

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, August 18, 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
Dan Weinberger	Board Member
Iain Scouller	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
Paul W. McCallum	Executive Director
Jack Bateman	Managing Director, Sales & Marketing
Paula Newman	Managing Director, Administration/Operations
Brady Closson	Director of Sales
Lindy Bell	Assistant to the Executive Director

Absent:	Jim Quinn	Board Member
	Theresa Mason	Chamber of Commerce Liaison
	Pat Stinson	Heritage Foundation Liaison

CALL TO ORDER

Chair Joe Szymaszek called the meeting to order at 8:03 a.m.

APPROVAL OF MINUTES

Motion was made by Dan Weinberger, seconded by Mark Terpening to approve minutes from the July 21, 2016 meeting. Motion prevailed by the following vote:

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

Nays: None

OATH OF OFFICE

Staff assistant Laura Simmons successfully administered the oath of office to four returning Board members: Cynthia Blankenship, Mark Terpening, Debi Meek and Joe Szymaszek.

LIAISON UPDATES

Heritage Foundation Activities

Reporting on behalf of Heritage Foundation Liaison, Pat Stinson, PW reported that the Grapevine Heritage Foundation will welcome a new member joining the Board, Becky Hummer.

Nash Farm

Nash Farm program, *The Frugal Farm Wife* will be conducted Friday, August 19th, between 10 a.m. and 2 p.m. Employees dressed in period appropriate clothing will interpret daily and seasonal chores on the prairie. The Fall Round-Up is scheduled for October 15th and the Candlelight Tour of Homes is set for November 5th. The 2017 Grapevine Heritage Foundation calendar will be available November 10th.

The Palace Arts Center

"Star Wars V: The Empire Strikes Back" movie will be shown Friday, August 19th, for \$6. "The African Queen" will be shown Friday, August 20th. "Who Framed Roger Rabbit" will be shown Friday, August 26th, and "The Maltese Falcon" will be shown Friday, August 27th.

Chamber of Commerce

Joe Szymaszek reminded the Board of the upcoming "Uncorked – Music on the Vine" evening scheduled for August 19th at The Laurel. Proceeds will benefit Grapevine/ Colleyville ISD. Casino Night is scheduled for August 27th at Austin Ranch. Proceeds benefit Chamber facilities and Entrepreneurial Education programs. The Chamber will conduct a membership drive beginning in September.

SALES & MARKETING REPORT

Mr. Bateman reported the convention sales team had 64 sales leads with 104,000 potential room nights and a potential economic impact of \$64,000,000. They assisted with 13 definite group meetings representing 11,000 room nights and a potential economic impact of \$5,000,000. The team had 12 site inspections and 10 sales appointments.

Leisure sales conducted a sales mission to Brazil South America with Texas Tourism. The mission consisted of two days in Rio, one day in Campinas and three days in Sao Paulo. Rio produced 62 meetings, Campinas produced 68 and Sao Paulo 180. Mission was attended by Texas Tourism, American Airlines, Dallas, Fort Worth and The Woodlands CVB's.

Preparations are underway for Sister City delegate visitors from West Lothian, Scotland and Parras, Mexico. A contingent, led by Naomi Saenz, just returned from Parras after a successful mission.

The Festivals Division attended the Texas Festival and Event trade show in Corpus Christi and accepted 12 marketing awards – nine gold, two silver and one bronze

The Visitor Information Center welcomed over 27,000 guests in July and distributed over 68,000 brochures.

Destination Services assisted nine groups representing over 8,000 attendees with information and a potential economic impact of over \$6,000,000. Shuttle ridership year to date is 13% higher than at this time in 2015. July ridership was over 6,000.

The Convention Center booked 12 future groups representing 1,800 attendees and had an economic impact of \$66,000. The Palace Arts Center booked 21 future groups representing 3,000 attendees with an economic impact of \$110,000. The Concourse booked eight future groups representing 600 attendees with an economic impact of \$21,000. Total ridership for the Grapevine Vintage Railroad for the month of April was 7,500 passengers.

The web site had 100,000 unique visitors with over 44,000 reaching the site through a mobile device.

For marketing, there were nine print trade publications, all group related. There were 41 print consumer publications such as Fort Worth Star Telegram, DFW Child and Texas Events Calendar. On-line advertising had a spend of \$51,000 with over 2,500,000 impressions. TV/Radio had 58 spots including KDMX, KLUV and KJCK for radio. Public relations print value was more than \$461,000 representing over 4,000,000 circulation impressions and electronic ad value was \$74,000 generating 334,000 audience impressions. The Grapevine Fireworks Extravaganza was covered by KXAS with an audience of 145,000.

No action taken by the Board

OLD BUSINESS

GrapeFest

A GrapeFest up-date was provided by Mr. McCallum. New food, artisan and marketplace vendors were mentioned along with Festival entertainers. California Central Coast boutique wineries participating were listed along with Barossa Valley wineries. Stuart Boerne of Australia will be traveling to Grapevine as media

spokesman. Mention was made of the Sister City Art Show and reception to be held immediately following the Mayor's Brunch on Thursday, September 15th. 17 delegates from Parras, Mexico and 14 delegates from West Lothian, Scotland will be attending GrapeFest. GrapeFest advertising will be carried on radio stations KLUV, KHKS, KDMX and KJJK. TV stations include KDFW-FOX, KXAS-NBC and WFAA-ABC. Pre-Festival wine pairings and dinners will be conducted in multiple locations.

Travel Media Showcase

Mr. McCallum reported that enthusiasm is high among visiting journalists participating in Travel Media Showcase. Potential result will be millions of dollars' worth of advertising and public relations in the coming years. CVB Communications and Marketing teams have provided great leadership in organization and implementation of a well-received event. Travel Media officials are reporting the highest amount of social media interactions ever during one of their events.

Connect

Connect Marketplace will be held August 25th – 27th. Approximately 1,100 meeting planners and 1,800 vendors are expected to attend – a record event attendance. Hotels affected include the Gaylord Texan, Hyatt Regency DFW, Hilton DFW Lakes, Embassy Suites DFW Airport North and Great Wolf Lodge. Mention was made of the impact participation of City leadership has on meeting attendees.

No action taken by the Board.

NEW BUSINESS

Stand Rock Hospitality

Mr. McCallum provided an up-date regarding the announcement of Stand Rock Hospitality's building of a 1,020 guest room resort with 190,000 square feet of entertainment space including indoor and outdoor water parks and multiple entertainment venues on property. Building will take place in two phases with completion projected in 2019.

Don Bigbie Nominations

Mr. McCallum reminded the Board of criteria for Don Bigbie award nominees. Submission of proposed names is to be made no later than September 1st to comply with the approved nomination process approved in 2015.

Nash Farm Grant Request

Mr. McCallum presented a request from Nash Farm for multiple projects to be undertaken at the Farm using preservation funds available from Main Street Festival. Grant request totals \$35,000. The proposal prepared by Farm Manager, Cody Joliff, was reviewed and discussed. Motion was made by Cynthia Blankenship and seconded by Keith Spinden to approve the request. The grant request was unanimously approved by the following vote:

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

Nays: None

Palace Marquee & Palace Sign Grant Request

Mr. McCallum presented a request for cleaning, maintenance and refurbishment of the existing neon marquee and Palace signs at the Palace Theater for a total cost of \$7,200. Discussion was held and motion made by Mark Terpening and seconded by Iain Scouller to approve the request. The grant request was approved by the following vote:

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

Nays: None

HOTELS/ATTRACTIONS ACTIVITES

Stand Rock Development's announcement August 2nd of the 1,000 plus room resort received extensive media coverage. Articles in Amusement Business covered Stand Rock Development's announcement as well as the coming of Round 1 to Grapevine Mills. Lil' Shop in the Vine will be closing the end of September. Love and War restaurant lost its lease and is closing. Articles in the Dallas Morning News has covered the collection of HoTax on Airbnb rooms. Grapevine's Historic District has 13 locations.

No action taken by the Board.

ADJOURNMENT

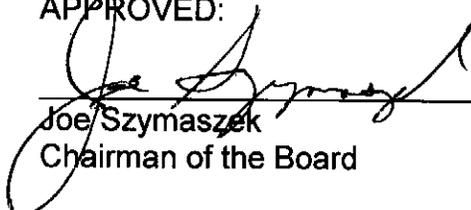
Next meeting to be held September 22nd. There being no further business to come before the Board, a motion by Dan Weinberger and seconded by Mark Terpening to adjourn the meeting at 9:40 a.m. prevailed by the following vote:

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

Nays: None

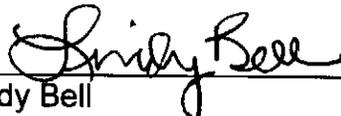
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
22ND DAY OF SEPTEMBER, 2016.

APPROVED:



Joe Szymaszek
Chairman of the Board

ATTEST:



Lindy Bell
Assistant to the Executive Director