

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, June 18, 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:

Cindy Blankenship	Board Member
Dan Weinberger	Board Member
Jim Quinn	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 Slechta	Chamber Liaison
Paul W. McCallum	Executive Director
Jack Bateman	Managing Director of Sales & Marketing
Shawna Barnes	Assistant to the Executive Director

Absent:

Joe Szymaszek	Chairman
Bruno Rumbelow	City Manager
Jennifer Hibbs	Assistant City Manager

CALL TO ORDER

Dan Weinberger called the meeting to order at 8:01 a.m.

APPROVAL OF MINUTES

Motion by Tom Cherry, seconded by Cindy Blankenship to approve the minutes from the May 21, 2015 meeting prevailed by the following vote:

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

LIAISON UPDATES

Heritage Foundation Activities

Sue Franks reported that the Grapevine Heritage Foundation is preparing for their Candlelight Tour of Homes 2015. Request letters will be send out today to the homeowners of nominated properties for the 2015 Tour.

Nash Farm hosted the Dairy Days program last Saturday. This program had 350 guests in attendance and \$250 in donations. School tours included Trophy Club grades K-5 with 32 students on June 11 and Tutor Time Colleyville with 14 students in grades K-5 on June 15.

Coming up is the Farmhouse on the Grape Vine Prairie program on June 27 featuring Summertime.

June 19 at the Palace will be the movie Titanic and June 20 will be The Poseidon Adventure, Overboard and Jaws. June 26 with be Derek Anthony and June 27 will be Main Street Live! performing The Party.

No action taken by the Board

Chamber of Commerce Activities

Paul Slechta reported that last week's Membership Luncheon was sponsored by the Gaylord Texan Resort & Convention Center and catered by Chill Sports Bar & Grill.

On June 24 the Economic Development Partnership meeting will take place in City Hall at 8am and on August 7 Casino Night at Austin Ranch. Tickets to this event are \$50 per person.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Bateman reported that convention sales had 62 leads with 74,500 potential room nights and an economic impact of \$28,000,000. 22 of the leads are for 2015 with an economic impact of \$3,100,000. They assisted with 17 definites representing 23,800 room nights and an economic impact of \$7,400,000. Seven of the bookings are for 2015. The sales team conducted 19 sales appointments and hosted five site inspections including Campus Crusade for Christ and Full Gospel Baptist Church Fellowship.

The sales team hosted a Main Street Fest FAM tour for 12 clients. Special thanks to Mayor, Mayor Pro Tem, City Council Members and CVB Board Members for assisting with this event.

SALES AND MARKETING REPORT cont.

Convention Sales team participated on a sales mission with HelmsBriscoe at their annual business conference. They had 40, one on one appointments with current and past associates from Midwest clients. Leads generated at the conference were distributed to the designated sales managers on our team for follow up. The sales team received four RFP's from the mission, including Accounting & Financial Women's Alliance, Syngeta PPM District, AZZ, Inc, and Pipeline Packaging.

Leisure sales and service participated in a sister city mission to Krems, Austria and hosted a leisure FAM tour during Main Street Fest with National and International Tour and Travel Clients. Clients represented China and Montreal Canada, as well as US operators from Orlando and San Diego. Leisure sales hosted a Chinese FAM with ten travel agents from Beijing, East/West Marketing and American Airlines agents from Beijing.

The number of brochures distributed in May was 206,900 and 20,000 guests were welcomed into the Visitor Information Center.

Destination Services assisted 12 groups with 22,000 delegates with information and registration assistance. The Visitor Shuttles carried over 6,000 passengers, a 22.6% increase for the month over last year.

The Convention Center booked nine future groups representing over 1,600 attendees with an economic impact of \$57,000. The Palace Arts Center booked ten future groups representing 2,000 attendees and an economic impact of \$74,000. The Concourse booked ten future groups with 3,190 attendees with an economic impact of \$114,000. The Grapevine Vintage Railroad had total ridership of 3,520 for the month.

The web site had 167,000 unique visitors with over 30,000 reaching us through a mobile device. For marketing there were nine print trade insertions, 110,000 online impressions, 71 print consumer publications insertions, 1,500 TV and radio insertions. Online advertising had 3,000,000 impressions. Public relations print value was \$520,000 and electronic was \$317,000.

No action taken by the Board

OLD BUSINESS

Sister City Report

Mr. McCallum reported that a delegation of six Grapevine citizens visited Grapevine's sister city of West Lothian, Scotland, May 26 - June 2. All delegates were home hosted in West Lothian, giving them a great opportunity to build new relationships within the community.

Provost Tom Kerr and Councillor Harry Cartmill oversaw the entire visit of the delegation, allowing both meetings with city officials as well as the opportunity to visit a few sites that the delegation had never visited before.

The delegations met with city officials at the West Lothian Civic Centre, in which they had the opportunity to hear from and visit with the heads of each department, including education, police and community relations. They also received a site visit of the Partnership Centre in Bathgate, which is similar to a community activity center and includes a library and job placement services. Council members also scheduled "surgeries" or open meeting times at various locations such as this centre, in which the public can meet with them regarding any issues they may have.

Another cultural opportunity for this mission was to take part in the Annual Highland Games and the Pipe Band Competition. The delegation also took part in a Twinning Committee fundraiser at West Lothian College during their visit. The proceeds for this event were to help fund future programs with Grapevine. Grapevine will have three student delegations visiting West Lothian in June; Educational, Golf and Culinary.

The Parras sister city mission will take place August 8 -12 and the Krems mission is August 31 thru September 6.

No Action taken by the Board.

Preservation Projects For Festival Proceeds

Mr. McCallum presented to the board. Extra funds generated by festivals have historically been used for community and restorations projects to enhance the community. The festival funds are separate from hotel tax revenues. Love Chapel, located on the "Hill", was built about 60 years ago and is a land-marked building. The board last year approved up to \$100,000 from festival proceeds to make improvements to Love Chapel.

OLD BUSINESS Cont.

Preservation Projects For Festival Proceeds Cont.

The improvements that have been completed include a new foundation, roof, renovated bathrooms, stucco, exterior paint, electrical, HVAC and plumbing. Staff would propose that \$50,000 of additional improvements are still needed to complete the project.

Questions and discussion followed.

Motion by Cindy Blankenship, seconded by Tom Cherry to approve up to \$50,000 from Festival proceeds to make additional improvements to Love Chapel prevailed by the following vote:

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

NEW BUSINESS

GrapeFest Beverage Pricing

Mr. McCallum reported that the GrapeFest beverage price has not had a price increase since 2009. Staff wants to provide events that are affordable and family friendly. To offset the rising costs of supplies, staff is recommending a .50¢ price increase be applied to canned beer, draft and craft beer, wine and premium wine beverages at festivals.

Mr. McCallum reported that to drive online sales at People's Choice, staff recommends increasing the price of walkup sales to \$25 and keeping online sales at \$23. This would help keep labor costs down, money handling easier and keep the check-in process simpler.

Questions and discussion followed.

Motion by Tom Cherry, seconded by Jim Quinn to approve a .50¢ price increase to canned beer, draft and craft beer, wine and premium wine beverages at festivals prevailed by the following vote:

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

Motion by Mark Terpening, seconded by Tom Cherry to increase the People's Choice walkup price to \$25 prevailed by the following vote:

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

SummerBlast Update

Mr. McCallum reported that the annual SummerBlast Friday night fireworks will resume this Friday, June 19 at 9:30pm. Due to increase water levels at Lake Grapevine, lake parks are closed and will not be available for viewing the show. Designated viewing areas will include the parking garage rooftop of Gaylord Texan Resort and the Grapevine Mills parking lot.

Mr. McCallum shared a 30 second SummerBlast promotional video with the board.

Questions and discussion followed.

No Action taken by the Board.

FY 16 Meeting Schedule

Mr. McCallum shared with the board the first draft of the FY 16 meeting schedule. Board was advised to take a look at the schedule and email Shawna Barnes at sbarnes@GrapevineTexasUSA.com with suggestions to the schedule.

No Action taken by the Board.

HOTELS / ATTRACTIONS ACTIVITIES

- Weinbergers Deli was awarded a top 10 of the best places to get a sandwich in Texas.
- ABA awarded GrapeFest and Christmas Capital of Texas as a top 100 places to go in 2015.
- New Vintage Texas just opened at 603 Main Street.
- Cassies Yogurt closed on Memorial Day weekend.
- State Fair is offering a passport to the fair for \$39.00.

Mr. McCallum brought a recommendation to the board for suggestions on a way to recognize Donald Wayne Bigbie for his 23 years of service to the Grapevine Convention & Visitors Bureau. Suggestions included naming the wine museum or grand hall after him, a bust or portrait, creating a foundation or wall memorial. Suggestions will be presented at the next board meeting for approval.

Discussion followed.

No Action taken by the Board.

Board of Directors Meeting
June 18, 2015
Page 7 of 7

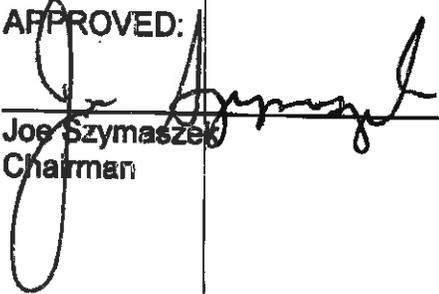
ADJOURNMENT

There being no further business to come before the board a motion by Tom Cherry, seconded by Tom Cherry to adjourn the meeting at 9:53 a.m. prevailed by the following vote:

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

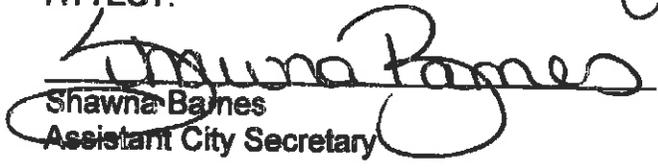
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 16th DAY OF JULY, 2015.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:


Shawna Barnes
Assistant City Secretary