

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met on Thursday, November 15, 2012 at 8:00 a.m. at the Grapevine Convention & Visitors Bureau Headquarters, Grapevine, Texas with the following persons in attendance:

Paul Slechta	Chairman
Tom Cherry	Board Member
LuAnn Chapman Gatts	Board Member
John Imaizumi	Board Member
Dennis Roberts	Board Member
Joe Szymaszek	Board Member
Dan Weinberger	Board Member
Sharron Spencer	Council Liaison
Jacob Miles	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Michael Woody	Assistant Executive Director
Barry Lewis	Director of Marketing

Absent:

Lance Marrin	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 October 18, 2012 meeting was made by Tom Cherry and seconded by John Imaizumi. Motion carried.

LIAISON UPDATES

Heritage Foundation Activities

Jacob Miles reported that the 6th Annual Candlelight Tour of Homes was last Saturday with 344 participants. The homes represented Grapevine's history from the Homestead Winery's Folk Victorian house built in 1895 to the D. E. Box home built in 1953. The Grapevine Heritage Foundation Board of Directors met yesterday and received a donation from the Italian Car Club.

Restoration continues on the Soil Conservation Office at Nash Farm. The original style wood shingle roof will be installed tomorrow. Fall school tours have begun at the Farm.

LIAISON UPDATES cont.

Chamber of Commerce Activities

Paul Slechta reported that the Chamber's Chili Cook-Off was a big success. Tickets are on sale for the Women's Division Ho Ho Hoe Down. The Chamber is taking nominations for all of the year-end awards.

OLD BUSINESS

Classic Chili Cook-Off

Chairman Slechta reported that two teams represented the CVB; one from the staff and one from the Board. The Board took 1st place in the People's Choice Award. The staff team served up chili from mild to super nuclear. Money raised by the Board went to Grace and the money raised by the staff team went to the Parras Orphanage.

NEW BUSINESS

Texas Wine Tribute

Paul McCallum reported that the Texas Wine Tribute has been a great event over the past 25 years, however over the past 4-6 years the Education Foundation and Grace Gala events have impacted the Tribute. There has also been an impact on the donation process due to TABC regulations. Discussions have been held at the staff level to determine how to continue the Tribute as a successful event. Staff is looking to change the focus from award-winning wines to an award to a particular winery, one that has made outstanding contributions to the Texas Wine Industry. That winery's wine would be served and focus would be on the winery. We would eliminate the chair role and bring the event into the Grand Hall with the Reception downstairs. The Metroport Meals On Wheels would be recipient. It seems appropriate that a gourmet food event should support a cause that provides food to those in need. The event will be moved from the Saturday of GrapeFest to the Saturday a week before GrapeFest and tied to the Italian CarFest.

Discussion followed and the board was 100% behind the change.

Marketing Presentation

Chairman Slechta reported that the second Marketing Committee meeting was held on October 26th. They reviewed the final draft of the 2013 Marketing Plan. Chairman Slechta introduced Barry Lewis, Marketing Director, to make the presentation to the Board.

Barry Lewis distributed copies of the Marketing Plan and reviewed the following topics:

- Mission Statement and Brand Promise
- SWOT Analysis
- Key Events / Projects
- Key Marketing Initiatives
- Convention Sales – Target Markets, Deployment, Sales Initiatives and Sales Marketing Initiatives

NEW BUSINESS cont.

Marketing Presentation cont.

- Leisure Group Sales – Group Target Markets, Consumer Target Markets, Marketing Initiatives
- Consumer Summer and Consumer Christmas Initiatives
- New Website
- Search Engine Marketing Initiatives
- Digital Marketing Initiatives
- Social Media Marketing
- Media Relations Initiatives
- Printed Promotional Sales Material
- Destination Services Initiatives
- Event Facilities Initiatives

SALES AND MARKETING REPORT

October Report

Mr. Woody reported that during the month of October, Convention Sales produced 88 leads representing 70,912 potential room nights; 9 of which are for 2012 and 49 for 2013. They assisted with 22 definites representing 12,666 room nights; three for 2012 and 15 for 2013. They conducted ten site inspections and hosted a Cowboy's FAM for eight attendees. Staff participated in Rejuvenate Marketplace which targets the religious meeting planners. They met with 30 planners and have generated three leads with 9,600 potential room nights and 13 potential leads with 5,295 room nights. Tourism sales assisted with nine leads representing 123 room nights and 492 attendees. They conducted one FAM trip and hosted a West Lothian Education Exchange. 85,091 brochures were distributed and 4,875 guests were assisted at the Visitor Information Center. The Visitor Center staff sold 3,126 various tickets during the month. Destination Services provided registration and information assistance to 11 groups representing 13,325 delegates. Grapevine Shuttle ridership was 4,326.

The Convention Center had 25 future bookings with 8,400 attendees and total sales of \$52,700. The Palace Arts Center had 5 future bookings with 1,080 attendees and total sales of \$30,214. The Concourse had 12 future bookings with 1,739 attendees and total sales of \$19,534.

There were 85,585 unique visitors to the website of which 18% used a mobile device to access it. There were seven convention group ad insertions, 1 leisure print insertion, 71 on-line ad insertions, 54 consumer print publication ad insertions and 30 TV/radio runs. Public relations generated \$86,753 in print, \$20,799 in electronic and \$3,300 in online for a total public relations value of \$110,753.

Grapevine Vintage Railroad has total ridership for Oct. of 2,627. North Pole Express school groups are 40 with 3,248 riders and public ridership to date is 3,752.

SALES & MARKETING REPORT cont.

Christmas Capital of Texas Media Launch

Michael Woody reported the media launch for the Christmas Capital of Texas will take place on Monday, November 19th from 10:30 a.m. to noon at the Torian Cabin and Liberty Park Plaza. Activities will include the arrival of Santa Claus, the pardoning of Tom T. Turkey, the season's first snowfall in the Christmas Capital of Texas, ornament making and a special mini-concert by Bean!

HOTELS / ATTRACTIONS ACTIVITIES

- Gaylord Texan was selected as Top Large Company to work for by the Dallas Morning news – They had previously been selected for the same honor by the Dallas Business Journal
- Big Lots has opened in the Grapevine Towne Center
- Gourmet Apples & More has opened on Northwest Highway next to Care Italia
- Southwest Bank on Pool Road has received their certificate occupancy
- Our Sister City, Linlithgow will host the French Fashion House's Metiers D'Art Fashion show is next month. The show will take place in the West Lothian Castel.

Adjournment

Lu Ann Chapman Gatts made a motion to adjourn seconded by Tom Cherry. Motion carried.

ATTEST: _____

Gloria Kaelin

DATE: _____

12-11-12