

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, October 16, 2014 at 8:00 a.m. at the Grapevine Convention & Visitors Bureau Headquarters, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

Joe Szymaszek	Chairman
Cindy Blankenship	Board Member
Lance Marrin	Board Member
Jim Quinn	Board Member
Mark Terpening	Board Member
Debi Meek	Alternate Board Member

Constituting a quorum, with the following liaisons and staff members present:

Sharron Spencer	Council Liaison
Melva Stanfield	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Michael Woody	Assistant Executive Director
Barry Lewis	Director of Marketing
Eloise Koehn	Director of Finance & Administration
Shawna Barnes	Assistant to the Executive Director

Absent:

Tom Cherry	Board Member
Dan Weinberger	Board Member
C. W. Higgins	Chamber Liaison
Jennifer Hibbs	Assistant City Manager

CALL TO ORDER

Chairman Szymaszek called the meeting to order at 8:01 a.m.

APPROVAL OF MINUTES

Motion by Lance Marrin, seconded by Cindy Blankenship to approve the minutes from the September 18, 2014 meeting prevailed by the following vote:

Ayes: Blankenship, Marrin, Meek, Quinn, Szymaszek, Terpening
Nays: None

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LIAISON UPDATES

Heritage Foundation Activities

Melva Stanfield reported that the Grapevine Heritage Foundation Board of Directors met yesterday. The Foundation's Annual Meeting will be November 6 at Nash Farm from 5:30 – 7:30 p.m.

This weekend will be Fall Round-UP! On Saturday from 10 a.m. to 2 p.m. at the Farm. The event will include animals, pumpkin painting and a Butterfly Flutterby release at 1:30.

Coming up is the Farmhouse on the Grape Vine Prairie program on October 25 featuring campfire cooking and the Candlelight Tour of Homes on Saturday, November 8 from 4 – 7.

At the Palace the Bruce Rosensteil Art Display is in the Lancaster through October 31. This Friday, October 17 is *Young Frankenstein* and this Saturday is *The Kid* playing on the big screen.

No action taken by the Board

Chamber of Commerce Activities

Chairman Szymaszek reported that the next Chamber Luncheon is November 13 with Kent Hutchison the guest speaker. The Chamber is accepting entries for the December 4th Christmas Parade. The application is available online at www.GrapevineChamber.org.

The Young Entrepreneur Academy has begun with 23 student participants.

The Chamber Board passed a resolution supporting Proposition 1, which is called the "proposed constitutional amendment" on the ballot. The Chamber is encouraging all to support the proposition.

The Grapevine Community Awards is scheduled for Thursday, January 22nd. Nomination forms are available on the Chamber's website.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Woody reported that convention sales had 52 leads with 55,496 potential room nights and an economic impact of \$26,000,000. Ten of the leads are for 2014. They assisted with 19 definites representing 21,315 room nights and an economic impact of \$11,000,000. Three of the bookings are for 2014. The sales team conducted 39 sales

SALES AND MARKETING REPORT cont.

appointments and hosted five site inspections including the International Association of Venue Managers, National Guard Association of Texas, Texas County Agricultural agents Association, Health Trust Purchasing Group and National Cheng Kung University. The sales team hosted the 28th Annual GrapeFest Meeting Planner FAM with 18 meeting planners and guests. To date, they have received three RFPs and all of them have turned definite. The team also co-hosted a Dallas Cowboy's Football FAM, hosted a local client reception for 15 planners and conducted a Denver Sales Mission.

Tourism sales and service produced seven leads, three of which were for 2014. They assisted with five bookings with an economic impact of \$152,928, all are for 2014. The number of brochures distributed in September was 103,000 and 26,349 tickets were sold through the Visitor Information Center. They welcomed 21,507 guests into the Visitor Information Center.

Destination Services assisted 12 groups with 9,513 delegates with information and registration assistance. The Visitor Shuttles carried over 6,000 passengers, a 34% increase for the month over last year. The ridership year-to-date is 63,811, a 16.3% increase over last year.

The Convention Center booked 37 future groups representing over 10,000 attendees and had \$42,000 in sales for the month. The Palace Arts Center booked 16 future groups representing 2,700 attendees and had total sales for the month of \$49,000. The Concourse booked six future groups with 980 attendees and over \$16,000 in sales. The Grapevine Vintage Railroad had total ridership of 3,400.

The web site had 244,000 unique visitors with over 14,000 reaching us through a mobile device. This was the best month ever for the website. For marketing there were 14 print trade insertions, 105,000 online impressions, 88 print consumer publications insertions, 938 TV and radio insertions. Online advertising had 3,875,000 impressions and digital billboards had 140,000 spots or 311 hour of exposure. Public relations print value was \$544,000, electronic was \$692,000 for a total of \$1,200,000.

No action taken by the Board

OLD BUSINESS

Tourism Product Development Update

185-acre tract

Mr. McCallum reported that on Monday and Tuesday of this week HR&A Advisors were in town. This company was selected by Council last month to do a feasibility study for the 185 acre tract. The company met with major hotels, Grapevine Mills, DFW Airport,

OLD BUSINESS cont.

Tourism Product Development Update cont.

various merchants and staff members, as well as, property owners around the site and developers who had expressed an interest in the site. Company representatives also conducted a work session with Council to determine their wishes for the site. Two messages that came out of the discussions; one the desire for destination hospitality-related development and two that any new development must be complementary and not competitive to any existing inventory. HR&A will return to Grapevine on December 8.

Urban Wine Trail

The Urban Wine Trail is used to generate press coverage and has huge promotional value. The goal is to add 15 new winery tasting room by the end of 2015. Sloan and Williams opened in September and Umbra is set to open soon. Messina Hof plans a soft opening for November 29 and a grand opening on December 6. Staff is also working with Fiesta and Pheasant Ridge to identify potential locations.

No action taken by the Board.

NEW BUSINESS

Marketing Committee Report

Barry Lewis presented the 2015 Marketing Plan to the Board.

- Mission Statement and Brand Promise
- Awards and Recognitions
- SWOT Analysis
- Key 2015 Events/Projects/Renovations and Attractions
- Key Marketing Initiatives
- Convention Sales – Target Markets, Deployment, Sales Initiatives, Site Inspections and Sales Marketing
- Leisure Consumer and Leisure Group Target Markets and Marketing
- Attractions, Shopping and Dining Initiatives, Festivals/Events
- Leisure Consumer Summer and Christmas Initiatives
- Digital Marketing Initiatives
- Search Engine Marketing Initiatives
- Marketing Research
- Social Media Marketing
- Media Relations Initiatives
- Printed Promotional Sales Material
- Destination Services Initiatives
- Event Facilities Initiatives

NEW BUSINESS cont.

Marketing Committee Report cont.

Motion by Mark Terpening, seconded by Jim Quinn to approve the 2015 Marketing Plan as presented prevailed by the following vote:

Ayes: Blankenship, Marrin, Meek, Quinn, Szymaszek, Terpening
Nays: None

Preservation Projects for Festival Proceeds

Mr. McCallum presented to the board. Extra funds generated by festivals have historically been used for community and restoration projects to enhance the community. The festival funds are separate from hotel tax revenues. Love Chapel, located on the "Hill", was built about 60 years ago and is a land-marked building. The building is in serious need of a new roof and stabilization of the foundation among other updates. This year's GrapeFest has yielded over \$300,000. Staff would propose that Love Chapel helps tell the history of Grapevine's Black Community and this historic church building can be improved for around \$100,000.

Questions and discussion followed.

Motion by Cindy Blankenship, seconded by Jim Quinn to approve up to \$100,000 from Festival proceeds to make improvements to Love Chapel prevailed by the following vote:

Ayes: Blankenship, Marrin, Meek, Quinn, Szymaszek, Terpening
Nays: None

HOTELS / ATTRACTIONS ACTIVITIES

- The Gaylord Texan won the Hospitality Cup! This competition between all Gaylord branded properties was to increase their property's year over year overall satisfaction percentage.
- The Hilton is doing grand opening tours of their new Texas Grande Ballroom.
- Mac's on Main has opened.
- DFW Airport Corporate headquarters will be located at Southgate Plaza on the south end of the airport along with a Hyatt Place Hotel and a new Post Office.
- The Wright Amendment expired on Monday. As a result, Southwest will now begin service to 17 new nonstop destinations. Love Field has a new 20-gate terminal.
- This summer American Airlines will be adding service to Beijing in the summer of 2015.
- Largest North Texas Auto Dealers ranked by number of new vehicles sold include Classic Chevrolet as number 1, Grapevine Ford-Lincoln at number 15 and Park Place Lexus at number 18.

No action taken by the Board.

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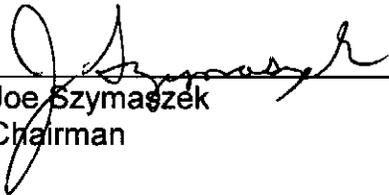
ADJOURNMENT

There being no further business to come before the board a motion by Cindy Blankenship, seconded by Jim Quinn to adjourn the meeting at 9:40 a.m. prevailed by the following vote:

Ayes: Blankenship, Marrin, Meek, Quinn, Szymaszek, Terpening
Nays: None

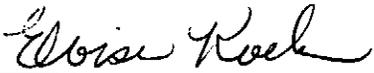
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 20th DAY OF NOVEMBER, 2014.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration