

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, November 15, 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
Cindy Blankenship	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
Paul W. McCallum	Executive Director
Jack Bateman	Managing Director Sales & Marketing
Paula Newman	Managing Director Administration & Operations
Melva Stanfield	Heritage Foundation Liaison
Paul Slechta	Chamber Liaison
Lindy Bell	Assistant to Executive Director

Absent:

Jim Quinn	Board Member
Keith Spinden	Board Member
Bruno Rumbelow	City Manager
Jennifer Hibbs	Assistant City Manager
Paul Slechta	Chamber Liaison

MARKETING VIDEO

Board was shown four TV spots regarding the November 7th Veterans Day parade as well as The Weekender blog written by Daniel Horsch which covers happenings and events in Grapevine.

CALL TO ORDER

Chairman Szymaszek called the meeting to order at 8:07 a.m.

APPROVAL OF MINUTES

Motion was made by Dan Weinberger, seconded by Mark Terpening to approve the minutes from the October 15 2015 meeting prevailed by the following vote:

Ayes: Weinberger, Szymaszek, Scouller, Meek, Blankenship, and Terpening
Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Melva Stanfield reported multiple Foundation events scheduled in the coming month.

Grapevine Heritage Foundation's annual Meeting of Membership scheduled for Thursday, November 19th at Nash Farm. Recognition will be made of outstanding volunteers and 2016 projections. A chuck wagon dinner will be served.

Nash Farm

Nash Farm will host First Friday Christmas Fun December 4th. Activities planned include making Victorian ornaments, singing Christmas carols and experiencing the joys of an old-fashioned Christmas on the Farm.

A Victorian Christmas will be held at Nash Farm December 5th with volunteers making an old-fashioned Christmas dinner much like the Nash Family did on the Grape Vine Prairie.

Frugal Farm Wife is scheduled for December 18th where visitors will experience day-to-day chores of life on the Farm.

Farm House on the Grape Vine Prairie is scheduled for December 19th where visitors will experience how Laura Ingalls Wilder and her family would have experienced Christmas.

The Palace Arts Center

The 75th anniversary of the Palace Arts Center will be celebrated November 20th with a free showing of "*Tender Mercies*" which was partially filmed at The Palace.

Main Street LIVE "Christmas Spectacular" scheduled for November 28th.

The movie, "*White Christmas*" will be shown December 1st and "*It's A Wonderful Life*" scheduled for December 2nd. Christmas movies will be shown and rotated throughout the month of December.

Texas Harmony Chorus will perform, "*Three Weeks Before Christmas*".

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Main Street LIVE's "A Christmas Spectacular" will be presented December 5, 12 and 19 at 3 PM and 7 PM each day and evening.

An ELVIS Hometown Christmas Special with Kraig Parker is set for December 6.

The Texas Tenors will be performing December 15 and 16 and Ricki Dereck's "*Merry Little Christmas Show*" will be held December 18th.

Ms. Stanfield reminded the Board that the Heritage Foundation is the source for a personalized brick for Main Street or Nash Farm and would make a good Christmas gift.

No action taken by the Board

Chamber of Commerce Activities

Chairman Szymaszek reported Chamber Activities on behalf of Paul Slechta. It was reported the Grapevine Chamber has received the Fifth Star accreditation which places it in the top 1% of Chambers nationwide. The process is lengthy and the recognition prestigious. The annual awards banquet is January 28th. Awards nominations can be made on the Chamber website.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Bateman presented two new publications where Grapevine has a presence including the inflight magazine for Japan Airlines and the AAA magazine in Oklahoma. Mr. McCallum reported on the CVB "Young Wizards" team winning the Chamber of Commerce's Chili Cook-Off event November 10th.

Mr. Bateman reported the convention sales team had 72 leads with 77,000 potential room nights and a potential economic impact of \$32,000,000. They assisted with nine definite group meetings representing 16,000 room nights and a potential economic impact of \$8,000,000. The sales team hosted three site inspections including Association of Former Agents of the Secret Service, Conference Direct Mid Atlantic and Hear the Watchmen.

The team participated in IMEX (World Wide Incentive Travel, Meetings and Events) having 33 one-on-one appointments, received 11 RFP's representing over 19,000 room nights and \$15,000,000 in potential economic impact.

SALES AND MARKETING REPORT cont.

Leisure Sales had 4 new leads representing 2400 room nights and an economic impact of \$340,000. They assisted with four definite tour groups representing 82 room nights and a potential economic impact of \$62,000.

Leisure Sales participated in DFWATC (Dallas/Fort Worth Area Tourism Council) in the Houston mission. Four FAMS were conducted including Travel and Tourism Marketing, Japan Airline Sales, and with Japan Airlines management who will manage and operate in DFW as well as Aero Mexico travel-grade FAM. Sister Cities participated in the October Krems Committee meeting.

Destination Services distributed over 94,000 brochures in October and welcomed 10,000 guests to Visitor Information Center, Settlement to City and the Depot.

Destination Services assisted 10 groups representing over 8,000 attendees with information and registration assistance and a potential economic impact of \$8,000,000. Visitor shuttles carried 8,700 passengers in October versus 4,000 prior year.

The Convention Center booked 34 future groups representing 5,300 attendees and had an economic impact of \$191,000. The Palace Arts Center booked 22 future groups representing 3,300 attendees with an economic impact of \$135,000. The Concourse booked four future groups representing 450 attendees with an economic impact of \$16,000. The Grapevine Vintage Railroad had total ridership of 2,800.

The web site had 100,000 unique visitors with over 37,000 reaching through a mobile device. For marketing, there were five print trade insertions all group related, 120,000 online impressions and 36 print consumer publications insertions and 53 TV and radio spots including Time Warner and Video on Demand. Online advertising had 302,000 impressions. Public relations print value was more than \$800,000 representing over 7,000,000 circulation impressions and electronic ad value was \$140,000 generating 627 audience impressions.

Highlights included Love Chapel Church coverage on KXAS and WFAA-TV News 8 Daybreak, KTVT-CBS News at 4 and KDFW Fox 4, New 9 coverage of Grapevine Mills' pumpkin carving event.

The Christmas 2015 media drop was shown with approximately 50-60 invitations being hand delivered.

No action taken by the Board

OLD BUSINESS

Don Bigbie Legends of Grapevine Tourism Hospitality” Award

Mr. McCallum brought forward discussion regarding finalization for establishment and criteria of the “*Don Bigbie Legends of Grapevine Tourism Hospitality*” award. The final concept draft was presented. Discussion and questions followed regarding frequency of the award.

Following approved wording amendments, motion was made by Mark Terpening, seconded by Dan Weinberger for approval of the establishment of the “*Don Bigbie Legends of Grapevine Tourism Hospitality*”. Motion was approved for adoption with Don Bigbie named as the Class of 2015 award recipient.

Ayes: Blankenship, Scouller, Meek, Szymaszek, Terpening, Weinberger.

Nays: None

Mr. McCallum presented proposed nominees for the Class of 2016. Presentation was made detailing the qualifications of Dennis Roberts and significant contributions made to Grapevine festivals and events. Discussion followed.

Motion was made by Cynthia Blankenship, seconded by Mark Terpening to approve the nomination of Dennis Roberts.

Ayes: Blankenship, Scouller, Meek, Szymaszek, Terpening, Weinberger.

Nays: None

Presentation was made by Mr. McCallum detailing the qualifications of Shane Wilbanks and the significant contributions made to creating Grapevine as a world class tourism destination. Discussion followed.

Motion was made by Dan Weinberger and seconded by Cynthia Blankenship to approve the nomination of Shane Wilbanks.

Ayes: Blankenship, Scouller, Meek, Szymaszek, Terpening, Weinberger.

Nays: None

Railroad Equipment Up-Date

Mr. McCallum reported "Puffy" will be undergoing the FRA-required 15-year renovation process. Renovation will begin following Christmas Capital of Texas' initial media event in December with completion projected by the end of March.

By-line track renovation is currently underway per an FRA inspection. Expected to be completed within the next month.

Mr. McCallum presented the 1/8" scale engine purchased after years of searching. The engine will be placed beneath the stairway in the Visitor Information Center. Recognition and thanks were also made to Councilwoman Spencer for the 18th century lightening rods she donated and which will be installed at either end of the Cotton Exchange section of the Bureau's Headquarters.

Upcoming Christmas Capitol of Texas collateral was provided to each Board member.

Invitations to the unveiling ceremony for the unicorn, "Imagine" were distributed with special emphasis noted regarding parking and a requested RSVP.

NEW BUSINESS

HOTELS / ATTRACTIONS ACTIVITIES

Jack Bateman reported that a New Farmers Market is now in the previous 7-11 location. It is a true small town market and conducive to the Grapevine experience. It was noted that Grapevine Mills is bringing outlets not typically found in outlet centers such as Crew Cuts clothing for children 2-10, Five Below where everything is priced between \$1 and \$5 and Swarovski Crystal.

Mr. Batemen also reported that Roscoe's Diner is currently closed with additional information provided by the Board they are closed permanently. Marriott has purchased the Starwood brand with probable implementation of the Starwood brand into Marriott Properties.

No Action taken by the Board

ADJOURNMENT

Next meeting will be December 8th at the Gaylord Texan's Yellow Rose Ballroom, There being no further business to come before the board, a motion by Dan Weinberger and seconded by Cynthia Blankenship to adjourn the meeting at 9:43 a.m. prevailed by the following vote:

Ayes: Weinberger, Meek, Scouler, Szymaszek, Meek, Blankenship
Nays: None

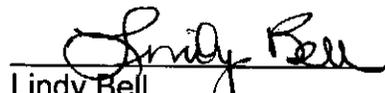
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS THE 19th DAY OF NOVEMBER, 2015.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to Executive Director