

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, August 23, 2021, at 11:45 AM
Omni Las Colinas Hotel – Mandalay Ballroom
221 Las Colinas Boulevard E
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for July 19, 2021
3. Accepting the ICVB July 2021 Financial Reports
4. Review of Hotel Occupancy Tax Report
5. Review of ICVB Cash Flow Report
6. Accepting the ICC June and July 2021 Financial Reports

Individual Consideration

7. Approval of Budget Adjustment of ARPA Funding, Contingent on Irving City Council Approval
8. Approval of Revised Budget and Marketing Plan – Fiscal Year 2021-22

Board Reports

9. COVID-19/American Rescue Plan Act Update
10. Board Chair Report
 - a. Schedule of Upcoming Meetings and Activities
 - b. Board Strategic Planning Meeting – September 23-24, 2021
 - c. Next Board Meeting – September 27, 2021
11. Board Committee Reports
 - a. Board and Business Development – Bob Bourgeois
 - Next Meeting – September 10
 - b. Community Engagement – Clem Lear
 - July 13 Meeting Recap
 - Next Meeting – October 12
 - c. Destination Development – Greg Malcolm
 - Recap of August 10 Meeting
 - Next Meeting November 9

AGENDA - Continued

12. City Reports

- a. Council Liaison – Mayor Pro Tem Kyle Taylor
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

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 – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports

14. Convention Center Management Report – Tom Meehan/Matt Tungett

15. Industry Partner Reports

- a. The Pavilion at the Toyota Music Factory/Live Nation Report
- b. Hotel Industry Updates – Greg Malcolm, Kim Limon, and Nydia Hoskins
- c. Restaurant Industry Update – David Cole

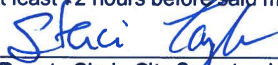
16. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Dallas Burke
- c. Chamber of Commerce – Sam Reed/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Kim Andres
- e. The Las Colinas Association – Hammond Perot
- f. TIF – Michael Randall
- g. University of Dallas – Clare Venegas

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:

8-12-21 at 3:45pm and will remain so posted at least 72 hours before said meeting convened.



Deputy Clerk, City Secretary's Office

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.