

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, October 17, 2019 at 8:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

Joe Szymaszek	Board Chair
Mark Terpening	Board Vice Chair
Sharron Rogers	Council Liaison
Cynthia Blankenship	Board Member
Debi Meek	Board Member
Dan Weinberger	Board Member

Constituting a quorum, with the following liaisons and staff members present:

Becky Hummer	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Brady Closson	Deputy Executive Director
Lindy Bell	Assistant to the Executive Director

Absent:	Iain Scouler– Board Member
	Chuck Pacioni-Board Member
	Steve Brown-Chamber of Commerce Liaison

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 8:02 a.m.

BOARD RESIGNATION/NEW EMPLOYEE INTRODUCTIONS

Board Chair Szymaszek informed the Board of Keith Spinden's, resignation due to his job relocation to Austin. Mr. Szymaszek relayed Mr. Spinden's appreciation and thanks for opportunity to serve on the Convention and Visitors Bureau Board.

Mr. McCallum introduced two new employees. Danielle Anderson, Destination Services Manager, and Elec Winner, Manager of the Palace Arts Center and Markets.

APPROVAL OF MINUTES

Motion by Mark Terpening, seconded by Debi Meek approved the minutes from the September 19, 2019 meeting and prevailed by the following vote:

Ayes: Szymaszek, Terpening, Meek, Weinberger and Blankenship

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Heritage Foundation Liaison Becky Hummer reported that representatives, including Heritage Foundation Chair and Vice Chair, two City Council members, Historic Preservation Chairman, one commissioner and two Convention and Visitor Bureau staff members, attended the National Trust Conference in Denver. Participants attended sessions and programs on historic preservation. The Calendar Committee continues its work on the 2020 Heritage Foundation calendar which should be available the first week of November.

Nash Farm

Ms. Hummer reported that Nash Farm's October First Friday, *Cowboy Cooking*, had strong attendance with 130 participants. The annual Nash Farm Barn Dance is scheduled for Friday, October 18. It will feature a live caller, chicken dinner and pie auction. Only a few tickets remain. The Fall Round Up's *Agricultural Exposition* is set for Saturday, October 19, from 10:00 a.m. to 2:00 p.m. at Nash Farm. Last release of Monarch butterflies will take place at 1:30 p.m. *Bewitched by the Barn* will take place Saturday, October 26, from 7:00 – 9:00 p.m. and will feature popcorn, cider and ghost stories. The Grapevine Heritage Foundation's Annual Meeting will take place at Nash Farm on Thursday, November 7th. A delicious chicken pot pie supper will be served and membership updated on past year's events.

Mr. McCallum reported there will be an open house at the Blevins house Saturday and Sunday, October 19 and 20, from 2:00 – 4:00 p.m.

Chamber of Commerce

In Steve Brown's absence, Mr. Szymaszek provided the Chamber of Commerce update. The Chamber's monthly membership luncheon is scheduled for this date. The speaker is Pete Havel, author of *"The Arsonist in Your Office."* Wells Fargo is the sponsor and Loveria is catering. Mr. Szymaszek reported on fund raising totals for construction at the Chamber's office building. Currently, there are 102 donors providing donations totaling \$670,000. Construction is on schedule with an anticipated completion date in early December. The Chamber's Job Fair is scheduled for Wednesday, October 30th, at the Grapevine Convention Center. Marti Pevehouse's retirement celebration will be at Esparza's Restaurant on Wednesday, October 30th, 4:00 – 6:00 p.m.

SALES AND MARKETING REPORT

Mr. Closson reported that for September, the Convention and Leisure Sales team had 106 sales leads sourced to stakeholder hotels with 125,000 potential room nights and a potential economic impact of approximately \$71 million. Sales team assisted with 29 definite bookings representing 25,000 room nights and an economic impact of \$9

million. Sales team participated in 17 site inspections for a potential of more than 35,000 room nights and potential economic impact of \$28 million. The sales team participated in IMEX America sales mission and hosted 13 planners on the GrapeFest FAM.

The Visitor Information Center welcomed over 32,000 visitors while Settlement to City welcomed over 360 guests and the Depot welcomed almost 2,100 guests. Brochure distribution for the month of March was over 22,000.

Destination Services assisted 15 groups representing almost 10,000 delegates with potential economic impact of \$9.6 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 70 events with 13,700 in attendance. 41 future events were booked during the month anticipating 16,200 attendees.

The website welcomed approximately 204,021 unique visitors in September with a total website visitation over 316,000.

Online Trade (GROUP) received more than 160,000 total impressions with four insertions. Print Trade (GROUP) had 3 insertions with a circulation of more than 80,000.

Print consumer publications had 31 insertions with a circulation of 3.2 million.

On-line Consumer Advertising exceeded 5.2 million impressions with 14 insertions. Included were Shop Across Texas with 2.7 million impressions and targeted online videos in Austin, Houston, Midland-Odessa and Oklahoma City with almost 1.1 million impressions.

Thirteen media releases were distributed. Print ad value for September had 11 insertions valued at almost \$322,000 with a circulation over 861,000. Insertions included *Dallas Morning News/A Whirl of Fall Fun* on September 16 with a circulation of 176,000; *Dallas Morning News/Go & Do* on September 13 with a circulation of 176,000 and *D-The Magazine of Dallas/Small Town Festivals* on September 1 with a circulation of almost 71,000. On-line ad placements for September totaled 30 including *MeetingsToday.com/The North Texas Metroplex continues to Flex its Meeting Muscles*; *MyTexasDaily.com/Take your Fall up a notch with these 12 things to do in Texas* and *CountryLiving.com/7 Christmas Train Rides that will make your Holidays Merrier*.

There were almost 1,200 TV/radio outer market spots totaling air time of nine hours and 45 minutes. Core market TV spots totaled almost 371 on-air mentions representing almost three hours of promotion. There was a total of more than 2,500 spots and on air mentions promoting GrapeFest. Core market TV spots included a 296-second spot on WFAA-DAL ABC on September 11 and 11-second spot on KXAS on September 13.

Mr. Closson reported that two sales team members attended IMEX America (Incentive Meeting and Event Exposition) in September. Joining them were representatives from Hilton DFW Lakes and Embassy Suites. There were over 12,000 attendees. Grapevine participated in the Team Texas booth and also conducted 31 one-on-one appointments resulting in three new RFP's and seven individuals showing strong interest in an upcoming FAM.

No action was taken by the Board.

OLD BUSINESS

Peace Circle Update

Mr. McCallum gave an updated report on the ten bronze sculptures being created by artist in residence, Linda Lewis. Statues will commemorate the signing of the 1843 Treaty of Peace and Friendship in Grape Vine Springs and will be located in the Plaza of Grapevine Main. A Power Point of the progress and explanation of the process was shown to the Board. Anticipated installation is 2021.

Don Bigbie Award

Mr. McCallum distributed criteria and nomination forms for the Board to begin the process of naming the next recipient(s) of the Don Bigbie Legends of Tourism award. Nominations are to be submitted before or at the November 14 Board meeting.

NEW BUSINESS

Grapevine Vintage Railroad Storage Track

Mr. McCallum requested approval for funding to pay for construction of storage track and retaining wall. The low bid was submitted by Hunt Construction in the amount of \$288,000. After brief discussion, motion was made by Cynthia Blankenship, seconded by Dan Weinberger to approve the low bid.

Ayes: Szymaszek, Terpening, Meek, Weinberger and Blankenship

Nays: None

Mr. McCallum presented a request before the Board for purchase of a new replacement fork lift for the railroad round house at a cost of \$16,400. After brief discussion, motion was made by Cynthia Blankenship, seconded by Dan Weinberger for approval.

Ayes: Szymaszek, Terpening, Meek, Weinberger and Blankenship

Nays: None

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson reported that the Goofy Turtle toy store at Grapevine Mills opened October 5th. The Kate Spade store also to be located at Grapevine Mills will open October 26. A New Balance store will open first quarter of 2020. The Hilton Garden Inn has received its building permit for a new 150-room facility at a cost of \$15 million. Corky's Gaming Bistro is doing well and has received a conditional use permit for removal of coin-operated machines to be replaced by additional axe throwing lanes. Piaf Restaurant is now fully open.

Mr. Closson mentioned multiple local events scheduled in and around Grapevine in the coming months including a LEGOLand Master Builder contest at LEGOLand at Grapevine Mills. Several finalists have been selected to compete for the opportunity to be a Master Builder at LEGOLand facilities and events across the country.

Mr. Closson mentioned, in addition to Keith Spinden of Grand Hyatt being relocated, Ruth Benjamin, General Manager of Hyatt DFW, is also relocating to manage the Hyatt Regency in Tampa, Florida.

There being no further business to come before the Board a motion by Cynthia Blankenship, seconded by Dan Weinberger to adjourn the meeting at 9:47 a.m. prevailed by the following vote:

Ayes: Szymaszek, Terpening, 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
14th DAY OF NOVEMBER, 2019.**

APPROVED:

Joe Szymaszek
Chairman

ATTEST:

Lindy Bell
Assistant to the Executive Director