

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, June 16, 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	Board Member
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
Theresa Mason	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

Absent: Jim Quinn Board Member

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion was made by Cynthia Blankenship, seconded by Dan Weinberger to approve minutes from the May 19, 2016 meeting. Motion prevailed by the following vote:

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

Nays: None

INTRODUCTION OF NEW STAFF

Mr. McCallum introduced two new staff members, JoLynn Green, a promotion to Accountant II, and Robbie Hoy newly hired as Communications Coordinator.

LIAISON UPDATES

Heritage Foundation Activities

Janet Perkins reported that the Grapevine Heritage Foundation is concentrating on new projects with Nash Farm.

Nash Farm

Farm Manager Cody Jolliff is attending *Association of Living History Farm & Agriculture Museums (ALHFAM)* conference in Baton Rouge, Louisiana the week of June 13th. Focus is on 19th century agriculture and historic site practices.

At the Farm, staff are working with an abundant crop of garden produce and welcoming an increase in number of visitors. The farmhouse will be open on Thursdays and Fridays during the summer months. Livestock is doing well with new chicks arriving last week. At May's canning workshop, participants made stewed tomatoes, strawberry preserves and pickled carrots. The Frugal Farm wife program is to be held June 17th with a \$3 per person fee

The Palace Arts Center

The movie, "Jumanji", will be shown Friday, June 17th, for \$6. "Ghostbusters" will be shown Saturday, June 18th. Upcoming live entertainment scheduled includes "The Lion of Texas – A Conversation with Sam Houston"; two performances on Friday, June 24th. "The Hillbilly Kat – Young Elvis and Beyond" will be performing Saturday, June 25th.

Chamber of Commerce

Theresa Mason, new Chamber liaison to the Board, reported a successful volunteer effort for Main Street Fest. Upcoming events include "Uncorked Music on the Vines" scheduled for July 11th, a program put on by the Chamber's Women's Division. Proceeds will benefit senior citizens at Christmas and provide school supplies for GSICS under-privileged children. A Casino Night is scheduled for August 27th at Austin Ranch with proceeds going to maintenance of the Chamber's office location.

SALES & MARKETING REPORT

Mr. Bateman reported the convention sales team had 95 sales leads with 91,000 potential room nights and a potential economic impact of \$45,000,000. They assisted with 13 definite group meetings representing 3,200 room nights and a potential economic impact of \$1,900,000.

The team had 16 site inspections as well as hosted the annual Main Street FAM consisting of seven (7) meeting planners from around the United States. FAM went extremely well with comments from participants noting the strong participation of City officials.

Leisure sales generated ten new leads representing 1,900 room nights and an economic impact of \$940,000. The team had 22 sales appointments.

International sales team hosted a Mexico sales mission generating 30 one-on-one meetings with tour operators. Tamer Attia hosted a breakfast meeting making a presentation to over 200 travel agencies. A dinner for over 65 media representatives was also hosted. An on-site inspection at the Hilton was conducted for the annual Japanese American Association.

A FAM was conducted during Main Street Fest for two tour operators and a media representative from Mexico.

Sister City finalized the itinerary for the GCISD group traveling to Krems in June. Culinary students from West Lothian were hosted for several weeks ending in mid-June.

Destination Services distributed over 111,000 brochures.

Destination Services assisted eight groups representing over 8,000 attendees with information and registration assistance and a potential economic impact of \$7,000,000. Shuttle ridership year to date is 21% higher than at this same time in 2015.

The Convention Center booked 18 future groups representing 4,600 attendees and had an economic impact of \$167,000. The Palace Arts Center booked 3 future groups representing 300 attendees with an economic impact of \$13,000. The Concourse booked 11 future groups representing 3,200 attendees with an economic impact of \$115,000. Total ridership for the Grapevine Vintage Railroad for the month of April was 3,600 passengers.

The web site had 125,000 unique visitors with over 35,000 reaching through a mobile device.

For marketing, there were eight print trade publications, all group related. There were 44 print consumer publications such as Dallas Morning News, Fort Worth Star Telegram and Texas Monthly, with information on SummerBlast included. Public relations print value was more than \$876,000 representing over 5,000,000 circulation impressions and electronic ad value was \$141,000 generating 2,500,000 audience impressions. Highlights included KDFW-FOX TV, KTVT CBS-6. KXAS NBC News and WFAA ABC News Up-date. All regarding Main Street Fest.

