

BOARD OF DIRECTORS
AGENDA PACKET COVER SHEET
04-06 August 2025 Meetings



IMPORTANT to read the **ENTIRE** agenda packet and access the board portal for supporting documents prior to the meeting as part of the director's fiduciary responsibility.

PARTICIPATE – All viewpoints are valued. The IAEE Ex-Officio directors, while not eligible to vote, represent communities important to IAEE.

FOCUS on the strategic level and leave the tactics to the staff.

WHO CAN MAKE MOTIONS, SECONDS, AND VOTE...

YES 🖐️

- Officers and directors in an active term.
- Chairperson votes only to break a tie.

NO

- Ex-Officio directors.
- Guests

04-06 August 2025 – IAEE & CEIR BOD MEETINGS SCHEDULE – Visit Dallas Offices 1807 Ross Avenue, Suite 450, Dallas, TX. *All times are Central Time.*

A full schedule with more detail and the 2025 schedule is located on page 4-5 of the packet.

Monday, 04 August (Arrivals)

3:00 PM – 5:00 PM – Executive Committee Meeting (Executive Committee Members Only)
(Visit Dallas, Dilbert 1 Room)

6:00 PM – 8:00 PM: IAEE & CEIR Board Social (Electric Shuffle)

Tuesday, 05 August: IAEE Board Meeting

7:45 AM – 8:30 AM: Breakfast (Visit Dallas, Breakroom/Dilbert 1 Room)

8:30 AM – 4:30 PM: IAEE Board Meeting (Visit Dallas, Dilbert 1 Room)
(CEIR Board Members attend as guests)

6:00 PM – 9:00 PM: IAEE & CEIR Board Dinner (The Ritz-Carlton Dallas, Las Colinas)

Wednesday, 06 August: CEIR Board Meeting:

7:15 AM – 8:00 AM: Breakfast (Visit Dallas, Breakroom/Dilbert 1 Room)

8:00 AM – 12:30 PM: CEIR Board Meeting (Visit Dallas, Dilbert 1 Room)

12:30 PM and later (Departures)

IAEE Board of Directors Meeting
Visit Dallas Offices, Dilbert 1 Room
1807 Ross Avenue, Suite 450, Dallas, TX
Tuesday, 05 August 2025
8:30 AM – 4:30 PM CT

Reminder: All Board Meetings are CONFIDENTIAL The dress is business casual.

Note: This meeting will be recorded for note-taking purposes and for recording/transcript for review by a director or staff.

	Meeting Schedule	4-5
7:45 AM	BREAKFAST	Breakroom
8:30 AM Confirm	1. IAEE BOARD – WELCOME & CALL TO ORDER – <i>Chuck Grouzard</i> A. Quorum Present B. Anti-Trust, Conflict of Interest, & Confidentiality/Data Privacy & Protection-GDPR	Portal
Motion	2. APPROVAL OF MEETING AGENDA – <i>Chuck Grouzard</i>	
Motion	3. APPROVAL OF 22 & 23 APRIL 2025 MINUTES – <i>Chuck Grouzard</i>	Portal
Motion	4. APPROVAL OF CONSENT AGENDA – <i>Chuck Grouzard</i>	Portal
	5. NOMINATING COMMITTEE UPDATE – <i>Marie Browne</i>	
	6. PAST CHAIRPERSONS' ADVISORY GROUP UPDATE – <i>Marie Browne</i>	
10:00 AM	BREAK	
Motion	7. ASSOCIATION UPDATE – <i>Chuck Grouzard and Marsha Flanagan</i> A. 2024 Accomplishments B. 2025 Where We Are C. China Update (video) D. Advocacy Update (video) E. APPROVAL OF 31 MAY 2025 FINANCIALS – <i>Mary Bender/Scott Stanton</i>	Portal
Motion	8. LEVEL SET: LEADERSHIP TEAM RETREAT UPDATE – <i>Marsha Flanagan</i> A. Board Breakouts – What We Heard/Bullseye Project B. Into 2026 C. BUDGET PRESENTATION – FISCAL YEAR 2025-2026 – <i>Mary Bender/Scott Stanton</i>	Portal
	9. Strategic Acquisition Conversation Part One: Overview of the Discussions to Date and FAQs Part Two: Breakout Discussions – Discuss Pros and Cons, Concerns, What If Scenarios. Part Three: Report on Group Discussion Part Four: Go or No Go	
12:00 PM	WORKING LUNCH	
	9. CONTINUED	
3:00 PM	BREAK	
Motion Motion Motion	10. NEW BUSINESS (RESOLUTIONS): A. Resolution 1: 2028 Expo! Expo! Date/Location – <i>Lisa Buchanan</i> B. Resolution 2: Board Position for Past Chairpersons – <i>Marie Browne</i> C. Resolution 3: Transform Consumer Events Council – <i>Chuck Grouzard</i>	Portal Portal Portal
4:15 PM	11. CLOSING REMARKS – <i>Chuck Grouzard</i>	
4:30 PM	12. IAEE BOARD ADJOURNMENT – <i>Chuck Grouzard</i>	
Bylaws; 2025 Roster; Attendance Grid – Portal		

WIFI Network Name: VisitDallas – Guest Password: Vi\$itD@llas!

CEIR Board of Directors Meeting
Visit Dallas Offices, Dilbert 1 Room
1807 Ross Avenue, Suite 450, Dallas, TX
Wednesday, 06 August 2025
8:00 AM – 12:30 PM CT

Reminder: All Board Meetings are CONFIDENTIAL The dress is business casual.

