

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, April 16, 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
Cindy Blankenship	Board Member
Jim Quinn	Board Member
Keith Spinden	Board Member
Mark Terpening	Board Member
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
Sue Franks	Heritage Foundation Liaison
Paul Slechta	Chamber Liaison
Paul W. McCallum	Executive Director
Jack Bateman	Managing Director of Sales & Marketing
Shawna Barnes	Assistant to the Executive Director

Absent:

Tom Cherry	Board Member
Dan Weinberger	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 Jim Quinn, seconded by Mark Terpening to approve the minutes from the March 19, 2015 meeting prevailed by the following vote:

Ayes: Blankenship, Meek, Quinn, Spinden, Szymaszek, Terpening

Nays: None

INTRODUCTION OF STAFF

Paul McCallum introduced Luke Wolfard, Festival & Event Manager to the board.

Chairman Szymaszek asked the board to think about ways to honor the legacy of Don Bigbie and bring those ideas forward at the next board meeting.

Questions and discussion followed.

No action taken by the Board

LIAISON UPDATES

Heritage Foundation Activities

Sue Franks reported that the Grapevine Heritage Foundation Board of Directors met yesterday and approved the 2015 Preservation Advocacy Awards that will be announced at City Council on May 5th.

This weekend will be Spring Into Nash on Saturday from 10 a.m. to 2 p.m. at the Farm. The event will include farmhouse tours, a petting zoo, pony rides, leather stamping, rope making and many other activities. At 10:30 a.m. will be a dedication of the Recorded Texas History Landmark, donated by Councilwoman Sharron Spencer.

Coming up is the Farmhouse on the Grape Vine Prairie program on April 25 featuring spring planting and on April 17 is the Frugal Farm Wife from 9 a.m. to 4 p.m.

April 17th at the Palace will be the movie Willy Wonka & the Chocolate Factory and April 24th will be Singing in the Rain. April 18th and 25th will be Main Street Live! Performing Country Music in Texas.

No action taken by the Board

Chamber of Commerce Activities

Paul Slechta reported that the Chamber Luncheon last week featured James Olsen as the guest speaker. On April 9th the Women's Division hosted the Great Taste of Grapevine.

April 22nd at City Hall will be the economic development partnership meeting and April 23rd will be the business after hours mixer and ribbon cutting at Southside Bank.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Bateman reported that convention sales had 60 leads with 60,000 potential room nights and an economic impact of \$26,000,000. 32 of the leads are for 2015. They assisted with 19 definites representing 6,600 room nights and an economic impact of \$3,500,000. 18 of the bookings are for 2015. The sales team conducted 43 sales appointments and hosted 11 site inspections including Association of Professional Chaplains, Chief Executive Network, Conference Solutions, eClinical Works, Envision University, Human Rights Campaign, Hydrocephalus Association, McGladrey LLP, National Motor Club of America, National Rural Waters Association and Texas Floodplain Management Association

The sales team hosted the 27th Annual St. Patrick's Day sales mission in New York and attended three trade shows that included Experient-Envision, DMAI Showcase and Pharma Forum.

Leisure sales and service produced eight leads, all of which were for 2015. They assisted with two bookings with an economic impact of \$109,000. The sales team conducted 29 sales appointments and hosted one site inspection with Sports Travel and Tours. The sales team participated in hosting a luncheon for AAA and 11 tour operators, which resulted in four Christmas tour leads.

The number of brochures distributed in March was 54,470 and 7,100 guests were welcomed into the Visitor Information Center.

Destination Services assisted 13 groups with 14,000 delegates with information and registration assistance. The Visitor Shuttles carried over 5,600 passengers, a 16% increase for the month over last year.

The Convention Center booked 26 future groups representing over 6,200 attendees and had \$52,000 in sales for the month. The Palace Arts Center booked 18 future groups representing 2,400 attendees and had total sales for the month of \$43,000. The Concourse booked seven future groups with 735 attendees and over \$7,200 in sales. The Grapevine Vintage Railroad had total ridership of 5,800.

The web site had 89,000 unique visitors with over 29,000 reaching us through a mobile device. For marketing there were 11 print trade insertions, 95,000 online impressions, 56 print consumer publications insertions, 73 TV and radio insertions. Online advertising had 443,400 impressions. Public relations print value was \$255,000, electronic was \$20,000 for a total of \$640,000.

No action taken by the Board

OLD BUSINESS

New Vintage Report

Mr. McCallum reported that the 23rd Annual Blessing of the Vines and New Vintage Wine and Gallery Trail was a success. Activities included a VIP breakfast reception with approximately 50 in attendance. The Blessing of the Vines and Wines ceremony was performed by Father Ken Robinson from Sacred Heart Parish. The procession included the Knights of Columbus, a mariachi band and members of the Wine Pouring Society along with the public. The Wine and Gallery Trail featured ten tasting rooms and nine art galleries. The Designated Driver program winner was from Plano, Texas. The sponsor, Park Place Motorcars – Grapevine had a total of six cars on display at the various wineries.

No Action taken by the Board.

CVB Storage Addition Update

Mr. McCallum reported that the CVB Storage Addition went before Council on April 7th. Council approved awarding the bid to Concord Commercial Services. 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 first construction meeting will take place on April 17th and the build out will be 120 days from Council approval.

No action taken by the Board.

NEW BUSINESS

Main Street Fest

Mr. McCallum shared many of the new features of this year's Main Street Fest. The presenting sponsor for the festival will be Bank of the West. There will be six pre-festival craft brew pairing dinners. A select brewery is paired with a restaurant for an evening. The Craft Brew Pavilion will feature over 53 craft brews. There will be seven different brewery cask tappings throughout the festival.

There are over 20 civic and service groups currently scheduled to work Main Street Fest to raise money for their organizations. This includes working food booths, beer booths, parking lots and gates.

KidCave will be located in the lot behind the Gazebo. This area is sponsored by LEGOLAND Discovery Center and SEALIFE Aquarium. This will include activities such as a junior builder competition, touch pool, and a rainforest experience in conjunction with their young environment program.

NEW BUSINESS cont.
Main Street Fest cont.

Main Street Live! will have four shows on Saturday evening and the DFW ICON competition will be on the Palace stage all weekend with finals on the Michelob Ultra main stage on Sunday.

No action taken by the Board.

Mid Fiscal Year Budget Report

Mr. McCallum reported that the bureau revenues for 2015 are at 43%, which is 5% over 2014. The shuttle account is currently at 48%, which is slightly down from 52% this time last year and the train revenues are at 32%, again slightly down from 39% in 2014. The Convention Center and Palace Art Center are right on budget. On the expense side, all accounts are on track. From a fiscal point of view, the bureau is in very good shape.

No action taken by the Board

Mid Fiscal Year Sales and Communications Report

Mr. McCallum reported that the total leads for the year are at 332, which a 7.7% increase from 2014. The current economic impact of leads is at \$151million, which is down by .6% from last year. There have been 80 definite bookings and 40 site inspections.

Through March, the communications team has secured \$5.45 million in media value for the first two quarters of the fiscal year. Some of the highlights include The Daytripper Grapevine episode and Every Day with Rachel Ray. The team has hosted 28 journalists and completed several media missions that included Great Britain, New York and Austin.

No Action taken by the Board.

Public Art Update and Discussion

Mr. McCallum reported that the unicorn is currently being poured at the Grapevine Foundry and expected to be installed sometime this summer. The public art program is funded by the cell tower leases. The public art program is not funded by tax dollars.

Mr. McCallum brought a recommendation to exchange a bronze life size replica of JE Foust for the funeral coach display property located at 523 South Main Street.

NEW BUSINESS cont.
Public Art Update and Discussion Cont.

Motion by Cindy Blankenship, seconded by Mark Terpening to support the exchange of a life size bronze replica of JE Foust for the funeral coach display property located at 523 South Main Street prevailed by the following vote:

Ayes: Blankenship, Meek, Quinn, Spinden, Szymaszek, Terpening
Nays: None

HOTELS / ATTRACTIONS ACTIVITIES

Mr. Quinn reported that the Gaylord Texan will be featuring The Wonderful Wizard of OZ during SummerFest, which runs May 22 – September 7. This event will feature fun family entertainment, unique culinary programs and outdoor activities. The main atrium at the Gaylord Texan will feature a yellow brick road, hot air balloons hanging from the ceiling, family photo opportunities and three dimensional sculptures of the characters.

Featured events would include the Lost Treasures of OZ scavenger hunt, game station, craft corner, family movie night and Friday night fireworks.

No Action taken by the Board.

ADJOURNMENT

There being no further business to come before the board a motion by Mark Terpening, seconded by Jim Quinn to adjourn the meeting at 9:46 a.m. prevailed by the following vote:

Ayes: Blankenship, Meek, Quinn, Spinden, Szymaszek, Terpening
Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 21ST DAY OF MAY, 2015.

APPROVED:


Joe Szymaszek
Chairman

ATTEST:


Shawna Barnes
Assistant to the Executive Director