

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Tuesday, December 9, 2014 at 7:00 p.m. at the Marriott Courtyard & TownePlace Suites, 2201 Bass Pro Drive, Grapevine, Texas with the following persons in attendance:

| | |
|-------------------|------------------------|
| Joe Szymaszek | Chairman |
| Tom Cherry | Board Member |
| Mark Terpening | Board Member |
| Cindy Blankenship | Board Member |
| Dan Weinberger | Board Member |
| Debie Meek | Alternate Board Member |

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

| | |
|------------------|--------------------------------------|
| Sharron Spencer | Council Liaison |
| Bruno Rumbelow | City Manager |
| Paul W. McCallum | Executive Director |
| Michael Woody | Assistant Executive Director |
| Eloise Koehn | Director of Finance & Administration |
| Shawna Barnes | Assistant to the Executive Director |

Absent:

| | |
|----------------|------------------------|
| Lance Marrin | Board Member |
| Jim Quinn | Board Member |
| Jennifer Hibbs | Assistant City manager |

CALL TO ORDER

Chairman Szymaszek called the meeting to order at 7:15 p.m.

APPROVAL OF MINUTES

Motion by Mark Terpening, seconded by Dan Weinberger to approve the minutes from the November 20, 2014 meeting prevailed by the following vote:

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

Nays: None

OLD BUSINESS

Eloise Koehn Retirement Award

Mr. McCallum presented a retirement exceptional service award to Eloise Koehn for her 27 years of outstanding service, dedication and loyalty to the Citizens of Grapevine and

OLD BUSINESS cont.

Eloise Keohn Retirement Award Cont.

the Convention & Visitors Bureau. Mayor Tate and City Manager Bruno Rumbelow presented Eloise with a watch for her service to the City of Grapevine.

No action taken by the Board.

At 7:51 p.m. Chairman Szymaszek suspended the board meeting.

At 8:22 p.m. Chairman Szymaszek resumed the board meeting.

Year End Review

Mr. McCallum reported that during fiscal year 2014 the print ad value totaled \$8,948,000 and the electronic ad value was \$2,141,000 for a total of \$11 million. The website had a total of 1,600,000 unique visitors.

Ridership on the Grapevine Vintage Railroad was approximately 91,000.

In the facilities division the Convention Center booked 384 future groups with \$5.3 million in economic impact. The Palace booked 322 groups with an economic impact of \$1,000,000 and the Concourse booked 93 groups with approximately \$434,000 in economic impact.

The festivals division produced Main Street Days and GrapeFest with a total of 414,00 attendance. All events throughout the year had an estimated 1.7 million in attendance. They had over 6,000 volunteers who donated 42,436 volunteer hours.

Destination services assisted 191 groups with an economic impact of \$82 million. The Grapevine shuttles carried 63,846 passengers.

Tourism sales and visitor service welcomed 90,000 guests at the Visitor Information Center and sold 113,370 tickets at the Center and on-line. They distributed 1.2 million brochures. Tourism staff had 56 assisted definites and 83 sales leads.

Convention sales assisted with 200 definites and produced 675 sales leads.

Administration processed more than 6,400 invoices and sold 119,006 tickets on Grapevine Ticketline.

No action taken by the Board.

NEW BUSINESS

Introduction of Staff

Mr. McCallum introduced new staff members that had joined the CVB during the past year. They included; JoAnn Webster: Sponsorship Sales Manager , Wesley Lucas: Communications Coordinator, Shellie Johnson: Accountant II, Barry Feldner: Festival and Events Manager, Brady Closson: Director of Convention Sales and Tamer Attia: International Travel Sales Manager.

Mr. McCallum presented a Service Recognition plaque to Paul Slechta for his board service from 2005 –2010 and Chairman service from 2011 - 2014 and John Imaizumi for this board service from 2002 – 2014.

No action taken by the Board.

Staff Awards

Mr. McCallum presented Director Awards to Katy Durkin: Festivals and Event Manager and Connie Ash: National Sales Manager. He presented the Unsung Hero Award to Laurie Hasty: Marketing Assistant, Rookie of the Year to Barry Feldner: Festivals and Events Manager, the Joey Wilkins "Can Do" award to Jim Lauderdale: Nash Farm Manager and the Employee of the Year award to Rusty Hernandez: Facilities and Event Manager.

No action taken by the Board.

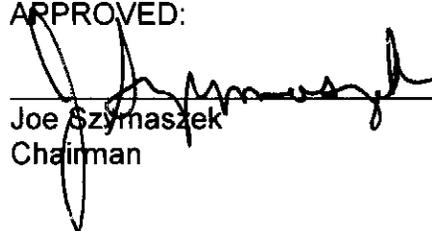
ADJOURNMENT

There being no further business to come before the board a motion by Mark Terpening, seconded by Tom Cherry to adjourn the meeting at 8:57 p.m. prevailed by the following vote:

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

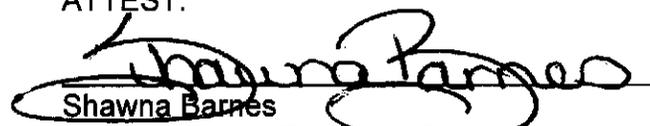
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS THE 15th DAY OF JANUARY, 2015.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Shawna Barnes
Assistant to the Executive Director