

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, January 15, 2015 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 |
| Dan Weinberger | Board Member |
| Jim Quinn | Board Member |
| Mark Terpening | Board Member |
| Tom Cherry | Board Member |
| Debi Meek | Alternate Board Member |

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

| | |
|------------------|-------------------------------------|
| Sharron Spencer | Council Liaison |
| Bella Wright | Heritage Foundation Liaison |
| Paul Slechta | Chamber Liaison |
| Paul W. McCallum | Executive Director |
| Michael Woody | Assistant Executive Director |
| Shawna Barnes | Assistant to the Executive Director |

Absent:

| | |
|-------------------|------------------------|
| Cindy Blankenship | Board Member |
| Lance Marrin | Board Member |
| Bruno Rumbelow | City Manager |
| 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 Dan Weinberger, seconded by Tom Cherry to approve the minutes from the December 9, 2014 meeting prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Bella Wright reported that the Grapevine Heritage Foundation Board of Directors ended the year with being a part of the Christmas Parade, a Victorian Christmas and Wagon Rides on Main Street as a part of Grapevine's Christmas Capital of Texas.

January 16th the Farm will be hosting the Frugal Farm Wife and January 17 and 18 will be the Annual Butchering & Curing program. Pre-registration is encouraged and a participation fee for each of the programs is required.

January 16 will be the movie The African Queen and January 17 will be the Dark Night at the Palace. January 24 and 31 will be Main Street LIVE performing Ultimate Oldies.

No action taken by the Board

Chamber of Commerce Activities

Paul Slechta reported that the Chamber hosted a luncheon on January 8th featuring guest speakers Texas Senator Kelly Hancock and Texas Representative Giovanni Capriglione.

January 13th the Chamber held a ribbon cutting event at Messina Hof Winery.

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.

March 17th the Grapevine YEA! (Young Entrepreneurs Academy) program will hold an investor panel for the 19 students looking for startup capital.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Woody reported that convention sales had 51 leads with 52,000 potential room nights and an economic impact of \$26,498,000. Thirty-one of the leads are for 2015. They assisted with 18 definites representing 19,000 room nights and an economic impact of \$5,527,000. Twelve of the bookings are for 2014. The sales team conducted 23 sales appointments and hosted five site inspections including Alpha Delta Pi, American Benefits Council, Gamestop Corporation, Society for Protective Coatings and Veterinary Emergency. The sales team attended and exhibited at Texas CVB Holiday Sales Mission and the Association Forum of Chicagoland Holiday Showcase. The team also hosted a local meeting planner site dinner to showcase CCOT, sales reception for hotel partners in conjunction with the Parade of Lights and a Gaylord Texas immersion FAM.

SALES AND MARKETING REPORT cont.

Tourism sales and service produced three leads, all of which were for 2014 and they assisted with three bookings, two of which were for 2014, with a combined economic impact of \$63,000. The number of brochures distributed in December was 120,000 and they welcomed 50,000 guests into the Visitor Information Center.

Destination Services assisted two groups with 1,000 delegates with information and registration assistance and a potential economic impact of \$958,000. The Visitor Shuttles carried 3,900 passengers.

The Convention Center booked 33 future groups representing 9,500 attendees and had \$44,700 in sales for the month. The Palace Arts Center booked 11 future groups representing 1,100 attendees and had total sales for the month of \$156,000. The Concourse booked ten future group with 2,900 attendees and had \$9,300 in sales. The Grapevine Vintage Railroad had total ridership of 40,900.

The web site had 343,000 unique visitors with 33,000 reaching us through a mobile device. For marketing there were 14 print trade insertions, 105,000 online impressions, 57 print consumer publications insertions, 871 TV and radio insertions. Online advertising had 3,284,000 impressions. Public relations print value was \$1,429,000 and electronic was \$405,000 for a total of \$1,800,000.

No action taken by the Board

OLD BUSINESS

Christmas Capital of Texas Report

Mr. McCallum reported that Grapevine held more than 1,400 events in 40 plus days during the Christmas Capital of Texas (CCOT) season. Mayor Tate kicked off the Christmas season with the Carol of Lights with over 5,000 in attendance. The Parade of Lights had 117 parade entries with 25,000 in attendance. The Palace Christmas Movie attendance was 2,053 with four shows completely selling out. The Texas Tenors had 2,618 in attendance with all shows selling out. Main Street LIVE had 2,140 in attendance.

Tractor drawn wagon rides raised \$2,000 for Nash Farm. The North Pole Express public runs carried 33,087 passengers and 2 special runs carried 687. The school runs carried 4,206 passengers.

