

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met on Thursday, August 16, 2012 at 8:00 a.m. at the Grapevine Convention & Visitors Bureau Headquarters, Grapevine, Texas with the following persons in attendance:

Paul Slechta	Chairman
Tom Cherry	Board Member
LuAnn Chapman Gatts	Board Member
Lance Marrin	Board Member
Dennis Roberts	Board Member
Dan Weinberger	Board Member
Sharron Spencer	Council Liaison
Pat Stinson	Heritage Foundation Liaison
Paul W. McCallum	Executive Director

Absent:	
John Imaizumi	Board Member
Joe Szymaszek	Board Member
Doug Lawson	Chamber Liaison
Jennifer Hibbs	Assistant City Manager
George Kakos	Assistant Executive Director

CALL TO ORDER

Chairman Slechta called the meeting to order.

OATH OF OFFICE

Laura Simmons administered the oath of office to reappointed board member, Paul Slechta.

APPROVAL OF MINUTES

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

NEW BUSINESS

Meeting Calendar

The draft meeting calendar for fiscal year 2013 was presented. Board members were asked to review the dates and the calendar will be voted on at the next meeting.

Meeting Time

CVB Board meetings have been held in the late afternoon, during lunch and as a breakfast meeting. After discussion the board chose to retain the 8 a.m. meeting time.

Board of Directors Meeting

NEW BUSINESS cont.

Rental of Grand Hall

Mr. McCallum stated that the Grand Hall is there for use for city projects that are mainly driven by the mayor and council. He asked for board consideration of outside rentals of the facility. The room would be rented inside a 30-day window with the right to move a meeting to another location should a conflict arise. Training meetings and wedding would be restricted. After discussion the board agreed that if you have an asset that can generate revenue you need to consider the rental.

With this endorsement, staff will research rates and bring a formal proposal back to the board for approval.

Art Exhibit Agreement Contract

The Art Exhibit Agreement Contract was presented to the board. A recommendation was made to combine paragraphs 4 and 9. Tom Cherry made a motion to approve the Art Exhibit Agreement Contract with the proposed change; Dennis Roberts seconded and the motion carried.

Mr. McCallum reported that we have received word that the first major Smithsonian Exhibit, Mail Call, will be in Grapevine in 2014. Other exhibits that are scheduled include The Way We Worked, a railroad photographic exhibit, Texas Sculpture Association, Heritage Center Artist Holiday Show, Nature's Best Photography, and an exhibit from the International Porcelain Artists & Teachers. Staff plans to have a steady stream of exhibits for the display areas.

Board Member Appointment - Art Committee

Paul Slechta reported that an art committee to review the art shows comprised of Lisa Dalton, Paul W. McCallum and a board member would be established. If there were a questionable exhibit the board chairman and council liaison would be included in the decision, and if that group felt it was necessary full board approval would be sought.

Mr. Slechta asked for a volunteer from the board and LuAnn Chapman Gatts agreed to serve.

Photo Policy

The photo policy was presented to the board. Discussion followed and it was recommended to include a premium price for post business hours as it would require extra staff. LuAnn Chapman Gatts made a motion to approve the policy with the addition; Dennis Roberts seconded and motion carried.

Nash Farm Improvements

Mr. McCallum reported that regarding the suit with Horak et al we are under a Rule 11 Agreement. The final details are being worked out.

Proposed improvements to Nash Farm include fencing the property, leveling the Farm Board of Directors Meeting

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NEW BUSINESS cont.

Nash Farm Improvements cont.

House and putting in base stone work, moving the Soil Conservation building onto the property, making improvements to the Soil Conservation building for use as an educational facility, and repairs and renovations to the barn. The total for these projects is in the \$110,000 to \$125,000 range.

LuAnn Chapman Gatts made a motion that the CVB proceed with the proposed improvements to Nash Farm as stated and Dan Weinberger seconded the motion; Motion carried.

SALES AND MARKETING REPORT

During the month of July, Convention Sales produced 36 leads representing 34,604 potential room nights and 13 million in potential economic impact. They assisted with seven definites representing 3,079 room nights and \$2.2 million in potential economic impact. They conducted four site inspections. Tourism sales produced nine leads representing 1,216 potential room nights. They assisted with eight definites with approximately 1,200 room nights. 63,000 brochures were distributed and 5,000 guests were assisted at the Visitor Information Center.

Destination Services provided registration and information assistance to seven groups representing 5,825 delegates. The Grapevine Visitor Shuttle carried 7,197 passengers, the highest ever for the second month in a row.

The Convention Center had 39 future bookings with approximately 12,000 attendees and the Palace Arts Center had 16 future bookings with approximately 4,500 attendees. The Concourse has five future bookings.

There were 118,234 unique visitors to the web site of which 19% 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 71 TV/radio spots. Public relations generated over \$177,000 in print and \$60,000 in electronic for a total public relations value of \$236,000.

Staff just completed a successful American Society of Association Executives convention. Grapevine showed well with the golf tournament and the evening event at Cowboy Stadium.

HOTELS / ATTRACTIONS ACTIVITIES

- Board member Dennis Roberts received the Hall of Honor Lifetime Achievement Award at the Texas Festivals and Events Association Conference.
- Certificates of Occupancy were granted to Crowned by Grace, a retail boutique located at 601 S. Main and to For Your Perusal, retail space located at 411 S. Main.
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Board of Directors Meeting

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HOTELS / ATTRACTIONS ACTIVITIES cont.

- The Garden Manor B&B is no longer hosting weddings; they have converted the space into their 5th accommodation space, the Carriage House.
- Staff attended the Texas Festivals and Events Association annual conference and brought home 5 marketing awards.
- Giddens Gallery of Fine Art in the downstairs lease space hopes to be open by GrapeFest.
- Grapevine ranked # 19 on Cvent's List of Top 50 meeting destinations in the country.
- Copies of the report on the recent Sister City Mission to Parras were distributed.

LIAISON UPDATES

Heritage Foundation Activities

Pat Stinson reported that the Historic Preservation Commission recently approved the Historic Overlay for the Lazy Bones Pub, which was destroyed by fire. The Commission is also working with Gary Hazelwood on a project for the 100 block of South Main.

The Historic Preservation staff and Heritage Foundation Board are gearing up for the festival store during GrapeFest.

Nash Farm will start off September with a Labor Day Campfire Cooling Camp. Registration is \$15 per person. Staff is also working on the 12th Annual Fall Round-Up for October 20th from 10 a.m. - 3 p.m.

Chamber of Commerce Activities

Paul Slechta reported that the YEA! Program is currently soliciting sponsors and volunteers for the Young Entrepreneur's Academy, a 30-week program for 24 middle and high school students. They are also looking for volunteers to work the booth for GrapeFest.

The Chamber Golf Classic is September 24th and is sold out. The Business Retention program will begin again in September with one on one business visits as well as 12 at 12 luncheons. The Annual Awards Banquet is scheduled for January 24th.

Adjournment

LuAnn Chapman Gatts made a motion to adjourn seconded by Tom Cherry. Motion carried.

ATTEST: _____

DATE: _____