

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, September 22, 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
Theresa Mason	Chamber of Commerce Liaison
Paul W. McCallum	Executive Director
Paula Newman	Managing Director, Administration/Operations
Brady Closson	Director of Sales
Kimber Foster	Director of Marketing
Lindy Bell	Assistant to the Executive Director

Absent:	Jim Quinn	Board Member
	Pat Stinson	Heritage Foundation Liaison

CALL TO ORDER

Chair Joe Szymaszek called the meeting to order at 8:01 a.m.

APPROVAL OF MINUTES

Motion was made by Dan Weinberger, seconded by Mark Terpening to approve minutes from the August 18, 2016 meeting. Motion prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Paula Newman reported on behalf of Heritage Foundation Liaison, Pat Stinson. The Foundation is currently working on the 2017 *Grapevine Heritage Foundation* calendar which will be ready for distribution at November's *Annual Meeting*. The *Candlelight Tour of Homes* currently has six homes with potential for a seventh. The Tour is November 5th.

Nash Farm

The Nash Farm Barn Dance is scheduled for Friday, October 14th at 6:30 p.m. Tickets are \$20 per person. The *Fall Round-UP!* is scheduled for the next day at the Farm from 10:00 a.m. until 2:00 p.m. held in conjunction with Butterfly Flutterby.

The Palace Arts Center

"3 IDIOTS" movie will be shown Friday, September 23rd. "Dr. Strangelove: or How I Learned to Stop Worrying & Love the Bomb" will be shown Friday, September 24th. Ticket price for both movies is \$6.00 per person.

"Johnny Rogers: Buddy and Beyond with a Splash of Purple" is scheduled for Sunday, September 25th at 3:00 p.m. Tickets range from \$20 to \$30 with \$35 for VIP seating.

Chamber of Commerce

Chamber liaison, Theresa Mason, reported that the Chamber's Casino night was very successful. The Young Professionals group organized within the Chamber is growing through networking meetings and are in the process of planning service oriented projects. A job fair is planned for October 19th.

SALES & MARKETING REPORT

Mr. Closson reported the convention sales team had 75 sales leads with 111,000 potential room nights and a potential economic impact of \$51,000,000. They assisted with 15 definite group meetings representing 35,000 room nights and a potential economic impact of \$19,000,000. The team had 12 site inspections and 45 sales appointments.

Leisure sales conducted a site inspection with Lotsofhotels.com (COO) showcasing Grapevine attractions and assisted with Travel Media Showcase and Connect Marketplace.

Eight delegates participated in a very successful Sister City mission to Parras de la Fuente, Mexico August 7th-11th. Preparations have been made in the ensuing weeks for the arrival of the Sister City delegates from West Lothian, Scotland and Parras de la Fuente, Mexico for GrapeFest. Artwork was received for the Sister City Art exhibit held in the Tower Gallery during GrapeFest.

The Festivals Division supported the TEX Rail groundbreaking event August 24th.

GrapeFest pre-events began August 30th at Mac's on Main featuring wines from Australia's Barossa Valley and a second event at Cross Timbers Winery featured gourmet cheeses from Mozzarella Company.

The Visitor Information Center welcomed over 16,000 guests in August and distributed over 133,000 brochures.

Destination Services assisted nine groups representing over 13,500 attendees with information and a potential economic impact of over \$11,000,000. Shuttle ridership year to date is 6.3% higher than at this time in 2015. August ridership was over 4,000.

The Convention Center booked 14 future groups representing 4,500 attendees and had an economic impact of \$163,000. The Palace Arts Center booked 15 future groups representing 1,900 attendees with an economic impact of \$68,000. The Concourse booked nine future groups representing 1,200 attendees with an economic impact of \$44,000. Total ridership for the Grapevine Vintage Railroad for the month of April was 2,900 passengers.

The web site had 85,000 unique visitors with over 37,000 reaching the site through a mobile device.

For marketing, there were nine print trade publications, all group related. There were 25 print consumer publications such as Fort Worth Star Telegram, DFW Child and Texas Events Calendar. On-line advertising had a spend of \$40,000 with over 6,000,000 impressions on FaceBook, Tripo Advisor and Dallas Morning News.com. TV/Radio had 138 spots including KDMX, KLUV and KJJK for radio. Public relations print value was more than \$502,000 representing over 5,300,000 circulation impressions and electronic ad value was \$352,000 generating 1,800,000 audience impressions. Highlights include Weinberger's Deli on Channel 8 August 2nd, Stand Rock Hospitality covered on all stations August 2nd – 6th. TEX Rail groundbreaking featured on all stations August 24th and Dr. Sue's Chocolates featured August 31st on WFAA TV.

