

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, April 14, 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:

Keith Spinden	Board Member
Mark Terpening	Board Member
Cynthia Blankenship	Board Member
Dan Weinberger	Board Member
Iain Scouller	Board Member
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
Janet Perkins	Heritage Foundation Liaison
Steve Haley	Chamber of Commerce 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

Guests in attendance Martha Neibling and Gary Walker, members of the Gaylord Texan Resort and Conference Center marketing team.

Absent:	Joe Szymaszek	Chairman
	Jim Quinn	Board Member

CALL TO ORDER

Acting Chair Mark Terpening, called the meeting to order at 8:03 a.m.

INTRODUCTION OF NEW STAFF

Kimberly Foster, new Director of Marketing was introduced to the Board:

APPROVAL OF MINUTES

Motion made by Cynthia Blankenship, seconded by Keith Spinden to approve minutes from the March 24, 2016 meeting prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Janet Perkins gave a report regarding Nash Farm and the new Farm Manager, Cody Jolliff from Enid, Oklahoma's heritage preservation and ALHFAM programs. The 15th Annual Spring into Nash event is scheduled for April 16th. It will feature an orchard dedication in honor of Bobby Flanagan and his years of volunteer service as Nash Farm Curatorial Farmer. Thank you's were extended to sponsors for this year's event. Recognition of donors will be displayed at the event and on the Activities map listed in the Foundation's newsletter.

Nash Farm

Saturday, April 16th, is the 15th Annual Spring into Nash event. Farmhouse on the Grape Vine Prairie is scheduled for Saturday, April 23rd with a \$3.00 admission; First Friday Spinning and Weaving is Friday, May 6th with a \$3.00 admission; "Preserving the Present" Canning Workshop will be held May 14th. Class limit of 15 registrants with a \$20 per person fee.

The Palace Arts Center

"Willy Wonka and the Chocolate Factory", will be shown Friday, April 15th and "Die Hard" will be shown Saturday April 16th. Upcoming live entertainment scheduled for the Palace Arts Center includes "A Closer Walk with Patsy Cline" April 22nd-24th and Johnnie High's Country Music Revue Reunion Show scheduled for Saturday, April 30th.

Chamber of Commerce

Steve Haley reported that the Chamber's April 2nd Job Fair hosted over 70 participating companies and over 600 applicants. Approximately 300 job offers were made. The next Job Fair will be held in the fall. Dr. Robert Ryan will be the speaker at the April 21st Chamber Membership Luncheon. He will speak regarding the resolution for the May 7th Bond election for the school district. Chamber members are preparing for Main Street Fest by scheduling volunteers to work during the weekend.

SALES & MARKETING REPORT

Mr. Bateman reported the convention sales team had 94 leads with 136,000 potential room nights and a potential economic impact of \$50,000,000. They assisted with 20 definite group meetings representing 16,000 room nights and a potential economic impact of \$10,000,000.

The team had ten site inspections.

The team had 13 sales appointments and participated in two tradeshow. Participated in Conference Direct in San Antonio with 125 meeting executives in attendance resulting in three RFP's

Leisure sales generated five new leads representing 45 room nights and an economic impact of \$35,000. The team had 36 sales appointments.

International sales team hosted the Active America China Fam in conjunction with the Fort Worth CVB. 31 tour operators representing various models of Chinese travel business, leisure, youth and Government participated. Hosted 180 Chinese tour operators and suppliers who took the train from the Stockyards to Grapevine for a tour of downtown and a Neiman Marcus' Last Call private shopping event at Grapevine Mills. Train catering was provided by Meat You Anywhere.

The team also attended ITB Berlin in conjunction with Texas Tourism. The five-day mission included three days of one-on-one meetings and two days for consumers for a total of 52 appointments. Texas was represented by Grapevine, Austin, Dallas, Fort Worth, Houston and Fredericksburg, as well as Texas Holiday Travel and Texas Tourism.

Sister City - Accommodations have been made for host families for culinary students from West Lothian coming in May. Preparations are continuing for Grapevine-Colleyville students who will be visiting Krems and West Lothian in June. The annual Sister City reception was held with 61 attendees from all three sister city committees. The quarterly tourism meeting was held at Wine Fusion inviting hotels and businesses for up-dates on coming events. 14 were in attendance.

Destination Services distributed over 85,000 brochures in March and welcomed 16,000 guests to the Visitor Information Center, Settlement to City and the Depot.

Destination Services assisted 12 groups representing over 13,000 attendees with information and registration assistance and a potential economic impact of \$10,000,000. Visitor shuttles ridership had 4,700 passengers in March versus 5,600 prior year. Decrease due in part to Easter weekend in March. Ridership year to date is 31,000 versus 25,000 prior year.

The Convention Center booked 12 future groups representing 5,800 attendees and had an economic impact of \$200,000. The Palace Arts Center booked eight future groups representing 1,800 attendees with an economic impact of \$66,000. The Concourse booked eight future groups representing 1,100 attendees with an economic impact of \$43,000. Total ridership for the Grapevine Vintage Railroad for the month of February was 6,800 passengers.

The web site had 88,000 unique visitors with over 42,000 reaching through a mobile device. For the calendar year, visitor traffic was up 9% and unique visitor traffic up by 8%.

For marketing, there were ten 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 25 print consumer publication insertions and 13 spots on the Penny Gilley show airing on RFD TV. Online advertising had 483,000 impressions including All Across Texas and Red River Family media websites. Public relations print value was more than \$754,000 representing over 6,000,000 circulation impressions and electronic ad value was \$10,000 generating 40,000 audience impressions and with continual impressions was able to reach other markets.

No action taken by the Board

OLD BUSINESS

Saint Patrick's Day Mission

The annual Saint Patrick's Day mission to New York City was held March 16th-18th involving meeting planners and media. A luncheon was held March 17th at the 21 Club with eight prospects and clients attending. An evening reception was held at the 21 Club with 43 in attendance. An increased number of media contacts was made and select prospective sites visited for the 30th annual mission in 2018.

No action taken by the Board.

A wrap up report was made by Mr. McCallum regarding the Legends of Grapevine Tourism and Hospitality award. A note of thanks from Paula Wilbanks was read to the Board by Mr. McCallum. A thank you was extended to Cynthia Blankenship and Sharron Spencer for their time in development of the award.

No action taken by the Board.

NEW BUSINESS

Grants-In-Aid Request

A Grants-In-Aid Request was received from The Tarrant Area Guild of Storytellers for the amount of \$1,250. Events provided by the Storytellers to Nash Farm include: Tales at Twilight, Spring into Nash, Bewitched by the Barn and Nash Fall Round Up.

Following discussion, a motion was made by Dan Weinberger and seconded by Cynthia Blankenship to approve the \$1,250 amount.

Motion prevailed by the following vote: Spinden, Terpening, Blankenship, Meek, Scouller and Weinberger

Nays: None

Main Street Fest

Mr. McCallum informed the Board that craft brew and pairing dinners are starting April 15th at Hilton DFW Lakes. A total of 11 pre-events will be held including locations in Denton and McKinney for further reach. 36 breweries from 15 states will feature 75 craft beers. The 500-year anniversary of the Beer Purity Act will be recognized by attendance of Duke Wilhelm IV from Ingolstadt. The Director of Ingolstadt CVB will also attend Main Street Fest accompanying Duke Wilhelm. Numerous Main Street Fest features and attractions are scheduled. Over 101 total vendors will participate including artisan, marketplace and food vendors with 18% being first-time participants.

No action taken by the Board

HOTELS/ATTRACTIONS ACTIVITES

Jack Bateman reported the Waffle House has closed. Hole in the Wall vintage décor store is now open next to Dr. Sue's Chocolate. The building Grapevine Main and Main owned by West Wood and directly across from CVB offices is under new management. Meeting space for up to 100 banquet style will be available for rent and with anticipation of employing 190. Grapevine Mills announced upcoming retail additions of Robert Wayne Footwear, Helzberg Diamonds and Sleep Number.

Japan Airlines chairman anticipates large growth in travel to North Texas and may begin service with larger aircraft and more First Class service opportunities to DFW. Grapevine and Farmers markets both re-opened April 7th. Closet Treasures on Main is now called Cowgirl Swag and is no longer a consignment store.

No action taken by the Board.

Martha Neibling and Gary Walker of the Gaylord Texas Resort and Convention Center marketing team presented an overview of the upcoming Alice in Wonderland summer event sponsored by Pepsi. The Paradise Springs expansion was mentioned with a planned May ribbon cutting.

ADJOURNMENT

Next meeting to be held May 19th. 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 9:21 a.m. prevailed by the following vote:

Ayes: Terpening, Blankenship, Spinden, Meek, Scouler, Weinberger

Nays: None

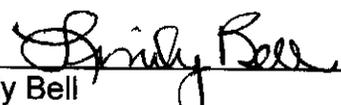
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS 19th DAY OF MAY, 2016.

APPROVED:



Mark Terpening
Board Member

ATTEST:



Lindy Bell
Assistant to the Executive Director