

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, 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
Joe Szymaszek	Board Member
Dan Weinberger	Board Member
Tom Cherry	Board Member
Mark Terpening	Alternate Board Member

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

Sharron Spencer	Council Liaison
Balla Wright	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Michael Woody	Assistant Executive Director
Eloise Koehn	Director of Finance & Administration
Barry Lewis	Director of Marketing
Shawna Barnes	Assistant to the Executive Director

Absent:

Jennifer Hibbs	Assistant City Manager
Perry Leonard	Chamber Liaison

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion by John Imaizumi, seconded by Dan Weinberger to approve the minutes from the September 19, 2013 meeting prevailed by the following vote:

Ayes: Slechta, Cherry, Marrin, Szymaszek, Weinberger, Terpening

Nays: None

INTRODUCTION OF STAFF

Mr. McCallum introduced Ben Benda, Roundhouse Mechanic, Shana Schlaback, International Tourism Sales Manager, and Codi Missimo, National Sales Manager, to the board.

LIAISON UPDATES

Heritage Foundation Activities

Balla Wright reported that this upcoming weekend the Heritage Foundation's 13th annual Fall Round-Up will be at Nash Farm. There will be tours of the Farmhouse, heritage games, wagon and pony rides. Somethin' Pumpkin baking contest will also take place during this event.

The Foundation will meet for their annual meeting of membership on November 7. This meeting will begin with a cook-out, followed by the Foundation's accomplishments of 2013 and plans for 2014. The meeting will end with an awards ceremony to recognize their volunteers of 2013.

The Foundation is preparing for the seventh annual Candlelight Tour of Homes on November 9. This year's program will feature the older homes built from 1906 thru 1955; the business featured on the tour will be the Tarrant County State Bank building built in 1919 and renovated by the new owner, Phil Berkebile, for his Great American West Gallery.

No action taken by the Board

Chamber of Commerce Activities

Chairman Slechta reported that the Chamber Golf Tournament was a big success. The golf tournament raised \$39,000. Chairman Slechta recognized everyone that contributed to the Chamber Golf Tournament.

No action taken by the Board

OLD BUSINESS

Sister City Report

Mr. McCallum reported that a recent Krems Mission included nineteen participants. During the mission the group met with the new Burgermeister, Reinhard Resch. Councilman Mike Lease presented Burgermeister Resch with a plaque from Grapevine as well as a letter from Mayor Tate. They visited the Viticulture school, where students made a presentation and hosted lunch for the participants. The group visited the Museum Krems, Zeitkunst Museum of Contemporary Art, and the Weingut Stadt Krems. Staff met with members of the Trachtenkapelle Rossatz band in regards to their 2014 mission to Grapevine. Krems delegates plan on attending GrapeFest 2014 next September.

No action taken by the Board.

NEW BUSINESS

Marketing Plan Presentation

Joe Szymaszek reported that the marketing committee had completed the 2014 marketing plan. The committee, led by Joe, included John Imaizumi, Tom Cherry, and Sherron Spencer. Members were asked to overlay this with their own marketing plans. Joe Szymaszek introduced Barry Lewis, Marketing Director, to make the presentation to the Board.

Barry Lewis reviewed the following topics of the 2014 Marketing Plan:

- Mission Statement and Brand Promise
- Awards and Recognitions
- SWOT Analysis
- Key 2014 Events/Projects
- Key Marketing Initiatives
- Convention Sales – Target Markets, Deployment, Sales Initiatives and Sales Marketing
- Leisure Group Target Markets
- Consumer Target Markets
- Attractions, Festivals/Events, Shopping and Dining Initiatives
- Consumer Leisure Marketing, Summer Initiatives, and Christmas Initiatives
- Digital Marketing Initiatives
- Customer Relationship Management
- Search Engine Marketing Initiatives
- Marketing Research
- Social Media Marketing
- Media Relations Initiatives
- Printed Promotional Sales Material
- Destination Services Initiatives
- Event Facilities Initiatives

No action taken by the Board.

SALES AND MARKETING REPORT

Mr. Woody reported that during the month of September, Convention Sales produced 38 leads representing 31,495 potential room nights. They assisted with seven definites representing 6,281 room nights. The sales team conducted five site inspections and hosted two FAM groups. Tourism Sales produced 16 leads representing 2,511 potential room nights. They hosted two AAA Oklahoma FAMs and led the Sister City Mission to Krems. Staff distributed 170,125 brochures and sold 7,784 tickets at the Visitor Information Center. Destination Services assisted seven groups with 2,526 delegates. The Grapevine Visitor Shuttle carried 4,497 passengers, a 6% increase over last year.

The Convention Center had 28 future bookings representing 7,385 attendees. The Palace Arts Center had 3 future bookings and the Concourse had five future bookings.

SALES AND MARKETING REPORT cont.

The Grapevine Vintage Railroad carried 2,911 passengers. There were 201,649 unique visitors to the website of which 10% used a mobile device to access it. The month of September was the busiest month to date with 30,288 visitors. There were 22 print trade publications and online group insertions, 58 print consumer publications insertions, 10,751 TV/radio insertions and 121 online advertising insertions. Public relations generated \$198,948 in print and \$1,247,715 in electronic for a total public relations value of \$1,446,663.

No action taken by the Board

HOTELS / ATTRACTIONS ACTIVITIES

- Phase 2 of the Connector Project began October 16th.
- The Gaylord Texan was named by the Dallas Business Journal as one of the top 10 Best Places to Work in DFW.
- Dave Krupinski was named the Assistant Director of the San Antonio CVB.
- A new family attraction, Microland America, was approved by the Grapevine City Council on October 15th.
- Puffy returns to service October 18th with a new Friday night short run.
- The Grand Gallery has a new exhibit FREEDOM, A History of the US.
- D'vine Wine started the Grapevine Night Watchman Tour on October 11. The tour is 90 minutes and runs Thursday, Friday, and Saturday
- Upcoming events include: 16th Annual Butterfly Flutterby, 13th Annual Nash Farm Fall Round-up, Grapevine Garden Club Plant Sale, Train of Terror, Halloween Treat Train, and Hallow Wine Trail.
- Christmas Capital of Texas Holiday photo OP will start October 28. This is a collection of large ornaments placed in from of the Depot for visitors.

No action taken by the Board.

ADJOURNMENT

Chairman Slechta requested a moment of silence to honor the passing of fellow Board Member Dennis Roberts.

There being no further business to come before the board a motion by John Imaizumi, seconded by Tom Cherry to adjourn the meeting at 9:21 a.m. prevailed by the following vote:

Ayes: Slechta, Cherry, Marrin, Szymaszek, Weinberger, Terpening
Nays: None

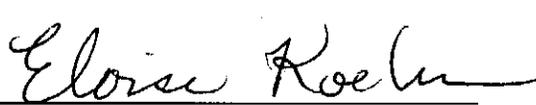
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 21st DAY OF NOVEMBER, 2013.

APPROVED:



Paul Slechta
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration