

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, May 21, 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
Dan Weinberger	Board Member
Keith Spinden	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
Sue Franks	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Jack Bateman	Managing Director of Sales & Marketing
Shawna Barnes	Assistant to the Executive Director

Absent:

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.

SWEARING IN OF BOARD MEMBER

Laura Simmons administered the oath of office to Keith Spinden, General Manager of the Grand Hyatt.

APPROVAL OF MINUTES

Motion by Tom Cherry, seconded by Dan Weinberger to approve the minutes from the April 16, 2015 meeting prevailed by the following vote:

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

INTRODUCTION OF STAFF

Paul McCallum introduced Janice Dickerson, Marketing Research Manager to the board.

No action taken by the Board

LIAISON UPDATES

Heritage Foundation Activities

Sue Franks reported that the Grapevine Heritage Foundation Board of Directors announced at the May 5th City Council meeting the 2015 Preservation Advocacy Award recipients. The recipients included the Advocacy Award to Mary Sabota, Conservation Award to Bobby Flannagan, Grapevine Township Project to Evon and Michael Harris, Infill New Construction Award to Larry Marshall, Sharing the Vision Award to Pam Price and Rehabilitation Project Award to Crystal Stom.

Last month the Spring Into Nash event was a great success. This event included the dedication of the Recorded Texas History Landmark, plaque donated by Councilwoman Sharron Spencer.

Coming up is the Farmhouse on the Grape Vine Prairie program on May 30 featuring Pioneer Animals and on June 5 is the Frugal Farm Wife featuring Crops. On June 13 Dairy Day will take place from 10 a.m. to noon.

June 5 at the Palace will be the movie Mrs. Winiver and June 19 will be Titanic. June 6 and 13 will be Main Street Live! performing The Party.

No action taken by the Board

Chamber of Commerce Activities

Chairman Szymaszek reported that Main Street Fest was a big success. On May 27th the economic development partnership meeting will take place at City Hall and May 28th will be the business after hours mixer.

Chamber of Commerce Activities Cont.

May 7 the Chamber held the 2014-2015 Leadership Grapevine Graduation at the Grapevine Convention Center.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Bateman reported that convention sales had 40 leads with 54,800 potential room nights and an economic impact of \$23,000,000. 20 of the leads are for 2015. They assisted with 12 definites representing 3,000 room nights and an economic impact of \$2,000,000. Ten of the bookings are for 2015. The sales team conducted 18 sales appointments and hosted seven site inspections including Conference Direct, IMN Solutions, Broadsoft, Hendrickson International, Mitsui & Company and Oklahoma State University.

The sales team hosted a New Vintage FAM tour and had 23 clients and guests. Some of the attending prospects included three HelmsBrisco guests, representatives from Mannatech and Full Gospel Business Men's fellowship. The sales team also participated in the Springtime EXPO in Washington D.C. and the DFW Association of Executives Day.

Leisure sales and service produced six leads, five of which were for 2015. They assisted with two bookings with an economic impact of \$221,000. The sales team conducted 35 sales appointments and hosted one site inspection with Elite Tours. The sales team participated in hosting a Vintage Wine trail FAM tour, attended one trade show and assisted with the Grapevine Mills indulge event.

The number of brochures distributed in April was 161,000 and 7,130 guests were welcomed into the Visitor Information Center.

Destination Services assisted eight groups with 8,000 delegates with information and registration assistance. The Visitor Shuttles carried over 5,500 passengers, a 22.6% increase for the month over last year.

The Convention Center booked 15 future groups representing over 6,600 attendees with an economic impact of \$239,000. The Palace Arts Center booked 11 future groups representing 1,500 attendees and an economic impact of \$12,000. The Concourse booked three future groups with 360 attendees with an economic impact of \$12,000. The Grapevine Vintage Railroad had total ridership of 30,000 for the month.

SALES AND MARKETING REPORT cont.

The web site had 139,000 unique visitors with over 26,000 reaching us through a mobile device. For marketing there were ten print trade insertions, 160,000 online impressions, 71 print consumer publications insertions, 54 TV and radio insertions. Online advertising had 3,500,000 impressions. Public relations print value was \$620,000 and electronic was \$1,700,000.

