

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met on Thursday, July 19, 2012 at 8:00 a.m. at the Grapevine Convention & Visitors Bureau Headquarters, Grapevine, Texas with the following persons in attendance:

LuAnn Chapman Gatts	Board Member
Tom Cherry	Board Member
Lance Marrin	Board Member
Dennis Roberts	Board Member
Joe Szymaszek	Board Member
Gracie Vega	for John Imaizumi, Board Member
Dan Weinberger	Board Member
Sharron Spencer	Council Liaison
Pat Stinson	Heritage Foundation Liaison
Paul W. McCallum	Executive Director

Absent:

Paul Slechta	Chairman
Doug Lawson	Chamber Liaison
Jennifer Hibbs	Assistant City Manager
George Kakos	Assistant Executive Director

CALL TO ORDER

LuAnn Chapman, sitting in for Chairman Slechta, called the meeting to order and introduced new Board Member, Joe Szymaszek, General Manager of Grapevine Mills.

OATH OF OFFICE

Laura Simmons administered the oath of office to new board member Joe Szymaszek and reappointed board members, Tom Cherry and Dennis Roberts.

INTRODUCTION OF STAFF

Paul McCallum introduced new staff members Lance Gilliam, Sales and Promotions Manager for GVRR and Brent Villard, TSP III.

APPROVAL OF MINUTES

A motion to approve the minutes from the June 14, 2012 meeting was made by Dan Weinberger and seconded by Tom Cherry. Motion carried.

OLD BUSINESS

Smithsonian Affiliated Museum Update

Mr. McCallum reported that the meeting held with the Smithsonian folks went very well. The suggested that a better use of the Wallis Building would be to house rotating exhibits, bringing two to three exhibits to town each year. They identified several exhibits for staff that could be appropriate. Assistance is available through the Smithsonian. They also introduced the Museums on Main Street Program which is a program that could benefit the entire state of Texas. Staff has contacted Texas Travel Industry Association (TTIA) about this program and a Smithsonian representative will present at TTIA's Summit this fall.

The third program discussed is rotating traveling exhibits from the Smithsonian. Staff is already working to put the CVB Headquarters into this rotation. There is an approximately 18-month lead time for this program.

Councilwoman Spencer commended staff for the thorough presentation folder that was put together for this mission.

Nash Farm Update

Mr. McCallum reported that City Attorney, Matthew Boyle, gave a presentation to the Heritage Foundation Board yesterday that both parties had entered into mediation and made concessions. Most of the points important to Nash Farm were retained as well as those important to the plaintiffs. City Attorney is working on the final verbiage to go back to the judge.

NEW BUSINESS

Website

Mr. McCallum reported that at Tuesday's Council Meeting, Simpleview was awarded the contract to develop a new website for the CVB. Simpleview only does destination management sites and has done over 150 to date. The new website will include a mobile site and Customer Relationship Management (CRM) pieces. The process is expected to take 22 weeks. Our desire is for the site to be live in December when 95% of the web traffic is using the microsite for the Christmas Capital of Texas. There is a lower volume of traffic on the rest of the site during this timeframe.

SALES AND MARKETING REPORT

During the month of June, Convention Sales produced 42 leads representing 37,415 potential room nights and over 15 million in potential economic impact. They assisted with 23 definites representing 38,891 room nights and conducted eight site inspections. Tourism sales produced ten leads representing 800 potential room nights. They assisted with six definites with 724 room nights. Over 40,000 brochures were distributed and 7,107 guests were assisted at the Visitor Information Center.

Destination Services provided registration and information assistance to nine groups representing 8,800 delegates. The Grapevine Visitor Shuttle carried 6,266 passengers, the highest month to date. One visitor on a lay-over visited the Dane Studios and purchased the most expensive sculpture in the store and also commissioned an identical sculpture.

There were 116,866 unique visitors to the web site of which 18% used a mobile device to access the website. There were seven convention group ad insertions and 15 on-line ad insertions, 56 consumer print publication ad insertions and 635 TV/radio runs. Public relations generated over \$103,000 in print and over \$204,000 in electronic for a total public relations value of \$307,752.

HOTELS / ATTRACTIONS ACTIVITIES

- Stephen Freo is the new DOS at Homewood Suites and Fairfield Inn
- Monica Trisell is the new GM at the Hilton Garden Inn and Ashley McEachern has been promoted to a sales manager
- Super 8 is now featuring a new upgraded breakfast
- Hampton Inn & Suites is renovating the pool area.
- Hyatt Place has eliminated the charge and is now offering a complimentary hot breakfast
- Certificates of Occupancy have been issued to: GG's Wine Room a retail wine and tobacco shop and to Pho Express a restaurant. Both are located at Grapevine Mills.
- Texas Star Dinner Theater will offer Thursday shows starting tonight through August 23 due to a high demand this summer
- Grapevine Wine Tours has added hotel packages as well as themed tours. They also have extended their dining options to include Winewood and Ferrari's.
- Debbie Reynolds has been named the Executive Director of the Texas Wine and Grape Growers Association effective July 1.
- SummerFest at Gaylord has been very successful.
- Grand Hyatt had record room night counts for May and June.
- Grand Hyatt has a new HD TV program that went live last week.

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HOTELS / ATTRACTIONS ACTIVITIES cont.

- Books-A-Million has reopened at a different location in Grapevine Mills. H&M, a

- clothier, will go into their old location and expects to open in August.
- Grapevine Mills attendance numbers for May and June are up over last year.

LIAISON UPDATES

Heritage Foundation Activities

Pat Stinson thanked the board members on behalf of the family for naming the board room after Steve.

The Historic Preservation Commission added two new Commissioners in June. They are Vick Cox and Chuck Voelker. There were five cases presented at their June meeting as well as a 60th Wedding Anniversary celebration for Commissioner Ted Ware and Gloria.

The Heritage Foundation hosted Dairy Day on June 23rd with approximately 250 attendees. On July 7th there was a volunteer Farmhand recruitment drive at the farm with over 200 attendees.

Chamber of Commerce Activities

No report.

Adjournment

Tom Cherry made a motion to adjourn seconded by Dennis Roberts. Motion carried.

ATTEST: _____

DATE: _____