - Creating or retaining more than 2,500 jobs
 - Creating \$46 million in capital investment
 - 472,633 square feet of commercial office space
- Current pipeline:
 - 45 active projects
 - Representing more than 19,000 potential new jobs
 - Exceeds yearly goal of 4,200
 - Over 5 million square feet of commercial space
 - Approximately 18% of those projects represent corporate or U.S. headquarters
- Irving unemployment rate has dropped to 2.7%, down from 2.9% in October and continues to run favorably with State of Texas and nationally, both at 3.5%
- Thanked those who attended the 2020 State of the City at the Convention Center

- Annual Best in Irving competition is kicking off – encouraged all to vote early and often for favorite business in Irving – irvingchamber.com/BestinIrving – voting ends March 20
- April 20-22 – hosting 2020 D.C. Fly-in event
- Tuesday, January 28 at 4:30 p.m. – Five Star Business Mixer at Boi Na Braza Brazilian Steakhouse
- Celebrating 30-years of business at ribbon cutting ceremony for Creating & Managing Wealth on Thursday, February 6 at 4:00 p.m.

IRVING ARTS CENTER

Executive Director Irving Arts and Culture Todd Hawkins

- Upcoming Programming:
 - “We Shall Overcome” with Damien Sneed – February 8
 - “Acapella Live” – February 16
 - “Les Ballets Trockadero de Monte Carlo” – February 25
 - Bumper Jackson – March 7
 - The Tap Pack – March 13
 - “Bella Gaia” – April 19
 - The Kingdom Choir – December 4th with Holiday Open house
- Upcoming Exhibitions:
 - Courtyard Gallery - North Lake College student photography exhibition
 - Main Gallery – “Artistic Expressions from Within”, presented by Irving Black Arts Council
 - Focus Gallery – “Night/light” photographs by Kate Jenkins
 - Dupree Lobby – Steven Foutch: Prints
 - Carpenter Lobby – J.J. L’Heureux: “Faces from the Southern Ocean,” an international exhibit
- Permanent collection for Irving Arts Museum will arrive the first two weeks of February
 - Smithsonian exhibit “Beyond Ballywood” opening February 15 for several weeks
- Museum currently open – Hours: Wednesday – Friday – 12:00 – 5:00 p.m. and Spark! Lab is open, as well as retail store
- Arts Board Chair Kim Andres
 - It has been a very busy and productive season and looking forward to Spring – will be celebrating diversity
 - She noted the importance of the partnership with the Smithsonian Institute
- Hawkins added Arts Center events do generate hotel room nights with competitions: Youth American Grand Prix events January 31-February 2 and Spotlight Dance Cup on February 28 – March 1

LAS COLINAS ASSOCIATION

Las Colinas Association President Hammond Perot

- Charity Bowl-a-Thon scheduled for April 29
- The Las Colinas Annual Meeting – March 24 – nominating three new Board members, amendments to three governing documents and top of building signs
- Working on contract with the City for wayfinding signs in the Urban Center – all sites have been identified, as well as sign typology
- Dog park construction started in December and is on schedule to open in June

TIF

Board member Michael Randall

TIF met in December

- City presented another tool for using TIF funds for incentives in economic development
- Presented at a 10,000-foot level and Raises more questions from Board members
- Next meeting in two weeks and will have a more detailed review of proposal from City staff

Lindsey adjourned the meeting at 1:06 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director