Note: This meeting will be recorded for note-taking purposes and for recording/transcript for review by a director or staff.

ACTION	AGENDA	PAGE
	Meeting Schedule	4–5
7:15 AM	BREAKFAST	Breakroom
8:00 AM Confirm	1. CEIR BOARD – WELCOME & CALL TO ORDER – <i>Brian Pagel</i> A. Quorum Present B. Anti-Trust, Conflict of Interest, & Confidentiality/Data Privacy & Protection-GDPR Reminder	Portal
Motion	2. APPROVAL OF AGENDA – <i>Brian Pagel</i>	
Motion	3. APPROVAL OF 22 & 23 APRIL 2025 MINUTES – <i>Brian Pagel</i>	Portal
8:15 AM	4. CHAIRPERSONS REPORT – <i>Brian Pagel</i>	
8:45 AM	5. IAEE PRESIDENT AND CEO REPORT – <i>Marsha Flanagan</i>	
9:15 AM Motion	6. BUSINESS A. Approval of Consent Agenda – (A motion to accept the Consent Agenda is appropriate unless there is an objection.) – <i>Brian Pagel</i> B. Financial Presentation – <i>Mary Bender/Scott Stanton</i> 1) Financial Committee Report – 31 May 2025 Financials 2) Financial Depletion Plan C. Verbal Marketing Update – <i>Paige Cardwell, CSG Creative</i>	Portal Portal
10:15 AM	7. Open Discussion – Future of the Index	
11:15 AM	8. CLOSING REMARKS – <i>Brian Pagel</i>	
11:30 PM	9. CEIR BOARD ADJOURNMENT – <i>Brian Pagel</i>	
11:30 AM – 12:30 PM	LUNCH	Breakroom
Bylaws; 2025 Roster – Portal		

WIFI Network Name: VisitDallas – Guest
Password: Vi\$itD@llas!

IAEE & CEIR Board of Directors 2025 Calendar

FALL BOARD MEETING – 04–06 August 2025 • Dallas, TX

All times in Central Time. [The dress for meetings is business casual.](#)

JW Marriot – Dallas Arts District: 800 North Harwood Street Dallas, TX

Visit Dallas Offices: 1807 Ross Avenue, Suite 450, Dallas, TX

Electric Shuffle: 2615 Elm Street Dallas, TX

The Ritz–Carlton Dallas, Las Colinas: 4150 N Macarthur Blvd, Irving, TX

Schedule

Monday, 04 August:

**Arrivals

2:30 PM – Meet in JW Marriott Lobby to walk with IAEE/CEIR staff to Visit Dallas.
(Executive Committee Members Only)

3:00 PM – 5:00 PM – Executive Committee Meeting (Executive Committee Members Only) (Visit Dallas, Dilbert 1 Room)

5:30 PM – Meet in JW Marriott Lobby to take Ubers/Lyfts to Board Social

6:00 PM – 8:00 PM: IAEE & CEIR Board Social (Electric Shuffle)

*** [The dress is casual. This is a fun location with shuffleboard.](#)**

8:05 PM – IAEE/CEIR Staff take board members back to JW Marriott – Ubers/Lyfts or return on your own.

Tuesday, 05 August: IAEE Board Meeting:

7:30 AM – Meet in JW Marriott Lobby to walk with IAEE/CEIR staff to Visit Dallas

7:45 AM – 8:30 AM: Breakfast (Visit Dallas, Breakroom/Dilbert 1 Room)

8:30 AM – 12:00 PM: IAEE Board Meeting (Visit Dallas, Dilbert 1 Room)
(CEIR Board Members attend as guests)

12:00 PM – 1:00 PM: Working Lunch (Visit Dallas, Breakroom/Dilbert 1 Room)

**** [Sponsored by Visit Dallas](#)**

1:00 PM – 4:30 PM: IAEE Board Meeting (Visit Dallas, Dilbert 1 Room)
(CEIR Board Members attend as guests)

5:30 PM: Meet in JW Marriot Lobby for shuttle to The Ritz–Carlton Dallas, Las Colinas

6:00 PM – 9:00 PM: IAEE & CEIR Board Dinner (The Ritz–Carlton Dallas, Las Colinas)

*** [The dress is business casual.](#) ** [Sponsored by The Ritz–Carlton Dallas, Las Colinas](#)**

9:00 PM – Shuttle takes IAEE/CEIR board members and staff back to JW Marriott

Wednesday, 06 August: CEIR Board Meeting:

7:00 AM – Meet in JW Marriott Lobby to walk with IAEE/CEIR staff to Visit Dallas

7:15 AM – 8:00 AM: Breakfast (Visit Dallas, Breakroom/Dilbert 1 Room)
8:00 AM – 12:30 PM: CEIR Board Meeting (Visit Dallas, Dilbert 1 Room)
(IAEE Board Members attend as guests)
11:30 AM – 12:30 PM: Lunch (Visit Dallas, Breakroom/Dilbert 1 Room)
**** Sponsored by Visit Dallas**
Departures

FUTURE 2025 BOARD MEETINGS:

ANNUAL BOARD MEETING

George R. Brown Convention Center, Houston, Texas
(Expo! Expo! is 8-10 December 2025)

07 December 2025

3:00 PM – 5:00 PM – Executive Committee Meeting
6:00 PM – 9:00 PM: IAEE & CEIR Board Social

08 December 2025

8:30 AM – 4:30 PM: IAEE & CEIR Board Meetings