The Christmas Wine Trains hosted two runs selling a total of 550 tickets.

The Victorian Christmas event at Nash Farm had 252 attendees and raised \$142 for the Farm.

OLD BUSINESS cont.

Christmas Capital of Texas Report Cont.

At Gaylord Ice! Attendance was higher this year than any previous year. They had 334,000 visitors to Ice! Great Wolf Lodge Snowland was slightly down this year due to what is being attributed as a drop in Group Sales. Santa's Wonderland at Bass Pro Shops saw an increase in both attendance and profits. Holiday Bricktacular at Legoland experienced slight growth again this year.

Vetro glass reported a 30% increase in sales compared to last November and December and Dr Sue's Chocolate reported having a 300% increase from last year.

No Action taken by the Board.

Wallis/Messina Hof Winery Report

Mr. McCallum reported that the Messina Hof Winery opened on December 10th with a Media Preview event followed by the official Chamber of Commerce Ribbon Cutting earlier this week on Tuesday January 13th. Several other events have helped kick off the opening season of Messina Hof including a New Year's Eve Celebration that hosted 126 guests.

The opening of the Messina Hof Winery has had over 40 articles written since the beginning of December. This project has generated great interest of other Texas Wineries who have either already located here or are looking for space in Grapevine to open a second winery location with the intent to be part of the expanding Urban Wine Trail.

No action taken by the Board

HR&A/185 Acre Feasibility Study Update

Mr. McCallum reported three weeks ago HR&A Advisors, Inc. came to meet with City Council, City Staff and community stakeholders to learn more about the site and the direction which Council would like to proceed. Council and Staff reported that they would like to see the focus of the development be more hotel and attractions, highlighting destination dining opportunities and themed entertainment.

Mr. McCallum reported City Staff were headed to Los Angeles today to meet again with HR&A Advisors, Inc. to continue the progress being made on the master plan of the 185 acres.

No action taken by the Board

NEW BUSINESS

Main Street Fest/GrapeFest Theme Graphics Review

Mr. McCallum reported that the Main Street Days was more often referred to as Main Street Fest and to keep in line with the perception, we would begin using the Main Street Fest name this year. The graphic theme for Main Street Fest will be a brew keg with the glockenspiel tower as the tap pull. This year the festival will continue to enhance the craft brew experience and possibly conduct pre-festival craft brew events around the metroplex in brew pubs/restaurants in Plano, Frisco and Arlington for example.

The 29th Annual GrapeFest will feature wines from Texas, Oregon and Argentina. The graphic theme will include glasses of wine from each of the featured regions. The Oregon Wine Experience will again feature wines that are not sold in the state of Texas and will include meeting Oregon wine makers.

No action taken by the Board.

HOTELS / ATTRACTIONS ACTIVITIES

- Lance Marrin, General Manager of the Grand Hyatt DFW has accepted a new position with the company and will be moving to Hyatt Regency Vancouver. Keith Spinden will be the new General Manager.
- Building permit was approved for Grapevine Craft Brewery. Opening date expected to be May 2015.
- Taco Casa to open by Mad Duck on Northwest Highway.
- Cvent, Inc., the global cloud-based enterprise event management platform, has ranked the top 100 meeting hotels in the United States and Gaylord Texan Resort & Convention Center ranked 7th Nationally and 1st in the state of Texas.
- NorthGate will make a change to the traffic pattern on Southbound 2499 starting Monday morning 1/19.
- Hotel ZaZa is planning its second Dallas-area location in Frisco.
- Peanuts.... Naturally will open in the Tower Gallery on February 5th with a private VIP event. Details in the form of an invitation will be mailed to the Board.
- The Festival & Events team attended the Texas Association of Fairs and Event this past weekend. They were awarded ten awards, seven 1st place awards, one 2nd place award and two 3rd place awards.

No action taken by the Board.

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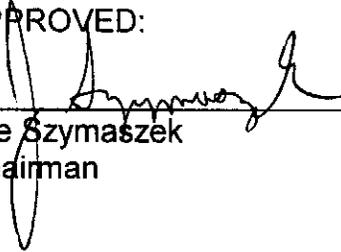
ADJOURNMENT

There being no further business to come before the board a motion by Tom Cherry, seconded by Jim Quinn to adjourn the meeting at 9:37 a.m. prevailed by the following vote:

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

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
19th DAY OF FEBRUARY, 2015.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Shawna Barnes

Assistant to the Executive Director