No action taken by the Board

OLD BUSINESS

Main Street Fest Report

Mr. McCallum reported that the 31st Annual Main Street Fest presented by Bank of the West was a success. This was the second year of the Craft Brew Experience being included at Main Street Fest. The Craft Brew Experience cost \$14 and included 12 two-ounce pours, a souvenir glass with 58 craft brews from 21 breweries. There were 10 different states that were represented and patrons had the opportunity to vote for their favorite state in the State Brew Challenge. The People's Choice was Texas, followed by Colorado and then California.

The festival opened with the Mayor's Breakfast followed by a special cask tapping, featuring Grapevine Craft Brewery's Lakefire. The cask was tapped by Professor Barley Hops (Mayor William D. Tate). There were six pre-festival craft brew pairing dinners, five of which were sold out. This included Mac's on Main featuring Deep Ellum Brewing Company, Uncle Buck's featuring Real Ale Brewing Company, Hilton DFW Lakes featuring Goose Island Beer Company, Love and War in Texas featuring Franconia Brewing Company and Tolbert's featuring Saint Arnold Brewing Company.

Main Street Fest had the support of 33 sponsors, which included new sponsors like NBC5, GoGo Squeeze, Dave & Busters, Raising Cane's and Brick House Tavern. There were four Grapevine winery tasting rooms that were new to Main Street Fest, which included Sloan & Williams Winery, Messina Hof, Umbra Winery and Bingham Family Vineyards.

The 31st Annual Main Street Fest had an attendance of 154,032. ATM transactions were up 4.5% over last year and there were over 1,500 volunteers that included 24 civic and service groups.

No Action taken by the Board.

Grapevine 185 Acre Update

Mr. McCallum reported that Governor Greg Abbott announced that Kubota Tractor and Credit Corporations will relocate their corporate headquarters from Torrance, California to Grapevine, Texas. Kubota's headquarters relocation is projected to create at least

OLD BUSINESS Cont.

Grapevine 185 Acre Update Cont.

344 new jobs and \$51 million in capital investment in the State of Texas. A Texas Enterprise Fund (TEF) grant offer of \$3.8 million has been extended to Kubota Tractor Corporation.

Other interest in the 185 acre development includes two destination restaurants, a Top Golf styled attraction, renewed interest from earlier attractions and staff continues to prospect two large hotel and convention centers.

No Action taken by the Board.

NEW BUSINESS

Marketing Committee Appointments

Joe Szymaszek made appointments for this year's Marketing Committee. Jim Quinn and Cindy Blankenship will serve on the committee along with Mark Terpening, who will chair the committee.

No Action taken by the Board.

Grants-In-Aid Request

Mr. McCallum shared the details of the grants-in-aid request from Ohlook Performing Arts Center in the amount of \$17,500. Mr. McCallum reported that last year the group requested and received \$9,800. The group incorporates a lot of youth in their program and this year there are nine productions including three regional premieres. Staff recommends approval.

A motion by Tom Cherry, seconded by Cindy Blankenship to approve the request in the amount of \$17,500 prevailed by the following vote:

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

HOTELS / ATTRACTIONS ACTIVITIES

- Gaylord was named Hotel of the year for the Western division of Marriott
- SummerBlast will begin on May 22 and run until September 7
- Brick House Tavern opened off of Highway 114
- Bingham Family Vineyards tasting room officially opened during Main Street Fest
- The Best of DFW ranked Grapevine #4 in places to line for safety, schools, amenities along with peace and quiet.
- Love Field will be adding 9 more Southwest flights

HOTELS / ATTRACTIONS ACTIVITIES Cont.

- The Garden Manor Bed and Breakfast in the 200 block of East College Street has been sold for use as a private residence
- Boston Pizza is closing
- The Courtyard by Marriot in Flower Mound has an expected opening of 2017

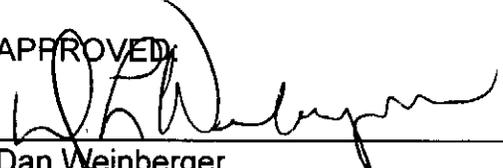
ADJOURNMENT

There being no further business to come before the board a motion by Tom Cherry, seconded by Dan Weinberger to adjourn the meeting at 9:11 a.m. prevailed by the following vote:

Ayes: Blankenship, Cherry, Meek, Spinden, 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
THE 18th DAY OF JUNE, 2015.

APPROVED:



Dan Weinberger
Board Member

ATTEST:



Shawna Barnes
Assistant to the Executive Director