

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, June 13, 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
Mark Terpening	Alternate Board Member

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

RaDonna Hessel	for Perry Leonard, Chamber Liaison
Rick Lawlis	Heritage Foundation Liaison
Michael Woody	Assistant Executive Director
Eloise Koehn	Director of Finance & Administration
Shawna Barnes	Assistant to the Executive Director

Absent:	Tom Cherry	Board Member
	Dennis Roberts	Board Member
	Joe Szymaszek	Board Member
	Dan Weinberger	Board Member
	Sharron Spencer	Council Liaison
	Jennifer Hibbs	Assistant City Manager
	Paul W. McCallum	Executive Director

CALL TO ORDER

Chairman Slechta called the meeting to order at 8:05 a.m.

OATH OF OFFICE

Laura Simmons administered the Oath of Office to returning board members, John Imaizumi and Lance Marrin and to new member, Mark Terpening.

APPROVAL OF MINUTES

Motion by John Imaizumi, seconded by Lance Marrin to approve the minutes from the May 16, 2013 meeting prevailed by the following vote:

Ayes: Slechta, Imaizumi, Marrin, Terpening

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Rick Lawlis updated last month's report. The Foundation held a barbecue meeting last Sunday evening with the Nash Farm neighborhood and approximately 19 signed the settlement agreement. The project is moving forward.

No action taken by the Board

Chamber of Commerce Activities

RaDonna reported that the Chamber continues to work on the accreditation process, seeking the "fifth star". The Chamber Golf Tournament is scheduled for September 30 at Cowboys Golf Club. There will be both a morning and afternoon tournament. At this time there are only 14 openings remaining of the total 64 teams.

No action taken by the Board

OLD BUSINESS

Main Street Days Report

Mr. Woody reported that this year's Main Street Days had many new and improved elements including the Kid Cave, Main Street Brews, and the Peoples Pizza Pick Competition. Voting for the Peoples Pizza Pick was done by texting with Palio's Pizza winning the gold. The Grilling Competition was won by Team Tommy Tamale.

A special Grapevine Craft Brewery tasting took place on Saturday afternoon at the Lancaster and was a huge success. Also on Saturday were the Ted Ware Plaza Dedication and the Wall Drug Historical Marker Dedication.

The Convention Sales Meeting Planner FAM included 12 meeting planners. Companies represented included National Conferencing, PACCAR Parts, EMC Venues, Maxvantage, Source Media, Johnson & Johnson, National Convention of Gospel Choirs and Choruses, American Wine Society, and Alcon Labs.

Attendance was 139,770.

No action taken by the Board

NEW BUSINESS

Grants-In-Aid Request

Chairman Slechta presented a grant request from Italian Car Club of the Southwest for ItalianCarFest 2013 which is to be held at Nash Farm on September 7th. The grant request is in the amount of \$3,000 and staff recommends approval.

NEW BUSINESS cont.

Grants-In-Aid Request cont.

Motion by John Imaizumi, seconded by Lance Marrin to approve a grants-in-aid request for the Italian Car Club of the Southwest in the amount of \$3,000 prevailed by the following vote:

Ayes: Slechta, Imaizumi, Marrin, Terpening

Nays: None

A second request was submitted by The End of the Runway Players, Inc. for their 2012 – 2013 season of seven productions in the amount of \$20,000. Discussion Followed.

Motion by Lance Marrin, seconded by John Imaizumi to approve a grants-in-aid request for The End of the Runway Players in the amount of \$9,500 prevailed by the following vote:

Ayes: Slechta, Imaizumi, Marrin, Terpening

Nays: None

FY 14 Budget Process Update

Eloise Koehn reported that the bureau started the budget process in mid-April and submitted the first draft of the budget on May 31st. The draft budget remains flat and is just under \$20,000,000. On June 25th staff will meet with the City Manager and budget team to review the budget. In mid-July there will be a major issues report to Council followed by a Council Budget Workshop on August 19th. The Public Hearing on the FY 14 Budget will be September 3. The Budget is scheduled for adoption on September 10th and to take effect on October 1st.

