

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, March 24, 2016 at 8:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 South Main Street, Grapevine, Texas with the following persons in attendance:

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

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

Sharron Spencer	Council Liaison
Balla Wright	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Jack Bateman	Managing Director, Sales & Marketing
Paula Newman	Managing Director, Administration/Operations
Lindy Bell	Assistant to the Executive Director

Absent:	Dan Weinberger	Board Member
	Iain Scouller	Board Member
	Steve Haley	Chamber of Commerce Liaison

### **CALL TO ORDER**

Chairman Szymaszek called the meeting to order at 8:00 a.m.

### **INTRODUCTION OF NEW STAFF**

Three new CVB staff members were introduced to the Board:

Maureen Baricelli – Sister Cities Manager, National Leisure Sales  
Cody Jolliff – Nash Farm Manager  
Breanna Burkhart – National Sales Manager-Convention Sales

### **APPROVAL OF MINUTES**

Motion made by Mark Terpening, seconded by Cynthia Blankenship to approve minutes from the February 18, 2016 meeting prevailed by the following vote:

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

Nays: None

### **LIAISON UPDATES**

#### **Heritage Foundation Activities**

Balla Wright gave a report regarding the *15<sup>th</sup> Annual Spring into Nash* event scheduled for April 16<sup>th</sup>. Dedication of the orchard is to be made in honor of Bobby Flanagan's years of volunteer service as Nash Farm Curatorial Farmer. The Farm is still accepting sponsors for the event.

#### **Nash Farm**

First Friday "April Fool's" is scheduled for Friday, April 1<sup>st</sup>; the Frugal Farm Wife program scheduled for Friday, April 15<sup>th</sup>; Saturday, April 16<sup>th</sup>, is the 15<sup>th</sup>, Annual Spring into Nash event. Farmhouse on the Grape Vine Prairie is scheduled for Saturday, April 23<sup>rd</sup>.

#### **The Palace Arts Center**

The movie, "Miss Congeniality", will be shown Friday, March 25<sup>th</sup>. Upcoming live entertainment scheduled includes "A Closer Walk with Patsy Cline" April 22<sup>nd</sup>-24<sup>th</sup> and Johnnie High's Country Music Revue Reunion Show scheduled for Saturday, April 30<sup>th</sup>.

#### **Chamber of Commerce**

In Steve Haley's absence, Joe Szymaszek reported for the Chamber noting that the "Great Taste of Grapevine" event March 24<sup>th</sup> is at Courtyard Towne Plaza Suites. Over 25 Grapevine restaurants are participating. The Grapevine Job Fair is scheduled for Saturday, April 2<sup>nd</sup>, at Grapevine High School Student Activities Center from 1:00 to 5:00 p.m.

### **SALES & MARKETING REPORT**

Mr. Bateman reported the convention sales team had 87 leads with 132,000 potential room nights and a potential economic impact of \$73,000,000. They assisted with 11 definite group meetings representing 12,000 room nights and a potential economic impact of \$6,000,000.

The team had three site inspections: Malco Products, Parts Master and One Up Athletic Championships.

The team had 13 sales appointments and participated in six tradeshow. Participated in the Chicago Forum After Dark sales mission in Chicago. 51 executives attended with three possible leads from Blue Cross Blue Shield representing 1,500 rooms on peak for 2019.

Breanna Burkhart has been hired as the North East Convention Sales Manager.

Leisure sales generated four new leads representing 40 room nights and an economic impact of \$27,000. Participated in Home and Garden Shows in Oklahoma, Fort Worth, Houston and San Antonio. Over 11,000 pieces of marketing material were distributed and over 200 contact names obtained.

International sales team conducted one mission to Visit USA-Australia which included Melbourne, Brisbane and Sydney. Sydney mission had approximately 250 attendees, representing 75 tour operators and agents. Brisbane mission had 300 attendees representing over 80 tour operators and agents. Day one in Sydney had 230 attendees. On day two, 34 meetings were conducted with B2B operators and day three was a media day; 18 meetings were held with various media outlets from around Australia.

**Sister City** - Exchange students from West Lothian toured the CVB offices. Various meetings have been held with GCISD Fine Arts directors to discuss plans for students visiting Krems and West Lothian

Destination Services distributed over 78,000 brochures in February and welcomed 8,000 guests to the Visitor Information Center, Settlement to City and the Depot.

Destination Services assisted ten groups representing over 8,500 attendees with information and registration assistance and a potential economic impact of \$5,000,000. Visitor shuttles continue to increase in ridership carrying 4,400 passengers in February versus 3,600 prior year. Ridership year to date is 26,000 versus 19,000 prior year.

The Convention Center booked 17 future groups representing 4,800 attendees and had an economic impact of \$176,000. The Palace Arts Center booked 15 future groups representing 5,000 attendees with an economic impact of \$134,000. The Concourse booked six future groups representing 530 attendees with an economic impact of \$19,000. Total ridership for the Grapevine Vintage Railroad for the month of February was 2,400 passengers.

The web site had 56,000 unique visitors with over 25,000 reaching through a mobile device. For the calendar year, visitor traffic was up 8% and unique visitor traffic up by 8% as well.

For marketing, there were eight print trade publications, all group related, 120,000 online impressions including CVENT, Association Forum, and Texas Meetings and Events and Plan Your Meeting.com sites. There were 22 print consumer publication insertions and 13 spots on the Penny Gilley show airing on RFD TV. Online advertising had 468,000 impressions including All Across Texas and Red River Family media websites. Public relations print value was more than \$413,000 representing over 3,600,000 circulation impressions and electronic ad value was \$10,000 generating 168,000 audience impressions and with continual impressions was able to reach other markets.

Highlights included KLSA TV – Shreveport regarding Great Wolf Lodge; KDAF – LEGOLAND Star Wars display.

No action taken by the Board

### **OLD BUSINESS**

#### **Shuttle Shelter Up-Date**

Photos were passed depicting the three new shuttle shelter structures recently installed. Additional signage is ordered and will be installed upon receipt.

No action taken by the Board.

### **NEW BUSINESS**

#### **SummerBlast**

The summer exhibit, "Be the Dinosaur", was introduced to the Board by Mr. McCallum and a video shown highlighting its features. Discussion was held regarding the exhibit and its potential to attract a large number of visitors. Working in cooperation with Parks and Recreation, the dinosaur tracks discovered along Lake Grapevine will be displayed along with numerous other dinosaur features highlighting areas of interest in Grapevine

Following discussion, a motion to charge a fee of \$4.00 per person (25 months and older) was proposed by Jim Quinn and seconded by Keith Spinden.

Motion prevailed by the following vote: Szymaszek, Quinn, Soinden, Terpening, Blankenship, Meek

Nays: None

### **Summer Fireworks**

Mr. McCallum informed the Board that after research and consideration of projected lake levels and in the interest of public safety, Friday night fireworks will not be conducted this summer. Ongoing evaluations will be made into the feasibility of a fireworks display on the Fourth of July and if not, possibly Labor Day. It is anticipated Summer Fireworks will resume in 2017.

### **April Board Meeting Date**

Board members were reminded by Mr. McCallum that the April Board meeting date has been changed to Thursday, April 14<sup>th</sup>.

## **HOTELS/ATTRACTIONS ACTIVITIES**

Jack Bateman reported the Dallas Morning News listed Classic Chevrolet as top dealer in the Metroplex selling over 6,500 vehicles. The Dallas Morning News also reported on the Grapevine Police Department's new initiative, Police-Assisted Addiction and Recovery Initiative (PAARI) to curb drug abuse. Gaylord-Texan was rated number Five in the CVent database; based on number of e-RFP's they received from CVent for 2015.

Michaels Frame Shop has moved to a 270,000 square foot office and distribution space at Trade Center IV at International Commerce Park. It will bring 200-300 employees to the City when construction is completed in May.

### **Economic Impact Numbers**

Mr. McCallum reported that Longwood International, a premier research institute for the tourism industry, has been engaged and new economic impact numbers adapted for the City. The process will take approximately two weeks for systems uploading but adjustments in calculation figures will be included in the March informational packet.

**ADJOURNMENT**

Next meeting to be held April 14<sup>th</sup>. There being no further business to come before the Board, a motion by Mark Terpening and seconded by Cynthia Blankenship to adjourn the meeting at 9:10 a.m. prevailed by the following vote:

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

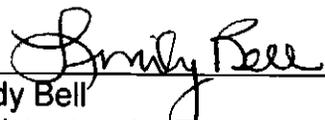
Nays: None

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 APRIL, 2016.

APPROVED:

  
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Mark Terpening  
Board Member

ATTEST:

  
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Lindy Bell  
Assistant to the Executive Director