

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, November 20, 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
Tom Cherry	Board Member
Lance Marrin	Board Member
Mark Terpening	Board Member
Dan Weinberger	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
Michael Woody	Assistant Executive Director
Eloise Koehn	Director of Finance & Administration
Shawna Barnes	Assistant to the Executive Director

Absent:

Cindy Blankenship	Board Member
Jim Quinn	Board Member
C. W. Higgins	Chamber Liaison
Jennifer Hibbs	Assistant City Manager
Paul W. McCallum	Executive Director

CALL TO ORDER

Chairman Szymaszek called the meeting to order at 8:02 a.m.

APPROVAL OF MINUTES

Motion by Tom Cherry, seconded by Lance Marrin to approve the minutes from the October 16, 2014 meeting prevailed by the following vote:

Ayes: Cherry, Marrin, Terpening, Weinberger, Meek, Szymaszek
Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Melva Stanfield reported that the Grapevine Heritage Foundation Board of Directors held their annual membership Meeting on November 6 at Nash Farm. It was a great meeting to discuss the past year and honor the volunteers.

The October 18th Fall Round-UP! Event was a huge success. It included a Butterfly release for Butterfly Flutterby.

December 5th will be the First Friday event at the Farm; the program will be Christmas Fun. Saturday, December 6th will be the Farm's Annual Victorian Christmas.

Saturday, November 8, was the Eighth Annual Candlelight Tour of Homes. This year's tour featured the Township's west side with 510 people participating.

November 21 will be the movie Edward Scissorhands at the Palace. November 22 and 29 will be Main Street LIVE performing their Christmas Spectacular at the Palace. Upcoming movies include A Christmas Carol and The Nightmare Before Christmas on November 30.

No action taken by the Board

Chamber of Commerce Activities

Chairman Szymaszek reported that American Express and the US Chamber are promoting the "Shop Small" campaign, an effort to encourage everyone to spend the Saturday after Thanksgiving shopping at community small businesses.

The YEA! Program has found mentors for every YEA! Business this year.

The 2014 Community Awards are scheduled for Thursday, January 29th. The award categories include: Ted Willhoite Legacy Award, Don Ramey Community Spirit Award, D.E. Box Citizen of the Year, Business Hall of Fame and Member of the Year. Nomination forms are available through the Chamber.

The membership Luncheon is on December 11 at the Grapevine Convention Center. The program will feature Rocky Gribble's Holiday Show.

The Women's Division is partnering with the Grapevine community to fulfill Christmas wish lists from disabled and low-income seniors. There are two trees located at the Chamber Office and at the Grapevine Community Activities Center. New wrapped gifts must be returned to the Chamber office by December 9.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Woody reported that convention sales had 48 leads with 55,000 potential room nights and an economic impact of \$29,817,000. Seven of the leads are for 2014. They assisted with 12 definites representing 7,500 room nights and an economic impact of \$3,300,000. Five of the bookings are for 2014. The sales team conducted 30 sales appointments and hosted seven site inspections including C2 Collaborative, Conference by Design, OSTI-CON, Quest Forum, Texas Charter Schools, Uptime Institute LLC, and Vertiv Corporation. The sales team attended and exhibited at American Express Meetings & Events, IMEX America Expo, and Rejuvenate Marketplace. The team also co-hosted two Dallas Cowboy's Football FAMs.

Tourism sales and service produced 16 leads, 13 of which were for 2014 and they assisted with five bookings, three of which were for 2014, with a combined economic impact of \$311,000. The number of brochures distributed in October was 125,500 and they welcomed 8,465 guests into the Visitor Information Center.

Destination Services assisted six groups with 4,151 delegates with information and registration assistance and a potential economic impact of \$3,700,000. The Visitor Shuttles carried 4,264 passengers.

The Convention Center booked 36 future groups representing 6,900 attendees and had \$55,000 in sales for the month. The Palace Arts Center booked 11 future groups representing 1,900 attendees and had total sales for the month of \$37,000. The Concourse booked one future group with 70 attendees and had \$11,700 in sales. The Grapevine Vintage Railroad had total ridership just under 3,000.

The web site had 114,000 unique visitors with 7,100 reaching us through a mobile device. For marketing there were 13 print trade insertions, 105,000 online impressions, 85 print consumer publications insertions, 92 TV and radio insertions. Online advertising had 735,000 impressions. Public relations print value was \$627,024 and electronic was \$18,168 for a total of \$645,000.

