

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, May 19, 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

Guest in attendance was Tom Egan 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 8:10 a.m.

APPROVAL OF MINUTES

Motion was made by Dan Weinberger, seconded by Keith Spinden to approve minutes from the April 14, 2016 meeting. Motion prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Janet Perkins reported that May is National Preservation month. In recognition of that fact, the Grapevine Heritage Foundation presented Preservation Advocacy Awards at the May 3rd City Council meeting. 2016 award recipients are:

Advocacy Award - Judy Daniel
Preservation/Conservation Award - Justin Gilmore
Restoration Award - Jonathan Chance
Rehabilitation Project Award - Reverend Redmon, Love Chapel
Sharing the Vision Award - Russell Kidd, Love Chapel
Grapevine Township Award - Neal Cooper, Copper Street Homes

Nominations may be made throughout the year on the Grapevine Convention and Visitors Bureau website under Grapevine Heritage Foundation/Preservation Advocacy Awards.

Nash Farm

Frugal Farm Wife will be Friday, May 20th, from 10:00 a.m. until noon with a \$3 admission. Tales at Twilight will be Saturday, May 28th, from 7:00 to 9:00 p.m. with no fee. The program will be presented by the Tarrant Area Guild of Storytellers. First Friday Farm Crops is scheduled for Friday, June 3rd, from 10:00 a.m. until noon with a \$3 fee.

The Palace Arts Center

"Indiana Jones and Temple of Doom" will be shown Friday, May 27th, for \$6. Upcoming live entertainment scheduled for the Palace Arts Center during Main Street Fest includes ICON preliminaries May 20th and 21st. Finals will be Sunday, May 22nd on the festival Main Stage. SOUND-CRASH-WAVE, a tap dance expression will perform Sunday, May 29th at 6:00 p.m. with admission of \$20

Chamber of Commerce

Steve Haley reported that the Chamber's monthly membership luncheon would feature graduation of the 2015/2016 leadership class. Chamber volunteers have signed up and are scheduled to work Main Street Fest weekend. Steve reported this would be his last meeting with his upcoming move to Denver. Best wishes and appreciation for service were extended on behalf of the Board to Steve and his wife, Maggie, for their years of work with the Chamber.

SALES & MARKETING REPORT

Mr. Bateman reported the convention sales team had 90 sales leads with 114,000 potential room nights and a potential economic impact of \$53,000,000. They assisted with 24 definite group meetings representing 34,000 room nights and a potential economic impact of \$22,000,000.

The team had eight site inspections.

The team had 11 sales appointments and participated in one tradeshow. Participated in ASAE Springtime Expo to Washington, D.C. Area Association Meeting Planners for future potential group/citywide business. Partnered with three Stakeholders, Grand Hyatt DFW, Hilton DFW Lakes and Courtyard Place by Marriott. Mission was an overall success networking with multiple contacts.

The convention Sales team hosted a New Vintage fam with 15 clients and their guests.

Leisure sales generated eight new leads representing 170 room nights and an economic impact of \$118,000. The team had 29 sales appointments.

International sales team hosted a New Vintage fam with attendees from Singapore Airlines, Japan Airlines and Emirates Airlines. A Brazil fam was hosted with ten attendees including American Airlines and Texas Tourism representatives along with several travel agencies from Brazil. A Mexico fam was hosted with ten attendees from various travel agencies and airlines representing businesses in Mexico. The China Outbound Travel and Tourism Market (COTTM) trade show was attended, the largest trade show in the northern regions of China-Beijing. It was a four-day sales mission which included three days of one-on-one meetings and one day for consumers. Texas was represented by Grapevine, Houston, Tax Free Shopping, AA and Texas Tourism.

Sister City worked with Grapevine/Colleyville ISD students to create green grape pie for Grapevine which was featured at the Texas Travel Counselors meeting in San Marcos.

Destination Services distributed over 190,000 brochures regarding Main Street Fest.

Destination Services assisted 10 groups representing over 13,000 attendees with information and registration assistance and a potential economic impact of \$9,000,000. Shuttle ridership year to date is 25% higher than this time in 2015.

