

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, September 24, 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
Iain Scouller	Board Member
Keith Spinden	Board Member
Jim Quinn	Board Member
Sharron Spencer	Council Liaison
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
Paul W. McCallum	Executive Director
Jack Bateman	Managing Director of Sales & Marketing
Shawna Barnes	Assistant City Secretary
Lindy Bell	Assistant to Executive Director

Absent:

Cindy Blankenship	Board Member
Mark Terpening	Board Member
Paul Slechta	Chamber Liaison
Janet Perkins	Heritage Foundation 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 Dan Weinberger, seconded by Jim Quinn to approve the minutes from the July 16, 2015 meeting prevailed by the following vote:

Ayes: Weinberger, Quinn, Szymaszek, Scouller, Spinden, Meek
Nays: None

OATH OF OFFICE

Oath of Office was administered to incoming Board Members: Debi Meek, Dan Weinberger, Ian Scouller, Keith Spinden

LIAISON UPDATES

Heritage Foundation Activities

Mr. McCallum reported on behalf of Janet Perkins for the Grapevine Heritage Foundation. Multiple fall events are planned at Nash Farm and the Palace Theater in the coming month.

Nash Farm will be hosting Farmhouses on the Grape Vine Prairie September 26th. In October, First Friday Fun at the Farm October 2nd, Frugal Farm Wife October 16th and Fall Round Up October 17th.

The Palace will be showing multiple movies; movies and times can be found on the website. Main Street LIVE – “The Best of Buddy Holly & Elvis” will be October 3rd.

No action taken by the Board

Chamber of Commerce Activities

Mr. McCallum reported on behalf of Paul Slechta to relay the Chamber’s appreciation and thanks to the CVB and City team for a successful Grapefest.

Joe Szymaszek also reported an upcoming job fair at the Hilton DFW Lakes with over 20 employers signed up to offer staffing. The Chamber’s website can be checked for additional details at www.grapevinechamber.org.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Bateman reported the convention sales team had 83 leads with 105,000 potential room nights and an economic impact of \$56,000,000. 42 of the leads are for 2015 with an economic impact of \$14,986. They assisted with 10 definites representing 19,000 room nights and a potential economic impact of \$13,000,000. Four of the bookings are for 2015 with an economic impact of \$5,364. The sales team hosted 4 site inspections including Caliber Collision, Relypsa, Samsung, Spin DFW.

SALES AND MARKETING REPORT cont.

The sales team hosted a buyer's appointment show with over 200 meeting planners with MPI-WEC Meeting Planners International-World Education Congress in attendance. A one-hour reception was hosted for over 80 meeting planners. 3 RFP's were received from CFA-2021, Ascensus 2016 and CASATW 2017.

A closing reception was hosted by the sales team for Connect Sales Mission in Pittsburgh with 1,300 meeting planners in attendance and was a part of the Collinson Media event in Grapevine August 25-27, 2016 which will be city-wide.

Tourism sales and service produced nine leads representing 190 room nights and an EI of \$107,000. They assisted with seven definite tour groups representing 75 room nights and an EI of \$56,000. Five sales appointments were held with various tour and travel operators. A site visit was hosted with Japan Airlines inflight magazine.

The team planned and attended the Parras De la Fuente, Mexico and the Krems, Austria sister city missions which were both very successful. Distributed over 84,000 brochures and welcomed over 11,000 guests into the Visitor Information Center and Depot with this number being driven by the OZ exhibit.

Destination Services assisted 7 groups with 23,000 attendees with information and registration assistance and a potential economic impact of \$19,000,000. The Visitor Shuttles carried 7,500 passengers versus 6,200 prior year with heavy ridership attributed to Young Living Essential Oils.

The Convention Center booked 17 future groups representing 15,000 attendees and had an economic impact of \$555,000. The Palace Arts Center booked 10 future groups representing 1,475 attendees and had an economic impact of \$53,000. The Grapevine Vintage Railroad had total ridership of 5,600.

The web site had 88,800 unique visitors with 27,900 reaching us through a mobile device. For marketing there were ten print trade insertions all group related, 110,000 online impressions, 43 print consumer publications insertions, 43 TV and radio spots. Online advertising had 3,000,000 impressions. Public relations print value was \$400,000 and electronic was \$19,000 generating 57,000 impressions.

Highlights mentioned included multiple TV spots, a spot on KRIV-Fox news in Houston regarding Grapefest, KTXE TV in Abilene regarding Grapefest and Fort Worth Star Telegram welcoming Argentine wine expert for Grapefest.

No action taken by the Board

Board of Directors Meeting
September 24, 2015
Page 4 of 5

OLD BUSINESS

FY 16 CVB Budget

Mr. McCallum presented the CVB portion of the budget for FY 16 passed by City Council September 15th.

No action taken by the Board

CVB Sculpture

Mr. McCallum presented an up-date regarding the CVB sculpture. Following a delay caused by a faulty clear coat, the sculpture will be installed upon final completion with a grand unveiling after Daylight Savings Time ends.

No action taken by the Board.

NEW BUSINESS

Grants-In-Aid Request

Mr. McCallum presented a request from the End of the Runway Players in the amount of \$20,000. He reported the group requested \$10,000 last year and received \$10,000. In 2013, \$20,000 was requested and \$9,500 received. The 2016 season includes six productions with multiple presentations covering approximately nine months out of the year drawing participants from across the Metroplex.

Discussion and questions followed.

A motion by Jim Quinn, seconded by Keith Spinden approved \$8,275 from 2015 budget to be awarded to End of the Runway Players with the remaining \$6,725 to be paid in 2016 budget. The motion prevailed by the following vote:

Ayes: Meek, Quinn, Scouller, Spinden, Szymaszek, Weinberger

Nays: None

Grapefest Up-Date

Mr. McCallum presented highlights from the successful 29th Annual Grapefest held September 17th-20th, 2015.

No action taken by the Board

HOTELS / ATTRACTIONS ACTIVITIES

- The Laurel, 4500 sq. ft. wedding and small meetings venue, announced opening in November 2015
- In August, Grapevine was named 23rd in the top 50 meeting destinations in the United States by CVENT
- Wine Fusion in the Rugs & More store
- Off the Vine is now in the Cassie's location
- Antique Peddlers opens on October 15th at 201 Franklin

No Action taken by the Board

ADJOURNMENT

There being no further business to come before the board, a motion by Dan Weinberger, seconded by Keith Spinden to adjourn the meeting at 9:21 a.m. prevailed by the following vote:

Ayes: Weinberger, Meek, Scoullier, Szymaszek, Quinn, Spinden, Meek
Nays: None

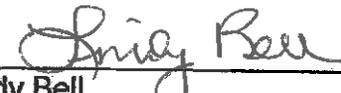
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 15th DAY OF OCTOBER, 2015.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to Executive Director