No action taken by the Board

OLD BUSINESS

Wallis Renovation Update

Mr. Woody reported that the renovations at the Wallis are 80% complete. A media preview is set for 5:30 p.m. on December 10 with a public opening on December 13th. The tap system, flooring, lighting, countertops are all in the process of being installed.

No action taken by the Board

OLD BUSINESS cont.

Grapevine Historical Museum

Mr. Woody reported that last Saturday was the Grand Opening and ribbon cutting for the Grapevine Historical Society's Museum inside the Grapevine Ice Company building. The opening day included tours, a donor event and the ribbon cutting with 120 in attendance. The museum will be open to the public 10 a.m. – 4 p.m. on Tuesday – Saturday, noon to 4 p.m. on Sunday and closed Monday. The museum is very well done. Shawna Barnes played a big role in the development of this project.

No action taken by the Board

NEW BUSINESS

Police Memorial

Mr. Woody reported that the original statue on the 911 Memorial site was dedicated on July 4, 2008. On September 11, 2013 a memorial statue to the fire fighters was dedicated. The final piece is a memorial to the law enforcement officers. The group has raised \$15,000 to date and will receive \$10,000 from the public art fund. \$42,000 is needed for the project. Staff is recommending that the board consider a donation from GrapeFest proceeds in the amount of \$5,000 to the project.

Motion by Tom Cherry, seconded by Debi Meek to approve a donation from the GrapeFest proceeds in the amount of \$5,000 be made to the project prevailed by the following vote:

Ayes: Cherry, Marrin, Terpening, Weinberger, Meek, Szymaszek

Nays: None

Christmas Capital of Texas

Mr. Woody presented highlights from the over 1,400 events that make up the Christmas Capital of Texas. Some of the activities include Lone Star Christmas and Ice! Featuring Frosty the Snowman at the Gaylord. The North Pole Express beginning on November 28th. Great Wolf Lodge's Snowland! will run through January 4. Hot chocolate tastings will take place at Dr. Sue's Chocolates, Bricktacular at Legoland and Octonauts at Sea Life. The Palace Theatre will be home to the Texas Tenors, Main Street Live shows, Ricki Derek and Christmas movies. The Christmas Parade of Lights is Thursday, December 4 and the Twinkle Light Boat Parade on Lake Grapevine is December 6. The Carol of Lights is November 24th at 7 p.m. The two wine trains for this year are already sold out and 37 of the 86 public runs of North Pole Express are already sold out. The Children's Courtyard is again the presenting sponsor for North Pole Express.

No action taken by the Board.

HOTELS / ATTRACTIONS ACTIVITIES

- Mac's on Main has opened.
- Macaroni Grill will become the Brick House Tavern.
- Taco Casa is open by Mad Duck on Northwest Highway.
- Sloan and Williams is offering a Thanksgiving Day Dinner.
- Tax Free Shopping at Grapevine Mills is open near Ross in neighborhood 1.
- We will be opening a Visitor Information Center between Legoland and Sea Life at Grapevine Mills.
- The Pastel Society of the Southwest is now showing in the Tower Gallery.
- On December 10, Good Morning Texas will air from the Gazebo.
- DFW Airport expects 53 million passengers in domestic traffic and six million in international traffic over the Thanksgiving weekend.
- Holt Hickman, who was an investor in the Fort Worth Stockyards, passed away.
- Grapevine Mills is three and a half weeks into their major renovation and are in the demolition stage. The major renovation work will start after the first of the year. They will use pictures of Historic Grapevine in the common areas. The renovation on this 1.7 million square foot facility has a target date for completion of holiday season 2015. The food court will be included in a second phase scheduled for 2016.

No action taken by the Board.

ADJOURNMENT

There being no further business to come before the board a motion by Tom Cherry, seconded by Mark Terpening to adjourn the meeting at 9:17 a.m. prevailed by the following vote:

Ayes: Cherry, Marrin, Terpening, Weinberger, Meek, Szymaszek
Nays: None

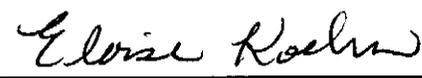
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 9th DAY OF DECEMBER, 2014.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration