

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met on Thursday, June 14, 2012 at 8:00 a.m. at the Wallis Building, Grapevine, Texas with the following persons in attendance:

Paul Slechta	Chairman
LuAnn Chapman Gatts	Board Member
Tom Cherry	Board Member
Angela Mitchum	for John Imaizumi, Board Member
Dan Weinberger	Board Member
Sharron Spencer	Council Liaison
Paul W. McCallum	Executive Director
George Kakos	Assistant Executive Director
Absent:	
Lance Marrin	Board Member
Dennis Roberts	Board Member
Doug Lawson	Chamber Liaison
Nathan Loftice	Heritage Foundation Liaison
Jennifer Hibbs	Assistant City Manager

CALL TO ORDER

Chairman Slechta called the meeting to order.

APPROVAL OF MINUTES

A motion to approve the minutes from the May 19, 2012 meeting was made by Dan Weinberger and seconded by Tom Cherry. Motion carried.

OLD BUSINESS

Main Street Days Wrap-Up

Mr. McCallum reported that the total attendance was 150,292, second highest in history. Friday was stronger than a normal Main Street Days while Saturday and Sunday were lighter than normal due to road closures. The main stage, sponsored by Eatzi's, featured Emerald City and Back in Black. The Bud Light stage featured Austin, Texas style music and the Pizza Piazza stage featured Frank Sinatra style music. Nine Grapevine restaurants participated in the Pizza Piazza versus seven last year. The People's Pick winners were Farina's, Palio's and Napoli's.

The Grillin' Competition was presented by BBQ Outfitters of Southlake. Of six different sessions, Neil Dwayne Neal from Grapevine was the grand champion. Mike and

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OLD BUSINESS cont.

Main Street Days Wrap-Up cont.

Carolyn Lease were the chairs and passed the gavel to Matt & Jenny Singleton who will chair Main Street Days 2013.

Main Street Days Sales Fams

Mr. Kakos reported that Connie Ash led a fam for Nobel Biocare. This fam was a result of the direct mail marketing campaign. This group is in planning meetings for 2013. Eleanor George led a fam for 6 planners and guests representing Christian Women Connection, Full Gospel Business Men's Fellowship in America, National United Church Ushers Association of America and Kingdom Journey Press. These meeting planners had a total of 13 meetings and workshops being worked on for 2013, 2014 and 2016.

NEW BUSINESS

Grants-In-Aid Request

Mr. McCallum presented a Grants-In-Aid for The Italian Car Club of the Southwest in the amount of \$2,650. Tom Cherry made a motion to approve the request in the amount of \$2,650. Motion was seconded by LuAnn Chapman Gatts; motion carried.

Smithsonian Affiliated Museum

Mr. McCallum reported consideration has been given to possible uses of the Wallis with attention to bringing visitors to the historic district. While investigating the idea of soliciting an art collector to display their private collection, we became aware that the Smithsonian has an affiliate program. To qualify, you have to either be a non-profit organization or a governmental entity.

We're seeking only the art; the CVB would put up the money for the renovations. The application is a large and overwhelming process. Ms. Spencer has established a connection with the director of this program and once we fill out an application, we can move forward providing information about our organization and this building.

After Council approval and the approval of the application, we'd be assigned a Smithsonian Coordinator. There's no time limitation for the partnership which is promoted by the Smithsonian.

Marketing Committee Appointments

Chairman Slechta appointed Dennis Roberts and Lance Marrin to serve with him on the Marketing Committee. Paul will serve as chairman of the committee.

SALES AND MARKETING REPORT

Mr. Kakos reported that during the month of May, Convention Sales produced 53 leads representing 76,858 potential room nights; 18 leads were for 2012 and 16 for 2013.

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SALES AND MARKETING REPORT cont.

They assisted with 15 definites representing 11,548 room nights and conducted nine site inspections. Tourism sales produced four leads representing 149 potential room nights and 157 attendees. The assisted with two definite with 50 room nights and 107 attendees. Staff conducted a Houston sales mission with calls on travel agents, AAA offices and tour operators. 148,490 brochures were distributed and 9,654 guests were assisted at the Visitor Information Center.

Destination Services provided registration and information assistance to ten groups representing 17,011 delegates. The Grapevine Visitor Shuttle carried 4,700 passengers

The Convention Center had 25 future bookings with 3,346 plus attendees and total sales just over \$42,000. The Palace Arts Center had 17 future bookings with 2,974 attendees and total sales of \$17,000. The Concourse had 31 future bookings with total sales of \$12,500.

There were 150,678 unique visitors to the web site of which 16% used a mobile device to access the website. There were eight convention group ad insertions and 15 on-line ad insertions, 102 consumer print publication ad insertions and 2,253 TV/radio runs. Public relations generated \$128,000 in print, and over \$418,000 in electronic for a total public relations value of \$545,982.

HOTELS / ATTRACTIONS ACTIVITIES

- Todd Rayburn is the new general manager at the Embassy Suites.
- Molton Metals Foundry opened June 9th at 701 S. Main Street.
- Miscellaneous has new owners, the ladies who own the Designers Rack.
- Pappadeux's is now open Tuesday - Saturdays from 5 - 9:30 p.m.
- The Grapevine Animal Shelter teamed with the Grapevine Market for an adoption day on June 2nd.
- The British Emporium's celebration of the queen's diamond jubilee was an outstanding success. Councilwoman Spencer spoke at the Jubilee lunch.
- One Posh Place will be opening in the former Pandemonium location on Main Street. The anticipated opening is in August.
- Angela Mitchum reported that "Dream Works" have been very successful with Summer Blast. They have a record of 550 to 750 in attendance for the fireworks at the Gaylord Parking lot. Also, AAA has changed their ratings systems and features in the room are some of the items considered for the AAA ratings.

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LIAISON UPDATES

Heritage Foundation Activities

Mr. McCallum reported there is a temporary restraining order on Nash Farm with a hearing set for June 21st.

This week staff hosted the ALHFAM conference with attendees from Canada, Scotland, and all over the U.S. The president hosted the group at Farmers Branch. Grapevine was assigned the plowing competition with four divisions and as many women as men competing.

Chamber of Commerce Activities

Angela Mitchum reported on the program called YEA (Young Entrepreneurs Academy). The Chamber of Commerce is partnering with kids at the GCISD. The students have a business idea and work with a mentor during this 21-week program. The students, mostly middle school and high school, present their ideas for scholarships.

Adjournment

LuAnn Chapman Gatts made a motion to adjourn seconded by Dan Weinberger. Motion carried.

ATTEST: _____

DATE: _____