The Convention Center booked 18 future groups representing 3,500 attendees and had an economic impact of \$128,000. The Palace Arts Center booked 18 future groups representing 1,300 attendees with an economic impact of \$47,000. The Concourse booked five future groups representing 830 attendees with an economic impact of \$29,000. Total ridership for the Grapevine Vintage Railroad for the month of April was 31,700 passengers. Day Out with Thomas was a key driver.

The web site had 82,000 unique visitors with over 31,000 reaching through a mobile device.

For marketing, there were seven print trade publications, all group related, There were 31 print consumer publications including the Fort Worth Star Telegram, Red River Family, DFW Child and Texas Events Calendar. Online advertising had 172,000 impressions including All Across Texas, Red River Family and Trip Advisor media websites. Public relations print value was more than \$756,000 representing over 5,000,000 circulation impressions and electronic ad value was \$61,000 generating 185,000 audience impressions and with continual impressions, was able to reach other markets. Highlights included KTVT-TV CBS-11 airing Blessing of the Vines and KXAS-TV NBC-5 airing news regarding Grapevine Mills.

No action taken by the Board

OLD BUSINESS

32nd Annual Main Street Fest

Main Street Fest will feature the craft brew experience. Record crowds and good weather are anticipated. Over 60 sponsors are participating in the festival. Mr. McCallum listed Bank of the West, Ben E. Keith, Gaylord Texan Resort & Convention Center, Southern Journeys, GEICO Tour, Big Bite Tour (nfuse 360) and DFW Audi as major sponsors. Duke Wilhelm IV from Ingolstadt, Germany will be appearing at the festival after making numerous TV and radio appearances during the week leading up to the festival event. A joint effort is in process with Ingolstadt, as Audi world headquarters, to promote the connection between DFW Audi and Ingolstadt. Additional information was shared regarding the festival including media promotions, research used to reach the appropriate audiences and entertainers scheduled for the event.

No action taken by the Board.

NEW BUSINESS

Grants-In-Aid Request

A Grants-In-Aid Request in the amount of \$20,000 was received from the Oh Look Performing Arts Center. The Performing Arts Center works primarily to coach children and youth in theater performance. They anticipate having a professional actress for the 2016 summer season. Students performed for over 3,200 patrons in past months.

Following discussion, a motion was made by Keith Spinden and seconded by Cynthia Blankenship to approve a grant in the amount of \$17,500.

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

Nays: None

GrapeFest

Mr. McCallum informed the Board that for the 30th Annual GrapeFest, featured wine will be from the Barossa Valley of Southern Australia. An Australian winemaker will be the special guest during GrapeFest to promote Australian wines and the festival. Domestic wines from central coastal wine region in California will also be featured.

No action taken by the Board

HOTELS/ATTRACTIONS ACTIVITES

Jack Bateman reported that Gary Levine will start as the new manager at the Hilton June 27th. For the second consecutive month, the Gaylord Texan Resort and Convention Center was the top-earning venue in North Texas for alcohol sales. Round One in Grapevine Mills is holding an open-VIP event this date. Cultural Catch, formerly Roscoe's, is open with a varying menu with live entertainment on the weekends. Game Stop is to launch a publishing division, Game Trust, with four developers on board which will distribute and market video games. An article ran in the April 23rd *Dallas Morning News* regarding the beer purity act which is being featured during Main Street Fest. Marts Petcare, partnership with Greatergood.org Rescue Rebuild provided several hundred volunteer hours and material to rebuild the Grapevine animal shelter while attending a convention at the Gaylord Texan Resort. Donation value was in the six figure area.

No action taken by the Board.

ADJOURNMENT

Next meeting to be held June 16th. There being no further business to come before the Board, a motion by Cynthia Blankenship and seconded by Dan Weinberger to adjourn the meeting at 9:06 a.m. prevailed by the following vote:

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

Nays: None

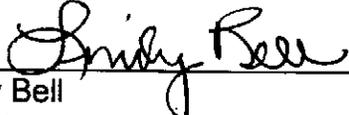
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
19th DAY OF MAY, 2016.

APPROVED:



Mark Terpening
Board Member

ATTEST:



Lindy Bell
Assistant to the Executive Director