

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met on Thursday, September 20, 2012 at 8:00 a.m. at the Grapevine Convention & Visitors Bureau Headquarters, Grapevine, Texas with the following persons in attendance:

|                     |                             |
|---------------------|-----------------------------|
| Paul Slechta        | Chairman                    |
| LuAnn Chapman Gatts | Board Member                |
| John Imaizumi       | Board Member                |
| Lance Marrin        | Board Member                |
| Dennis Roberts      | Board Member                |
| Joe Szymaszek       | Board Member                |
| Dan Weinberger      | Board Member                |
| Sharron Spencer     | Council Liaison             |
| Pat Stinson         | Heritage Foundation Liaison |
| Paul W. McCallum    | Executive Director          |

**Absent:**

|                |                        |
|----------------|------------------------|
| Tom Cherry     | Board Member           |
| Doug Lawson    | Chamber Liaison        |
| Jennifer Hibbs | Assistant City Manager |

### **CALL TO ORDER**

Chairman Slechta called the meeting to order.

### **APPROVAL OF MINUTES**

A motion to approve the minutes from the August 16, 2012 meeting was made by LuAnn Chapman Gatts and seconded by Dan Weinberger. Motion carried.

### **OLD BUSINESS**

#### **Wallis Update**

Mr. McCallum reported that last month he made a presentation in the council workshop of three potential uses for the Wallis Building. The options included retail, which would require minimal modifications; an existing gallery, which would require more modifications; and a museum / gallery by the city, which would require extensive modifications. Council was interested in pursuing the existing gallery option and if not that then the retail option. Staff will attempt to have the building leased in 2013.

#### **Budget Update**

Eloise Koehn reported that the FY 13 Budget was approved by Council on September 11<sup>th</sup>. Revenues are projected at \$19,097,755. This budget has an increase of 2.8 million in expenses. The increases are due to an increase in capital improvement projects, which have been minimal since the FY 09 Budget; an increase in Permanent

**OLD BUSINESS cont.**

**Budget Update cont.**

Capital Maintenance for the 36 buildings and structures the CVB is responsible for; and the plan to put our sales staff back on the road.

**Meeting Calendar**

Chairman Slechta led discussion on the tentative meeting calendar dates for FY 13. After discussion, LuAnn Chapman Gatts made a motion to adopt the calendar as printed; seconded by Joe Szymaszek. Motion carried.

**GrapeFest Report**

Mr. McCallum reported that the Italian Car Fest was September 8<sup>th</sup> with 80 cars and 20 motorcycles on display. The GrapeFest Golf Classic was held on Monday, September 10<sup>th</sup> with 72 golfers. Proceeds from this event benefit the Connect program. Peter Magic won 48 stuffed animals over a two-hour period and donated them to The Family Place. Three networks filmed the event and the story ran in nine other states.

The Convention Sales FAM included nine meeting planners and their guests. There were 78 Sister City delegates from Parras de la Fuente, Mexico and West Lothian, Scotland. The Scottish delegation included two groups of students, a wind ensemble and golfers.

There were 16 teams that participated in the Mayoral Grape Stomp. There were nearly 100 vendors at the festival, of which 17 were new. People's Choice had a record 40 wineries participate with 146 Texas wines.

The attendance for GrapeFest was 262,322, which is the third largest in our history.

**NEW BUSINESS**

**Awards**

Mr. McCallum reported that Grapevine has won the International Festivals & Events Association's World Festival & Event City Award. Tomorrow, a delegation will head to Denver to accept the award at their annual conference. Board member LuAnn Chapman Gatts played a big role in putting together the 89-page application.

J&E Masonry and Architexas submitted our headquarters building for the Golden Trowel Award at the state level. This project won first place.

**SALES AND MARKETING REPORT**

George Kakos reported that during the month of August, Convention Sales produced 33 leads representing 30,647 potential room nights and they assisted with twelve definites representing 2,093 room nights. They conducted four site inspections. Staff hosted a cruise on Lake Grapevine for 42 planners along with twelve of our full service hotel

**SALES AND MARKETING REPORT cont.**

partners. To date staff has received two RFPs. Staff also exhibited at Connect Marketplace in New Orleans where they met with 36 meeting planners. To date there has been one lead produced with 1,222 potential room nights and potential for 18 others with 8,714 room nights. Staff hosted the American Society of Association Executives Golf Outing at the Cowboy's Golf Course Prior to the annual convention. Tourism sales produced six leads representing 178 potential room nights. They assisted with eight definites representing 1,347 room nights. Staff participated in the Fort Worth Home and Garden Show and produced a Christmas Capital of Texas mailing to group travel planners. The Visitor Information Center staff distributed 185,455 brochures and assisted 4,859.

Destination Services provided registration and information assistance to eight groups representing 8,400 delegates. The Grapevine Visitor Shuttle carried 4,141 riders.

The Convention Center had 17 future bookings representing 3,995 attendees and the Palace Arts Center had 22 future bookings with 4,522 attendees. The Concourse had four future bookings with 805 attendees.

There were 83,408 unique visitors to the web site of which 20% used a mobile device to access the website. There were 11 print trade advertising insertions, eight on-line trade insertions, 50 consumer publications insertions, 71 TV / radio advertising insertions and 65 on-line advertising insertions. Public relations generated over \$142,000 in print and over \$43,000 in electronic for a total public relations value of \$185,862.

GVRP ridership for August was 3,291.

**HOTELS / ATTRACTIONS ACTIVITIES**

- Council approved an extension to the Construction Commencement Date in the Convention Development and Marketing Agreement with the Gaylord for a period of six months.
- Ice! opens November 9<sup>th</sup> at the Gaylord.
- H&M has opened at Grapevine Mills in the former Books A Million location.
- Other recent openings include Brandi Rene Designs, Crowned by Grace Boutique, Designer's Rack, For Your Perusal, Giddens Gallery of Fine Art, Gypsy Muse Studio, Jake's Hamburgers, Karma & Juna, Lorenzo's Bassment, Rugs Floors and More, Sugar Shack, The Rusty Rabbit.
- Southlake Council has approved a 175-room hotel with an indoor racetrack and convention center. The racetrack will feature electric cars. The facility is tentatively called Turn 4.

