

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, April 18, 2013 at 8:00 a.m. at the Grapevine Convention & Visitors Bureau Headquarters, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

Paul Slechta	Chairman
John Imaizumi	Board Member
Lance Marrin	Board Member
Dennis Roberts	Board Member
Joe Szymaszek	Board Member
Dan Weinberger	Board Member
Tom Cherry	Alternate Board Member

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

Sharron Spencer	Council Liaison
Perry Leonard	Chamber Liaison
Rick Lawlis	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Michael Woody	Assistant Executive Director
Eloise Koehn	Director of Finance & Administration
Shawna Barnes	Assistant to the Executive Director

Absent: LuAnn Chapman Gatts Board Member

CALL TO ORDER

Chairman Slechta called the meeting to order at 8:03 a.m.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Tom Cherry to approve the minutes from the March 21, 2013 meeting prevailed by the following vote:

Ayes: Slechta, Imaizumi, Marrin, Roberts, Szymaszek, Weinberger, Cherry

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Rick Lawlis reported that events at the Palace include the movie, *Grand Prix*, on April 19th; Country Music Showcase on April 20th; movie *Singing in the Rain*, on May 3rd; and during Main Street Days, the Grapevine Opry.

LIAISON UPDATES cont.

Heritage Foundation Activities cont.

This weekend at Nash Farm will be Spring Into Nash. At 10:30 Saturday morning there will be a ribbon cutting for the Soil Conservation Building. In May the Preservation Advocacy Awards will be announced at the May 21st Council meeting.

No action taken by the Board

Chamber of Commerce Activities

Perry Leonard reported that the Young Entrepreneurs program winner will go on to compete in Rochester, New York in July. The winning idea is called, "OMG Hail Covers". It is a car cover to withstand baseball size hail. The Young Entrepreneurs group will host a tradeshow at Grapevine Mills mall on May 11th displaying their ideas.

The 2012 – 2013 Leadership Grapevine class will graduate at the May Chamber Luncheon. The Chamber will participate in Main Street Days with their dog wagon and the Women's Division will be working in the beer booths. They are looking for volunteers.

No action taken by the Board

OLD BUSINESS

New York Sales Mission Update

Mr. McCallum reviewed the activities of the 25th Annual St. Patrick's Day Sales Mission. There were 1,600 potential clients that were touched five to six times prior to the event. Over 100 qualified meeting planners plus families participated. Sales calls were made on Wednesday, Thursday and Friday prior to the event. To date the leads generated include 14,896 room nights and have an economic impact of \$5,088,896. One lead, National Hemophilia Foundation has turned definite with 4,645 room nights and an economic impact of \$1,437,000.

No action taken by the Board

GVR Rolling Stock Update

Mr. McCallum reported that we have purchased the three articulated lounge cars and we expect to move them and the mail car within the next 30 days. The plan is to have the lounge cars in service by the Christmas season.

We have lost the bid on three locomotives due to the time it takes once we locate one, to get the approval to purchase. We would like to request a "not to exceed" approval from Council so that we can move quickly once an engine is located.

No action taken by the Board

NEW BUSINESS

Connector Project Marketing Report

Mr. McCallum reported that we have a need to let folks know that the project is completed. It is scheduled to be completed in July and the marketing campaign will start in June and run through the summer. The Wood Agency will tie onto existing marketing through events such as Summer Blast and SummerFest. The approximately \$300,000 marketing campaign will include newspaper, radio, television and online media. Mr. McCallum shared some of the idea boards with the group.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Woody reported that during the month of March, Convention Sales produced 35 leads representing 39,654 potential room nights; 25 of which are for 2013. They assisted with 18 definites representing 21,259 room nights; 15 of which are for 2013. The sales team conducted four site inspections, including Blackbaud, 1st Global Communities, Jehovah's Witness and Caterpillar, Inc. The sales team hosted the 25th Annual St. Patrick's Day promotion in New York and participated in the Conference Direct Annual Partner Conference in California and the DFWAE Association Day. Tourism Sales assisted with one definite representing 60 room nights and an economic impact of \$25,000. Staff attended and exhibited at the Great Big Texas Home Show, three travel trade shows in Brazil and Active America China Symposium. They participated in the State of Texas Brazil Sales Mission. 79,986 brochures were distributed and 4,592 tickets were sold at the Visitor Information Center. A little over 2,000 visitors were welcomed at the Center. Destination Services provided registration and information assistance to ten groups representing over 11,000 delegates. Grapevine Shuttle ridership was 4,914, a 27% increase over last year.

The Convention Center had 27 future bookings representing over 7,500 attendees and total sales of \$30,048. The Palace Arts Center had 21 future bookings representing 2,685 attendees and total sales of \$26,797. The Concourse had four future bookings representing 450 attendees and total sales of \$6,308.

The Grapevine Vintage Railroad had total ridership of 7,164. There were 122,623 unique visitors to the website of which 26% used a mobile device to access it. There were 27 print trade publications and online group insertions, 41 print consumer publications insertions, 31 TV/radio insertions and 48 online advertising insertions. Public relations generated \$140,228 in print and \$10,395 in electronic for a total public relations value of \$150,623. Mr. Woody shared the current issue of Texas Highways where Grapevine was recognized in *12 Great Ways to Beat the Heat*.

No action taken by the Board

HOTELS / ATTRACTIONS ACTIVITIES

- The Fairfield Inn will close on April 29th due to the expansion of Highway 121.
- Tim Dant is the new general manager of the Hyatt Regency DFW.
- Ronnie Price is the new CEO of Experience Arlington (Arlington CVB).
- Mark Loebis is the new general manager of Vineyards Steakhouse.
- Recently completed construction at Grapevine Mills includes; The Nike Store remodel, I Tech Phone and Magic Maze.
- Stores under construction at Grapevine Mills include; Michael Kors, Famous Footwear, Body Central, Saks Off Fifth, Crocs and Styles for Less. There are 17 construction projects scheduled over the next few months.
- Grapevine Market kicked off their season on April 11th. They are open Thursdays and Saturdays from 9 a.m. to 2 p.m. in Liberty Park.
- Grapevine Farmers Market kicked off the season on April 11th at the Gazebo. They are open Thursdays, Fridays, and Saturdays.
- Blessing of the Vines & New Vintage Wine and Gallery Trail was a huge success welcoming approximately 1,100 guests.
- Day Out With Thomas will continue this weekend for the second week.

No action taken by the Board

Adjournment

There being no further business to come before the board a motion by Tom Cherry, seconded by Lance Marrin to adjourn the meeting at 9:17 a.m. The motion prevailed by the following vote:

Ayes: Slechta, Imaizumi, Marrin, Roberts, Szymaszek, Weinberger, Cherry
Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS
on this the 16th day of MAY, 2013.

APPROVED:



Paul Slechta
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration