

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Tuesday, December 10, 2013 at 7:00 p.m. at the Embassy Suites Outdoor World, 2401 Bass Pro Drive, Grapevine, Texas with the following persons in attendance:

Paul Slechta	Chairman
Tom Cherry	Board Member
John Imaizumi	Board Member
Joe Szymaszek	Board Member
Dan Weinberger	Board Member
Mark Terpening	Alternate Board Member

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

Sharron Spencer	Council Liaison
Jennifer Hibbs	Assistant City Manager
Paul W. McCallum	Executive Director
Michael Woody	Assistant Executive Director
Barry Lewis	Director of Marketing
Eloise Koehn	Director of Finance & Administration

Absent:

Lance Marrin	Board Member
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CALL TO ORDER

Chairman Slechta called the meeting to order at 7:25 p.m.

APPROVAL OF MINUTES

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

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

OLD BUSINESS

Year End Review

Mr. McCallum reported that during fiscal year 2013 the print ad value totaled \$1,582,000 and the electronic ad value was \$3,101,000 for a total of \$4.7 million. There were 28,914 total insertions in print trade publications, print consumer publications, TV/Radio and Online. The website launched in August and there were a total of 1,333,000 unique visitors and 250,000 of them reaching us through a mobile device. The busiest day ever was on Saturday of GrapeFest with 30,288 visitors.

OLD BUSINESS cont.

Year End Review cont.

The Heritage Programs and Preservation division conducted 16 heritage education tours, 36 school groups, 3 scout groups and 4 adult groups. They hosted 19 special events at Nash Farm and welcomed 8,424 visitors to the farm. There were 934 restoration and preservation inquiries during the year.

Ridership on the Grapevine Vintage Railroad was approximately 100,000. The steam locomotive was put back in service.

In the facilities division the Convention Center booked 320 future groups with \$3.4 million in economic impact. The Palace booked 320 groups with an economic impact of \$900,000 and the Concourse booked 108 groups with approximately \$200,000 in economic impact.

The festivals division produced Main Street Days and GrapeFest with a total of 402,680 attendance. All events throughout the year had an estimated 1.6 million in attendance. They had 5,046 volunteers who donated 25,442 volunteer hours.

Destination services assisted 197 groups with a total of 109,000 delegates and an economic impact of \$93 million. The Grapevine shuttles carried 54,845 passengers.

Tourism sales and service had over 4,300 volunteer hours at the Visitor Information Center and Museum representing a labor cost savings of \$54,000. Staff welcomed 77,381 guests at the Visitor Information Center and sold 71,383 tickets at the Center and on-line. They distributed 1.2 million brochures. Tourism staff participated in 13 trade and consumer shows and hosted 72 fam attendees. They had 47 assisted definites and 67 sales leads.

Convention sales participated in 11 trade shows and hosted 125 fam attendees. The team conducted 83 site inspections. They assisted with 206 definites and produced 595 sales leads representing 464,533 room nights.

No action taken by the Board.

Website Report

Barry Lewis reported that our new website launched on August 12th replacing one that debuted seven years ago. He shared a video with the board showcasing the new website. Barry reported that we are seeing some great numbers and results from the new website.

No action taken by the Board.

At 7:47 p.m. Chairman Slechta suspended the board meeting.

At 8:30 p.m. Chairman Slechta resumed the board meeting.

NEW BUSINESS

Introduction of Staff

Mr. McCallum introduced new staff members that had joined the CVB during the past year. They included; Elizabeth Waitkus, Shawna Barnes, Lynn Rushton, Katy Durkin, Ben Benda, Shana Schlabach, and Codi Missimo. He also introduced Michael Scherpenberg, Ed Oglivie, Diane Rogers and Tyrone Edwards, all of whom moved from part time to full time during the year. He also announced promotions during the year including, Bruce Dalton, Joey Schlapkohl, Charlie Whiteside and Ana Canada.

No action taken by the Board.

Staff Awards

Mr. McCallum presented Director Awards to Joey Schlapkohl, Michael Scherpenberg and Ed Oglivie. He presented the Joey Wilkins "Can Do" award to Charlie Whiteside, the Employee of the Year award to Amy Stirman and the Rookie of the Year award to Shawna Barnes.

Mr. McCallum presented a Service Recognition plaque to LuAnn Chapman Gatts for her board service from 2008 – 2013.

No action taken by the Board.

Mayor's Reflections

Mayor Tate shared a few Christmas thoughts. He reflected on how Grapevine "made it snow" with the recent ice storm. Mayor pledged to revitalize economic development in 2014.

No action taken by the Board.

ADJOURNMENT

There being no further business to come before the board a motion by Tom Cherry, seconded by Dan Weinberger to adjourn the meeting at 9:40 p.m. prevailed by the following vote:

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

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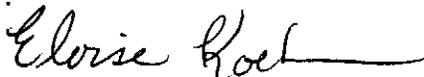
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 16th DAY OF JANUARY, 2014.

APPROVED:



Paul Slechta
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration