

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Tuesday, December 8, 2015 at 7:00 p.m. at the Gaylord Texan Resort and Convention Center, 1501 Gaylord Trail, Grapevine, Texas with the following persons in attendance:

Joe Szymaszek	Chairman
Dan Weinberger	Board Member
Cynthia Blankenship	Board Member
Jim Quinn	Board Member
Mark Terpening	Board Member
Iain Scouller	Board Member
Keith Spinden	Board Member
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
Bruno Rumbelow	City Manager
Paul W. McCallum	Executive Director
Lindy Bell	Assistant to the Executive Director

Absent: None

### **CALL TO ORDER**

Chairman Szymaszek called the meeting to order at 7:09 p.m.

### **APPROVAL OF MINUTES**

Motion by Dan Weinberger, seconded by Jim Quinn to approve the minutes from the November 19, 2015 meeting prevailed by the following vote:

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

Nays: None

## **OLD BUSINESS**

### **Legends of Grapevine Tourism and Hospitality Award**

Mr. McCallum announced finalization of the *Don Bigbie Legends of Grapevine Tourism and Hospitality* award and announced the naming of the first inductees: Don Bigbie, Class of 2015 and Shane Wilbanks and Dennis Roberts, Class of 2016. Inductees will be honored in February as set forth in the criteria for the award.

### **Year End Review**

Mr. McCallum reported that during fiscal year 2015 print ad value totaled \$6,909,000 and electronic ad value was \$2,771,000 for a total of \$9,700,000. The website had a total of 2,192,000 visits, an increase in visitor traffic of over 13% over prior year. Unique visits increased over 8% to prior year.

Convention sales generated more than 700 leads for a potential economic impact of approximately \$416,000,000. 161 closings were booked for an economic impact of \$112,000,000.

Leisure group sales generated approximately 75 leads for a potential economic impact of \$1,283,000. 52 bookings were closed for an approximate economic impact of \$112,000,000.

Ridership on the Grapevine Vintage Railroad was approximately 117,000 passengers producing an economic impact of \$4 million.

In the Facilities Division, the Grapevine Convention Center, Palace Arts Center and Concourse booked a total of 1050 events generating \$4,145,000 in economic impact.

The Festivals Division produced Main Street Fest with over 154,000 in attendance and GrapeFest with over 260,000 in attendance. Combined with other 2015 festivals and events, a total of more than 1.2 million people were in attendance. Over 29,780 volunteer hours were worked across all events.

Destination Services assisted 228 groups with an economic impact of more than \$108,000,000. Grapevine shuttles carried more than 64,000 passengers.

Visitor Information Services welcomed over 116,000 visitors to the information center and distributed more than 1.2 million brochures. More than 5,000 volunteer hours were logged and approximately \$132,000 in Grapevine-branded souvenir sales were generated.

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The Grapevine ticket line processed more than 30,000 transactions with 113,000 tickets sold and \$2,234,000 in revenue.

Heritage Programs and Preservation obtained 10 historic landmark designations and 98 Certificates of Appropriateness. Nash Farm hosted 40 events with an attendance over 8,700 and 1,600 volunteer hours logged.

No action taken by the Board

At 7:34 p.m. Chairman Szysmaszek suspended the Board Meeting.

At 8:02 p.m. Chairman Szysmaszek resumed the Board Meeting.

## **NEW BUSINESS**

### **Introduction of New Staff**

Mr. McCallum introduced staff members new to the CVB since December 2014. They included Brittany Bradshaw, Jack Bateman, Daniel Horsch, Luke Wolfard, Janice Dickerson, Brian Gentry, Patricia Fisher, Lindy Bell, Paula Newman, Jordan Meserole, Shellie Johnson and Christy Caunitz.

No action taken by the Board.

### **Staff Awards**

Mr. McCallum presented Rookie of the Year award to Christy Caunitz, Accountant III; Unsung Hero award to Nick Basiliadis, Train Services, Joey Wilkins Can Do award to Wesley Lucas, Media Relations Coordinator; Employee of the Year award to Brady Closson, Director of Conventions and Sales.

No action taken by the Board.

Chairman Joe Szysmaszek expressed his appreciation for the current Board members and asked it be noted in the minutes.

There being no further business to come before the board a motion by Cynthia Blankenship, seconded by Mark Terpening to adjourn the meeting at 8:42 p.m. prevailed by the following vote:

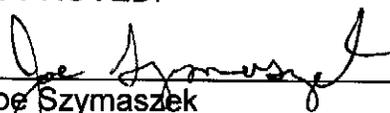
Ayes: Meek, Quinn, Szysmaszek, Terpening, Weinberger, Blankenship, Spinden, Scouller

Nays: None

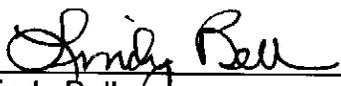
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PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS  
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS  
14<sup>th</sup> DAY OF JANUARY, 2016.

APPROVED:

  
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Joe Szymaszek  
Chairman

ATTEST:

  
\_\_\_\_\_  
Lindy Bell  
Assistant to the Executive Director