

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, November 18, 2019 at 11:45 AM**  
**Irving Convention Center, Third Floor Junior Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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NOTE: A possible quorum of the Irving City Council may be present at this committee meeting.

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1. Citizen Comments on Items Listed on the Agenda
2. **Election of Officers**
  - a. Chair
  - b. Vice Chair

**Consent Agenda**

3. Approving ICVB Board Minutes for September 23 and October 25, 2019
4. Accepting the Irving Convention Center Financial Report for September 2019
5. Review of 2018-19 Fourth Quarter Hotel Occupancy Tax Collections

**Individual Consideration**

6. Accepting Irving Convention Center Audit Results for FY 2018-19 and Year End 2018-19
7. Approving the Budget Adjustment Transfer Achieved from Convention Center FY 2018-19 Operational Savings to the Convention Center Reserve/Capital Projects Fund
8. Approving Destination Development Committee Recommendations for Changes to the City's Hotel Development Ordinance
9. 2019-20 Performance Priorities and Weightings for the ICVB Executive Director

**CERTIFICATION**

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

\_\_\_\_\_ at \_\_\_\_\_ and will remain so posted at least 72 hours before said meeting convened.

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.

## AGENDA - Continued

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### Reports

#### 10. Board Chair Report

- a. Employee Service Awards
  - David Gisler
  - Peggy Masters
  - Pat Nicks
  - Jonathan Smith
- b. Schedule of Upcoming Meetings and Activities
  - Next Executive Committee Meeting – December 13, 2019
  - Next Board Meeting – December 15, 2019
  - Committee Sign-Up for 2020

#### 11. Board Committee Reports

- a. Board & Business Development – Debbi Haacke
  - Bylaws Review
  - Next Meeting – December 6
- b. Community Engagement – Rick Lindsey
  - Recap of Chuck Kirk High Spirited Citizen Presentation at October 28, 2019 City Council
  - Next Meeting – TBD
- c. Destination Development – Greg Malcolm
  - Recap of November 5 Meeting
  - Next Meeting - TBD

#### 12. City Reports

- a. Council Liaison – Councilman John Danish
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
  - Visitor Development Updates
  - Toyota Music Factory
  - Other City Updates

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### 13. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
- c. Marketing and Communications – Diana Pfaff
- d. Finance and Administration – Maura Gast/Susan Rose
  - Smith Travel Research and AirDNA Monthly Reports

### 14. Convention Center Management Report – Tom Meehan

### 15. Industry Partner Reports

- a. The Pavilion at the Music Factory/Live Nation Report – Mike Rilley
- b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon
- c. Restaurant Industry Update – David Cole

### 16. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Jacky Knox
- c. Chamber of Commerce – David Pfaff/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Judy Pierson
- e. TIF – Michael Randall
- f. The Las Colinas Association – Hammond Perot
- g. University of Dallas – Karin Rilley/Dr. Thomas Hibbs

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