

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, March 27, 2023 at 11:45 AM**  
**Irving Convention Center**  
**500 W. Las Colinas Blvd. – Junior Ballroom C-D**  
**Irving, Texas 75039**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for February 27, 2023
3. Accepting the ICVB Financial Reports – February 2023
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the ICC Financial Reports – February 2023

**Individual Consideration**

6. Accept the 2022-23 Executive Director Performance Weightings as Recommended by the Executive Committee

**Presentation**

7. Irving Hotel Outlook - Tourism Economics Quarterly Update Recap

**Board Reports**

8. Board Chair Report
  - Next Board Meeting – May 1, Location TBD
9. Board Committee Reports
  - Board and Business Development – Herb Gears
    - Recap of March 10 Meeting
    - Next Meeting – June 9
  - Community Engagement – Colvin Gibson
    - Next Meeting – April 11
  - Destination Development – Greg Malcolm
    - Next Meeting May 9

## AGENDA - Continued


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10. City Reports
  - Council Liaison – Councilman Kyle Taylor
  - Mayor & Other Council Members
    - DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - City Manager – Chris Hillman
    - Visitor Development Updates
    - Other City Updates
  
11. Bureau Monthly Management Reports
  - Executive Director – Maura Gast
  - Sales and Services – Lori Fojtasek
  - Marketing and Communications – Diana Pfaff
  - Administration and Finance – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
  
12. Convention Center Management Report – Tom Meehan/Jeremy Pierce
  
13. Industry Partner Reports
  - The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
  - Restaurant Industry Update – David Cole
  
14. Partner Organization & Stakeholder Reports
  - a. DCURD and Irving Flood Control Districts – Dallas Burke
  - b. Chamber of Commerce – Janie Perelman/Beth Bowman
  - c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
  - d. The Las Colinas Association – Hammond Perot
  - e. TIF – TBD
  - f. 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:

3-22-23 at 2:00pm 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.