

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met on Tuesday, December 11, 2012 at 7:00 p.m. at Sea Life Aquarium, Grapevine, Texas with the following persons in attendance:

Paul Slechta	Chairman
Tom Cherry	Board Member
LuAnn Chapman Gatts	Board Member
Lance Marrin	Board Member
Joe Szymaszek	Board Member
Dan Weinberger	Board Member
Sharron Spencer	Council Liaison
Jennifer Hibbs	Assistant City Manager
Paul W. McCallum	Executive Director
George Kakos	Assistant Executive Director
Michael Woody	Assistant Executive Director

**Absent:**

John Imaizumi	Board Member
Dennis Roberts	Board Member

### **CALL TO ORDER**

Chairman Slechta called the meeting to order.

### **APPROVAL OF MINUTES**

A motion to approve the minutes from the November 15, 2012 meeting was made by Dan Weinberger and seconded by LuAnn Chapman Gatts. Motion carried.

### **OLD BUSINESS**

#### **Year End Review**

Mr. McCallum reported that some of the important events of the previous year included Forest Ranger Pursuit opening at LegoLand, Gaylord coming under the management of Marriott Hotels, the announcement of Grapevine as an IFEA World City and Grapevine Mills announcing a \$40 million plus renovation. This year saw a big media push that generated over \$7 million in media coverage.

Convention Sales staff produced 433 sales leads with over \$200 million in economic impact. They assisted with 125 bookings with approximately \$57 million in economic impact. They hosted approximately 90 fam attendees during New Vintage, Main Street Days and GrapeFest and participated in nine trade shows. Tourism Sales staff produced 54 leads and assisted with 52 definite bookings with over three million dollars

**OLD BUSINESS cont.**  
**Year End Review cont.**

in economic impact. They hosted 114 fam attendees and participated in 18 trade shows.

Staff distributed over 1,106,000 brochures and welcomed 119,000 guests at the Visitor Information Center. Destination Services staff provided assistance to 96 groups with an economic impact of 83 million. The Shuttle carried 56,807 riders who spent over \$6,970,000 in the community.

Main Street Days and GrapeFest welcomed over 400,000 visitors and for all events throughout the year had a combined 1.5 million visitors. Grapevine was selected as a World Festival and Event City by the International Festivals and Events Association.

The Convention Center had over a half million dollars in future bookings; the Palace Arts Center had almost \$300,000 in future bookings and the Concourse had \$90,000 in future bookings.

The Grapevine Vintage Railroad carried 70,000 passengers and with two weekends to go on North Pole Express they are almost 24% ahead of last year in sales.

There were 1,461,841 total unique visitors to the website. The Marketing team produced \$1.930 million in print publicity and \$5.287 million in electronic media.

**Media Report**

Mr. McCallum shared a six-minute video compilation of the 2012 media clips.

**NEW BUSINESS**

**Introduction of Staff**

Mr. McCallum introduced the staff that joined the CVB during this past year. New staff members included, Kristi Brown, Creative Marketing Manager; Amy Stirman, Festival & Events Manager; Brent Villard, TSP III; Leah Wilkerson, Event Coordinator; Michael Woody, Assistant Executive Director; Chris Karpinec, Roundhouse Mechanic.

**Staff Awards**

Mr. McCallum presented Director's Awards to Chris Rose, Jim Lauderdale and Leigh Lyons. The Rookie of the Year award was presented to Kristi Brown. The Joey Wilkins "Can Do" award was presented to Lisa Dalton and the Employee of the Year award went to Megan Matthews and Candace Holden.

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**MAYOR'S REFLECTIONS**

Mayor Tate reflected on the Glockenspiel in the new CVB Headquarters building and its roots that came from Scotland. He thanked the team for such a great year and predicted another great year for 2013.

**ADJOURNMENT**

There being no further business to come before the board, Lu Ann Chapman Gatts made a motion to adjourn seconded by Tom Cherry. Motion carried.

ATTEST: \_\_\_\_\_

*Eloise Kolb*

DATE: \_\_\_\_\_

*1-17-13*