No action taken by the Board

OLD BUSINESS

Don Bigbie Award Nominations

Mr. McCallum reported on several nominations received for this year's Don Bigbie award. After discussion of nominees and award qualifications, it was determined the 2017 award recipient would be John Imaizumi. Motion was made by Mark Terpening, seconded by Cynthia Blankenship to approve the nominee. Motion prevailed by the following vote:

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

Nays: None

Grapevine Vintage Railroad

Mr. McCallum reported that Puffy, the steam engine, is undergoing its 15-year safety inspection by inspectors from the Federal Railroad Administration. Necessary repairs have been identified to bring the steam engine back to optimum running condition. Completion of work is anticipated for the first of March 2017 for Texas Independence Day. Motion was made by Cynthia Blankenship and seconded by Mark Terpening to apportion up to \$250,000 for the needed repairs. Motion prevailed by the following vote:

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

Nays: None

Travel Media Showcase

Leigh Lyons reported on Travel Media Showcase and thanked Board Members for their participation in the event. 14 Media Showcase-related articles have been written and published so far by various travel writers including an impressive article in *The Huffington Post* with a readership of over 38 million. Responding article comments have been very positive.

Alternate Board Member Debi Meek left at this time.

Connect Marketplace

Brady Closson reported on Connect Marketplace stating that 1,074 meeting planners have been confirmed as attending the event. Six RFP's have been received by the CVB as a result of Connect. These RFP's are those sourced through the CVB with others are expected to be sourced directly to Grapevine hotels.

GrapeFest

Kimber Foster provided an overview of the Festival. In spite of extreme heat, the Festival attracted more than 260,000 attendees. Thanks was extended to Board members for their support and participation, especially those who were also sponsors. California Central Coast wineries as well as Australia's Barossa Valley were well received and were well promoted with significant media coverage. Grape Stomp participation had a record 18 teams with prizes given to all participants. An in-depth up-date will be provided at the October Board meeting.

No action taken by the Board.

NEW BUSINESS

Grants In Aid Requests

Two Grants In Aid requests were presented to the Board: A request for \$2,500 from Grapevine High School Ex-Students was considered for the Grapevine High School homecoming parade and a request from End of the Runway Players for \$20,000 was considered by the Board. Funds requested by End of the Runway Theater would be used for publicity, promotion and production costs.

Following a brief discussion by the Board, both requests were approved. Motion was made by Keith Spinden and seconded by Iain Scouller. Motion prevailed by the following vote:

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

Nays: None

HOTELS/ATTRACTIONS ACTIVITIES

Brady Closson announced that eight development permits had been issued for Grapevine Mills merchants for a \$1.6 million dollar reinvestment. Merchants included Legoland Discovery Center, Sea Life Center Aquarium, Carter's and Forever 21. Proposed Marriott Delta Hotel and Hotel Indigo in Southlake have been tabled until the October 20th Southlake City Council meeting.

No action taken by the Board.

ADJOURNMENT

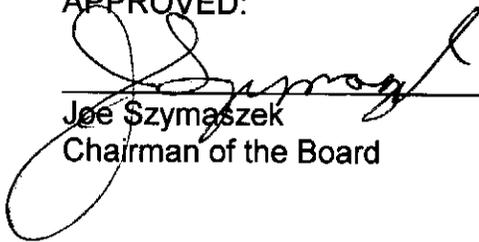
Next meeting to be held October 20th. There being no further business to come before the Board, a motion by Cynthia Blankenship and seconded by Dan Weinberger to adjourn the meeting at 9:14 a.m. prevailed by the following vote:

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

Nays: None

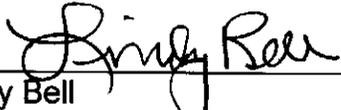
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS 20TH DAY OF OCTOBER, 2016.

APPROVED:



Joe Szymaszek
Chairman of the Board

ATTEST:



Lindy Bell
Assistant to the Executive Director