No action taken by the Board

OLD BUSINESS

A report on Main Street Fest was given by Mr. McCallum. Mr. McCallum recognized and thanked Chairs Mark and Melva Stanfield. Cynthia Blankenship and presenting sponsor Bank of the West were recognized and thanked for their contributions to the festival's success. The attendance and participation of Duke Wilhelm IV along with emphasis of the Beer Purity Act and Delta Air Lines sweepstakes were also significant factors. The Festival's emphasis this year transitioned more heavily to craft brew. Utilization of Duke Wilhelm through the media was an added recognition factor

The marketing team utilized a full and early marketing penetration to all media outlets resulting in a significant increase in attendance, marking an attendance record. Multiple media sources were utilized including TV, radio, newspaper, testimonial advertising and social and digital media. A Power Point presentation was made by Mr. Bateman with images from the various media appearances.

Mr. McCallum reported Ingolstadt, Germany was pleased with the exposure they received as a result of Duke Wilhelm's participation in festival marketing and media appearances. It is hoped to work closely with them, as world headquarters of Audi, with for local Audi sponsorship results. Mr. McCallum reported Audi received 120 leads as a direct result of sponsorship exposure at the festival.

Confirmed results from multiple FAM's during the festival included 4,300 room nights with EI of \$1,000,000 and leads of 4,500 rooms also for \$1,000,000 EI. Business feedback was very positive and civic groups and organizations benefited as a result of the festival.

No action taken by the Board.

SummerBlast Up-Date

Media coverage has started via TV and radio spots and will run through June 27th. Live remotes are planned with large FM radio stations. "Billy the Kid" radio personality rode the Grapevine Vintage Railroad and has written a blog about the ride resulting in additional media exposure. Be the Dinosaur is seeing great results averaging 100 visitors a day. Over 40 City merchants are participating in the dinosaur experience with special promotions and have received dino tracks and decals for their businesses. The Grapevine Vintage Railroad's TRex Express will be selling tickets on the train for the "Be the Dinosaur" exhibit.

Travel Media Showcase

As the first ever Texas host site, Grapevine will be welcoming over 175 travel writers and destination representatives to the Gaylord Texan August 16th-19th. This internationally-recognized travel media convention brings travel professionals together from across North America and beyond. Attendees also have opportunity to make side trips to various other Texas locations. Further information will be coming to City Council and Board members regarding events.

No action taken by the Board.

NEW BUSINESS

2016/2017 Board Meeting Schedule

A proposed meeting schedule for the upcoming fiscal year was distributed to Board members by Mr. McCallum with the request to check dates against their personal calendars; notify Lindy Bell of conflicts prior to the July meeting.

No action taken by the Board

HOTELS/ATTRACTIONS ACTIVITIES

Jack Bateman reported that Round One has opened at Grapevine Mills. The Blue Goose (former Salt Water Willy's) has begun to hire with a July 4th opening targeted. Weinberger's Deli has been listed in the top 12 sandwich shops in Texas by "In your State" blog site. Great Scott's Eatery will be opening soon. "Be the Dinosaur" opened June 3rd averaging around 100 guests per day.

No action taken by the Board.

ADJOURNMENT

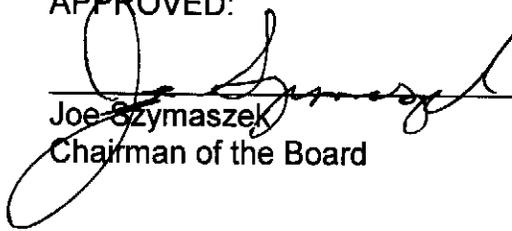
Next meeting to be held July 21st. There being no further business to come before the Board, a motion by Mark Terpening and seconded by Dan Weinberger to adjourn the meeting at 9:15 a.m. prevailed by the following vote:

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

Nays: None

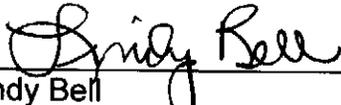
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
21st DAY OF JULY, 2016.

APPROVED:



Joe Szymaszek
Chairman of the Board

ATTEST:



Lindy Bell
Assistant to the Executive Director