

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, May 16, 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               |
| LuAnn Chapman Gatts | Board Member           |
| 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: Jennifer Hibbs                      Assistant City Manager

### **CALL TO ORDER**

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

### **APPROVAL OF MINUTES**

Motion by Dan Weinberger, seconded by John Imaizumi to approve the minutes from the April 18, 2013 meeting prevailed by the following vote:

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

Nays: None

### **LIAISON UPDATES**

#### **Heritage Foundation Activities**

Rick Lawlis reported that the Foundation will have a membership table at the Festival Store and will be promoting membership in the Foundation. The Foundation Board met yesterday and it was reported that an agreement has been reached with the neighborhood around Nash Farm. The final details will be completed soon.

**LIAISON UPDATES cont.**  
**Heritage Foundation Activities cont.**

No action taken by the Board

**Chamber of Commerce Activities**

Perry Leonard reported that the Young Entrepreneurs tradeshow was last weekend at Grapevine Mills mall. The class started with 24 students and 20 will graduate next Thursday. There were 12 business DBA's filed.

The Chamber will participate at ISCS in Las Vegas next week. The Leadership Series on the last Friday of each month has been very successful. Applications are now available for next year's Leadership Grapevine class.

No action taken by the Board

**OLD BUSINESS**

**Railroad Rolling Stock**

Mr. McCallum reported that GVRR has pursued four locomotives and have lost out on the purchase because staff could not react quickly enough to complete the purchase. Staff is asking the board to preapprove up to a specific amount in order to move quickly when an engine becomes available. Money for the purchase is available from special events on the train. If approved by the board staff will take it to council for their approval.

Motion by LuAnn Chapman Gatts, seconded by Dan Weinberger to approve up to \$200,000 per unit to purchase two locomotives for GVRR prevailed by the following vote:

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

Nays: None

**Ted R. Ware Plaza**

Mr. McCallum reported that three of the four museums are now complete. The fourth is a project in cooperation with the Historical Society. The Dedication of the Plaza is this Saturday at 10:30 a.m. Ted has served forty years between the council and the planning and zoning board.

No action taken by the Board

## **NEW BUSINESS**

### **Grants-In-Aid Request**

Mr. McCallum presented a grant request from Oh! Look for a ten production program with approximately six performances each. Staff recommends approval.

Motion by LuAnn Chapman Gatts, seconded by John Imaizumi to approve a grants-in-aid request in the amount of \$8,600 prevailed by the following vote:

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

### **Shade Structure for Viewing Plaza**

Mr. McCallum shared a drawing of a proposed shade structure for the viewing plaza. The structure will be a free-standing structure in front of the Founders Building and will mimic the roof line of the Founders Building.

It was suggested to add power and light enhancements to the structure.

Motion by Joe Szymaszek, seconded by LuAnn Chapman Gatts to approve the shade structure per the design subject to further enhancements prevailed by the following vote:

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

### **Turret Feature**

Mr. McCallum stated that the original plan was to put a unicorn on top of the turret to be a symbol of dreams come true. Since over a year has passed it was felt a review of ideas would be appropriate. Mr. McCallum requested ideas from the board. Discussion followed with suggestions including staying with the unicorn, a flag, a mustang horse or something more historical.

No action taken by the Board

## **SALES AND MARKETING REPORT**

Mr. Woody reported that during the month of April, Convention Sales produced 54 leads representing 46,127 potential room nights; 25 of which are for 2013. They assisted with 15 definites representing 6,862 room nights; 12 of which are for 2013. The sales team conducted four site inspections, including Association of Personal Photo Organizers, Wireless Internet Service Association, Restaurant Facility Management Association and the Independent Fastpitch Association. The sales team hosted a New Vintage FAM, the Texas HelmsBriscoe Meet & Greet, MPI Function Junction Tradeshow and the Quarterly Hotel Sales Reception. Tourism Sales produced nine leads with 530 potential

**SALES AND MARKETING REPORT cont.**

room nights and assisted with three definite bookings representing 140 room nights. Staff attended and exhibited at the Texas Travel Industry Association Travel Fair and hosted the News Korea FAM in conjunction with American Airlines. The team initiated 19 sales calls targeting the Asian and Brazilian leisure markets. 63,000 brochures were distributed and 1,500 tickets were sold at the Visitor Information Center. Over 1,800 visitors were welcomed at the Center. Destination Services provided registration and information assistance to eight groups representing 9,400 delegates. Grapevine Shuttle ridership was over 4,500.

The Convention Center had 28 future bookings representing over 8,671 attendees and total sales of \$44,700. The Palace Arts Center had 15 future bookings representing 3,800 attendees and total sales of \$36,700. The Concourse had five future bookings representing 620.

The Grapevine Vintage Railroad had total ridership of 28,900 including Day Out With Thomas. There were 127,000 unique visitors to the website of which 27% used a mobile device to access it. There were 25 print trade publications and online group insertions, 57 print consumer publications insertions, 30 TV/radio insertions and 53 online advertising insertions. Public relations generated \$100,666 in print and \$56,475 in electronic for a total public relations value of \$157,141.

No action taken by the Board

**HOTELS / ATTRACTIONS ACTIVITIES**

- Progress continues on the Marriott “new build” project with an opening scheduled for Labor Day Weekend.
- Target completion date for the Connector Project is now the beginning of August.
- The Dallas Convention Center has been renamed to the Kay Bailey Hutchison Convention Center.
- A new Grapevine Today has been published and pushed out into the marketplace.
- The Grapevine rack card is now available in Korean.
- Work is ongoing on a new print branding campaign for all market segments.
- Grapevine Market and Grapevine Farmer’s Market have launched their 2013 season.
- SummerBlast kicks off on Memorial Day Weekend.
- Main Street Days is this weekend.
- The Would Be Train Robbers performance is being reprogramed and more of the program will take place outside on the platform.

No action taken by the Board

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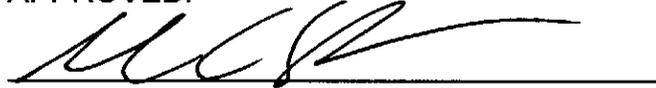
**Adjournment**

There being no further business to come before the board a motion by LuAnn Chapman Gatts, seconded by Dan Weinberger to adjourn the meeting at 9:35 a.m. 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 13<sup>th</sup> day of JUNE, 2013.

APPROVED:



Paul Slechta  
Chairman

ATTEST:



Eloise Koehn  
Director of Finance & Administration