No action taken by the Board

Marketing Committee Appointments

Chairman Slechta appointed Joe Szymaszek to chair this year's marketing committee and John Imaizumi and Tom Cherry as members. There will be three meetings with hotels and attractions to review the present plan and to make recommendations for next year. Staff will then work with the recommendations to develop next year's plan. It will come back to the committee for further review.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Woody reported that during the month of May, Convention Sales produced 45 leads representing 21,000 potential room nights; 24 of which are for 2013. They assisted with four definites representing 1,900 room nights; three of which are for 2013. The sales team conducted seven site inspections, including Wireless Internet Service Providers

SALES AND MARKETING REPORT cont.

Association, Concentra, Energy & Environment Building Alliance, International Packaged Ice Association, Texas Healthcare Trustees, GM Financial and CSP Business Media. The sales team hosted a Main Street Days local planner reception and a Main Street Days Fam. Tourism sales and service produced nine leads with 365 potential room nights and assisted with one definite booking representing 20 room nights. Staff conducted an AAA sales mission in Houston and numerous fams including 11 tour operators from Korea. The team developed new group tour itineraries for the leisure market. 182,000 brochures were distributed and 2,767 tickets were sold at the Visitor Information Center. Over 7,500 visitors were welcomed at the Center. Destination Services provided registration and information assistance to ten groups representing over 17,000 delegates and an economic impact in excess of \$11,000,000. Grapevine Shuttle ridership was 5,940, a 26% increase over last year.

The Convention Center had 15 future bookings representing approximately 8,000 attendees and total sales of \$35,000. The Palace Arts Center had 16 future bookings representing 2,000 attendees and total sales in excess of \$25,000. The Concourse had seven future bookings representing 625.

The Grapevine Vintage Railroad had total ridership of 5,500. There were 154,000 unique visitors to the website of which 19% used a mobile device to access it. There were 25 print trade publications and online group insertions, 61 print consumer publications insertions, 31 TV/radio insertions and 53 online advertising insertions. Public relations generated \$116,000 in print and \$287,000 in electronic for a total public relations value of \$403,000.

No action taken by the Board

HOTELS / ATTRACTIONS ACTIVITIES

- Updated completion date for Phase 1 of the Connector Project is now mid-August.
- Phase 2 of the Connector Project will include the 121/2499 interchange and is scheduled to take 36 months.
- The electronics for the toll lanes will be installed after the project is complete.
- New World Hospitality is now Rosewood Hotel Group. They purchased the Rosewood Hotels and Resorts.
- Newcrest Management has merged with Image Hospitality to form Newcrest Image.
- Irving based Omni Resorts purchased five properties from KSL Capital Partners.
- Great Wolf Lodge was issued a building permit for a 1,400 square foot interior alteration to an existing restaurant and construction of an outdoor bar area with a total construction value of \$300,000.
- GCISD school construction includes Timberline, Heritage and Mustang Panther Stadium.

HOTELS / ATTRACTIONS ACTIVITIES cont.

- At Grapevine Mills Michael Kors, Crocs and Magic Maze are open. Saks Off 5th has completed their remodel and Body Central has relocated.
- Shared the SummerBlast and Grapevine Vintage Railroad brochures.
- The Murder Mystery Train will be June 22nd
- Hotel developer John Q. Hammons passed away on May 26th.

No action taken by the Board

Adjournment

Chairman Slechta noted that LuAnn Chapman Gatts was not reappointed to the board and recognized her for all her hard work and time spent on the board.

There being no further business to come before the board a motion by John Imaizumi, seconded by Lance Marrin to adjourn the meeting at 8:58 a.m. prevailed by the following vote:

Ayes: Slechta, Imaizumi, Marrin, Terpening
Nays: None

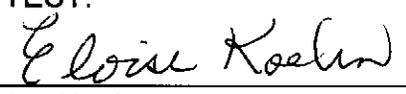
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 15TH DAY OF AUGUST, 2013.

APPROVED:



Paul Slechta
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration