

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, July 21, 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 - Chair
Keith Spinden	Board Member
Mark Terpening	Board Member
Jim Quinn	Board Member
Dan Weinberger	Board Member
Iain Scouller	Board Member

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

Sharron Spencer	Council Liaison
Pat Stinson	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:	Cynthia Blankenship	Board Member
	Debi Meek	Alternate Board Member
	Theresa Mason	Chamber of Commerce Liaison

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion was made by Dan Weinberger, seconded by Mark Terpening to approve minutes from the June 16, 2016 meeting. Motion prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Pat Stinson reported that the Grapevine Heritage Foundation currently has 191 members on the roll and recently renewed 23 memberships. Discussion was held at the July 20th meeting regarding the funding of scholarships for high school seniors.

Nash Farm

Nash Farm has been welcoming numerous schools from across the area for tours and discussion sessions on life on the Grape Vine prairie. Turkeys are being added to the livestock and a barn dance is scheduled for October. A reminder was given regarding commemorative bricks available to support the Heritage Foundation.

The Palace Arts Center

"The Princess Bride" movie will be shown Friday, July 30th, for \$6. "Grease" will be shown Friday, August 5th. Upcoming live entertainment scheduled includes "The Dance Place presents: Old Time Rock & Roll" on Saturday, July 23rd.

Chamber of Commerce

Joe Szymaszek reminded the Board of the upcoming casino night scheduled for August 27th at Austin Ranch. Proceeds will go to maintenance of the Chamber's office location.

SALES & MARKETING REPORT

Mr. Bateman reported the convention sales team had 71 sales leads with 52,000 potential room nights and a potential economic impact of \$25,000,000. They assisted with 26 definite group meetings representing 24,000 room nights and a potential economic impact of \$12,000,000. The team had 16 site inspections.

Leisure sales generated nine new leads representing 380 room nights and an economic impact of \$118,000. The team had 41 sales appointments. The team produced six definite bookings representing 226 room nights with a potential economic impact of \$85,000

Destination Services distributed over 133,000 brochures and welcomed over 20,000 guests to the Visitor Information Center, Settlement to City and Depot. "Be the Dinosaur" exhibit is doing well and keeping pace with attendance at last year's Wizard of Oz exhibit.

Destination Services assisted five groups representing over 6,500 attendees with information and a potential economic impact of \$6,000,000. Shuttle ridership year to date is 17% higher than at this same time in 2015.

The Convention Center booked 13 future groups representing 4,600 attendees and had an economic impact of \$166,000. The Palace Arts Center booked 24 future groups representing 5,500 attendees with an economic impact of \$200,000. The Concourse booked 8 future groups representing 1,100 attendees with an economic impact of \$40,000. Total ridership for the Grapevine Vintage Railroad for the month of April was 5,000 passengers.

The web site had 83,000 unique visitors with over 35,000 reaching the site through a mobile device.

For marketing, there were eight print trade publications, all group related. There were 46 print consumer publications such as Texas Monthly, Fort Worth Star Telegram, DFW Child and Texas Events Calendar. On-line advertising had a spend of \$143,000 with over 2,500,000 impressions. TV/Radio had 311 spots including NBC, FOX for TV and KDMX, KLTY and KLUV for radio. Public relations print value was more than \$298,000 representing over 3,700,000 circulation impressions and electronic ad value was \$159,000 generating 750,000 audience impressions. WFAA covered Summerblast with an audience of 130,000.

The Christmas in July ticket sales were discussed. Tickets went on sale July 12th and year to date over 5,400 tickets have been sold for various CCOT attractions versus 900 tickets sold at the same time the previous year.

No action taken by the Board

OLD BUSINESS

The proposed 2016-2017 Board meeting schedule was presented for approval. Motion to approve the schedule was made by Keith Spinden and seconded by Jim Quinn. Motion prevailed by the following vote:

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

Nays: None

TEX RAIL Up-Date

Mr. McCallum provided a status report on the upcoming TEX RAIL. Groundbreaking ceremonies will take place on Wednesday, August 24th, with the Grapevine Vintage Railroad providing equipment for transportation of dignitaries and officials between locations. Grapevine construction is scheduled to begin immediately after GrapeFest 2016 with anticipated completion late 2018.

No action taken by the Board.

NEW BUSINESS

Marketing Committee

Chairman Joe Szymaszek appointed Board Member Jim Quinn as Chair of the Marketing Committee. Board Members Iain Scouler and Debi Meek were appointed to serve on the Committee. Mr. Quinn will be meeting with the committee soon.

No action taken by the Board

Sister City Up-Date

Mr. McCallum reported West Lothian will be sending a delegation of 14 to GrapeFest. The delegation will consist of student golfers as well as adults in City and school leadership. The Parras delegation will consist of 20-25 and will be commemorating the 20th anniversary of the signing of the Sister City accords. Attendees will include the Mayor, tourism director and Rotarian members. A delegation from Krems has not yet been confirmed.

West Lothian and Parras 7th to 12th grade art students, as well as Grapevine students, are submitting art for an art show to be displayed in the Grand Gallery.

GrapeFest Up-Date

This year will mark the 30th annual GrapeFest. The focus of People's Choice wines will be wineries on the Central Coast of California and the Barossa Valley region of Australia. Stuart Bourne will be the Barossa Valley representative for media appearances prior to GrapeFest.

HOTELS/ATTRACTIONS ACTIVITES

The Blue Goose restaurant, formerly Salt Water Willey's, opened July 12th. Great Scott restaurant has also opened. A nice article on Sea Life Grapevine Aquarium was in *The Courier Journal*. Baja Grill has been renamed to Baha Mex Grill. An article about

Kubota was in *The Dallas Morning News* regarding Japanese companies looking to DFW for relocation. Lone Star Stitching has moved to 129 S. Main, #180. Game Stop was named as 14 of the top 150 companies in the DFW area. Pokemon GO app has increased sales in Game Stop stores by 100% in 462 store locations after installation.

Fieldhouse USA will be opening a new location in Grapevine Mills. It is a basketball and volleyball court facility which will attract sports competitions and tournaments. The Gaylord will have a September 8th groundbreaking ceremony to start construction of the Vineyard Tower with its 300 additional rooms.

John King and Ting Ting Gong of China Read and Accredited were introduced to the Board. The China Ready program prepares businesses for accepting Chinese travelers in the United States and provides a presence in China. The program is being assessed for Grapevine and if approved, would make Grapevine the first in Texas.

No action taken by the Board.

ADJOURNMENT

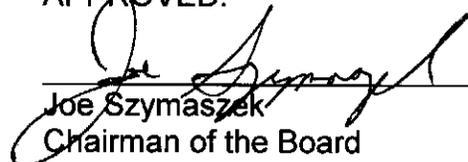
Next meeting to be held August 18th. There being no further business to come before the Board, a motion by Dan Weinberger and seconded by Marwk Terpening to adjourn the meeting at 9:15 a.m. prevailed by the following vote:

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

Nays: None

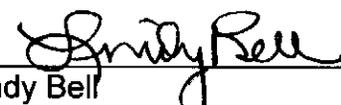
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
18TH DAY OF AUGUST, 2016.

APPROVED:



Joe Szymaszek
Chairman of the Board

ATTEST:



Lindy Bell
Assistant to the Executive Director