

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, March 19, 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
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 W. McCallum	Executive Director
Michael Woody	Assistant Executive Director
Jack Bateman	Managing Director of Sales & Marketing
Shawna Barnes	Assistant to the Executive Director

Absent:

Cindy Blankenship	Board Member
Jim Quinn	Board Member
Paul Slechta	Chamber Liaison
Bruno Rumbelow	City Manager
Jennifer Hibbs	Assistant City Manager

CALL TO ORDER

Chairman Szymaszek called the meeting to order at 8:02 a.m.

APPROVAL OF MINUTES

Motion by Tom Cherry, seconded by Dan Weinberger to approve the minutes from the February 19, 2015 meeting prevailed by the following vote:

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

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INTRODUCTION OF STAFF

Paul McCallum introduced Daniel Horsch, Digital Marketing Manager and Jack Batman, Managing Director of Sales and Marketing to the board.

No action taken by the Board

LIAISON UPDATES

Heritage Foundation Activities

Bella Wright reported that the Grapevine Heritage Foundation is preparing for the Spring Into Nash event on April 18 from 10 a.m. – 2:00 p.m. There will be house tours, live music, plein air artists, sheep shearing and many more activities.

The Grapevine Heritage Foundation is now taking nominations for the 2015 Preservation Advocacy Awards. To submit your nomination go to GrapevineTexasUSA.com. The deadline for the 2015 awards is April 15, 2015.

March 28th is the Annual Easter Hunt at Nash Farm. April 3rd will be the First Friday program featuring spinning and weaving and April 17th the Farm will be hosting the Frugal Farm Wife program.

March 20th at the Palace will be the movie The Dark Crystal and April 3rd will be The Odd Couple. March 21st and 28th will be Main Street LIVE performing The Best of Buddy Holly & Elvis Presley.

No action taken by the Board

Chamber of Commerce Activities

Michael Woody reported the YEA! investment panel met earlier this week with 14 students and \$8,000 were awarded in scholarships.

Today is Grapevine Day in Austin and the Chamber is there along with the 2014-2015 Leadership Grapevine class.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Woody reported that convention sales had 70 leads with 67,000 potential room nights and an economic impact of \$26,900,000. Thirty-three of the leads are for 2015. They assisted with seven definites representing 8,000 room nights and an economic impact of \$5,200,000. Two of the bookings are for 2015. The sales team conducted 37 sales appointments and hosted five site inspections including AdvoCare International, Conference Direct-Texas, RenWeb, Beltone and National Association of Asian American Professionals.

SALES AND MARKETING REPORT cont.

The sales team hosted a Faith-Based Local Meeting Planner Dinner and the 27th Annual St. Patricks Day Sales Mission in Manhattan. The sales team attended and exhibited at MasterConnection Sales Training, DFW Association Executives Luncheon and the Meeting Professional International Luncheon.

Tourism sales and service produced two leads, one of which was for 2015 and they assisted with one booking, with a combined economic impact of \$109,000. The sales team conducted 55 sales appointments and hosted one site inspection with the Arlington Women's Club. The sales team attended and exhibited at the Team Texas Visit Australia Sales Mission, National American Journey West, Select Travel Conference and Home and Garden shows in Houston, Fort Worth and San Antonio. The number of brochures distributed in February was 76,000 and the team welcomed over 5,500 guests into the Visitor Information Center.

Destination Services assisted 15 groups with 10,000 delegates with information and registration assistance and a potential economic impact of \$8,000,000. The Visitor Shuttles carried 3,600 passengers.

The Convention Center booked 39 future groups representing 4,500 attendees and had \$55,000 in sales for the month. The Palace Arts Center booked 28 future groups representing 5,000 attendees and had total sales for the month of \$26,000. The Concourse booked seven future groups with 800 attendees and had \$15,400 in sales. The Grapevine Vintage Railroad had total ridership of 1,300.

The web site had 58,000 unique visitors with 14,800 reaching us through a mobile device. For marketing there were 11 print trade insertions, 95,000 online impressions, 38 print consumer publications insertions, 52 TV and radio insertions. Online advertising had 548,000 impressions. Public relations print value was \$603,000 and electronic was \$39,800 for a total of \$642,800.

No action taken by the Board

OLD BUSINESS

CVB Storage Addition Report

Mr. McCallum reported that staff is currently working through the bid process for the CVB storage addition. This addition will be comprised of an elevated structure, constructed over the existing parking lot, connected to the existing building at the second floor and totaling approximately 2,000 square feet of conditioned space. The intent is for the addition to blend seamlessly into the existing building, matching exterior finishes and roof systems. The bid opening date will take place on March 31st and the bid contract will go before City Council on April 7th.

No Action taken by the Board.
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NEW BUSINESS

Grants-In-Aid Request

Mr. McCallum presented the Grant-In-Aid request from The Tarrant Area Guild of Storytellers in the amount of \$1,725. The storytellers have been a part of Grapevine activities for many years. The request covers Tales at Twilight, Spring Into Nash, Fall Roundup, and Bewitched by the Barn events at Nash Farm.

Motion by Tom Cherry, seconded by Dan Weinberger to approve the Grants-In-Aid request from The Tarrant Area Guild of Storytellers in the amount of \$1,725 be approved prevailed by the following vote:

Ayes: Cherry, Meek, Szymaszek, Terpening, Weinberger

Nays: None

HOTELS / ATTRACTIONS ACTIVITIES

- Little Ceasars just opened on Northwest Highway across the street from Sonic.
- Lucy's Lot opened in the former Press Box Grill Location on Dooley.
- Currytos Restaurant closed last month and soon to open in the same location is New York Pizza and Pasta.
- Brick House Tavern will open next month.
- Wise Guys Pizza opens next month in the Tom Thumb shopping center at Northwest Highway and Park.
- The Tom Thumb on Hall Johnson and 121 is now Minyards.
- New brochures that are now complete include the Shuttle Guide, New Vintage/Blessing of the Vines and Wine and Gallery Trail and a gallery rack card promoting Peanuts Naturally and The Wonderful Wizard of OZ.
- The Jazz Wine Train operates this Friday and Saturday night. This event is sold out.
- A "Record Texas Historic Landmark" will be dedicated on April 18th at Nash Farm. Councilwoman Spencer donated the cost of the marker.
- The presenting sponsor at Main Street Fest and GrapeFest will be Bank of the West.
- The Grapevine Opry Association will be recognized for their 37 years of support of the Grapevine Opry this Friday, March 20th.
- Mr. Callum thanked Michael Woody for his 2+ years of outstanding service and dedication to the Grapevine Convention & Visitors Bureau.

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 Dan Weinberger to adjourn the meeting at 8:57 a.m. prevailed by the following vote:

Ayes: Cherry, Meek, 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
16th DAY OF APRIL, 2015.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Shawna Barnes
Assistant to the Executive Director