

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, March 20, 2014 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
Tom Cherry	Board Member
John Imaizumi	Board Member
Mark Terpening	Board Member
Dan Weinberger	Board Member
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
Pat Stinson	Heritage Foundation Liaison
Michael Woody	Assistant Executive Director
Eloise Koehn	Director of Finance & Administration
Shawna Barnes	Assistant to the Executive Director

Absent:	Lance Marrin	Board Member
	Joe Szymaszek	Board Member
	C. W. Higgins	Chamber Liaison
	Jennifer Hibbs	Assistant City Manager
	Paul W. McCallum	Executive Director

CALL TO ORDER

Chairman Slechta called the meeting to order at 8:04 a.m.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Tom Cherry to approve the minutes from the February 20, 2014 meeting prevailed by the following vote:

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

LIAISON UPDATES

Heritage Foundation Activities

Pat Stinson reported that the Heritage Foundation Board met yesterday to follow up on their membership development program. The Farmhouse on the Grape Vine Prairie program for students in the 3rd through 7th grades is in place at Nash Farm.

LIAISON UPDATES cont.

Heritage Foundation Activities cont.

Upcoming movies at the Palace include: *O Brother, Where Art Thou* on March 21st, *The Natural* on March 28th and *Willy Wonka and the Chocolate Factory* on April 4th.

The Foundation is also accepting nominations for Preservation Advocacy Awards.

No action taken by the Board

Chamber of Commerce Activities

Chairman Slechta reported that the Chamber Luncheon is today at 11:30 with Robert Earley as the guest speaker. Last Tuesday night the Grapevine YEA! (Young Entrepreneurs Academy) program concluded with a presentation at the Palace.

The Chamber Board of Directors is forming a legislative council and they are looking for committee members. He shared the mission statement of the committee.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Woody reported that convention sales had 53 leads with 52,660 potential room nights with an economic impact of \$33 plus million. They assisted with six definites representing 4,500 room nights, four of which were for 2014, with a potential economic impact of five million plus. The sales team conducted 43 sales calls, hosted five site inspections and participated in Religious Conference Management Association (RCMA), hosted a local meeting planner reception at Su Vino, hosted a faith-based meeting planner luncheon at Great Wolf Lodge and hosted the MPI Luncheon. Tourism sales and service produced eight leads with an economic impact of \$197,000. They conducted 51 sales appointments and participated in eight trade / consumer / leisure shows including: Fort Worth, Houston and San Antonio Home and Garden Shows, NTA Marketplace, North American Journeys Go West Summit, Kaleo Tours and DFWATC marketplace. They distributed 73,650 brochures, sold 2,605 tickets and welcomed over 4,200 guests to the Visitor Information Center. Destination Services assisted eight groups with over 8,000 delegates and a potential economic impact of a little over seven million. The visitor shuttles carried 4,868 passengers, a 33% increase over last year.

The Convention Center booked 20 future groups representing 12,860 attendees and had \$56,963 in sales for the month. The Palace Arts Center booked 34 future groups representing 4,000 attendees and had total sales for the month of \$38,345. The Concourse booked seven future groups representing 815 attendees and had \$8,418 in sales. The Grapevine Vintage Railroad operated for the last half of February and had total ridership of 1,774. The web site had 70,000 unique visitors with 15,000 reaching us through a mobile device. Visitors spent an average of 9.4 minutes on the site. For

SALES AND MARKETING REPORT cont.

marketing there were nine print trade insertions, 105,000 online impressions, 29 print consumer publications insertions, 28 TV and radio insertions and 696,000 online advertising impressions. Public relations print value was \$590,442 and electronic was \$14,760 for a total of \$605,760.

No action taken by the Board

OLD BUSINESS

New York St. Pat's Sales Mission Report

Mr. Woody reported that for the 26th Annual St. Patrick's Day New York City Sales Mission the Grapevine CVB hosted a luncheon at Le Bernardin Restaurant with 17 in attendance. Some of the companies represented at the luncheon included AXA Financial, Major League Baseball, New York Life Insurance and Thomson Reuters. The CVB also hosted an evening reception with 51 in attendance at The Campbell Apartment located in Grand Central Station. Some of the companies represented at the reception included ABC Television, ConferenceDirect, Creative Meetings & Events, HelmsBriscoe, MetLife, National Kidney Foundation, Public Relations Society of America and Thomson Reuters.

The sales team also held five sales appointments and made three sales presentations to meeting planners. Gaylord Hotels, Gaylord Texan and Embassy Suites Outdoor World participated in the sales mission.

Active America – China

Mr. Woody reported that North American Journeys' (NAJ) Active America China Summit was held in Richmond, Vancouver, British Columbia on March 11 – 14, 2014. American Airlines will begin daily non-stop service with Shanghai and Hong Kong out of D/FW on June 11th. These flights will bring approximately 180,000 passengers annually into North Texas. Texas is a relatively new market for China and staff is working with San Antonio and Houston to create a Texas Triangle itinerary for the leisure traveler.

A total of 65 buyers and 115 suppliers attended the Active America – China event. Staff had appointments with 16 Chinese companies, most based in Shanghai.

NAJ is working with DFW Airport to host the 2015 conference in the Metroplex.

No Action taken by the Board.

NEW BUSINESS

Grants-In-Aid Request

Chairman Slechta presented the Grants-In-Aid request from The Tarrant Area Guild of Storytellers in the amount of \$1,800. The storytellers have been a part of Grapevine activities for many years.

NEW BUSINESS cont.

Grants-In-Aid Request cont.

Motion by Tom Cherry, seconded by John Imaizumi to approve the Grants-In-Aid request from The Tarrant Area Guild of Storytellers in the amount of \$1,800 be approved prevailed by the following vote:

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

Rolling Stock / Concession Cars

Mr. Woody reported that the CVB has identified two baggage cars to be used as concession cars. Adding a concession car to the consist will allow this space to be used for catering, special events and servicing. At present we have to take a passenger coach out of service and repurpose it to a catering car. The Kansas City Southern 80 car is 70' long and has the same roof line as our current consist. It will be painted to match our present equipment. The Missouri Pacific 273 baggage car is also 70' long and will become part of the saloon car consist. One of the cars will be transported by rail and one by truck. We plan to have them in service by the fall.

No action taken by the Board.

HOTELS / ATTRACTIONS ACTIVITIES

Hotel Updates

- Courtyard/Townplace Suites will host a Grand Opening Celebration on April 3rd.

Restaurant / Winery Updates

- Council approved a new winery, Sloan and Williams Winery. They will open this summer in the former Mustang Graphics building on East Texas Street.

Attractions

- Grapevine parks and park facilities have been designated electronic cigarette free zones.
- Grapevine Mills opened several new stores in 2013 including: Michael Kors, Crocs, Jamie and Jack, Puma, Styled for Less, Justice and Brothers, Windsor, Vitamin World, Bachrach, King Jr. Barbershop, I-Tech, Shoe Gallery, WildBerry Yogurt and Magic Maze Emporium. Remodels at the mall include: Saks Fifth Avenue, Coach, Osh Kosh, Nike, Hot Topic, Haggar, Famous Footwear, Foot locker, Chili's Two, Body Central, Zales, Gamestop and MasterCuts.
- Stores coming soon to Grapevine Mills include: Express, Buckle, Adidas, Francescas, Luggage Factory, WAX, O'Neil
- The Mills is in the process of refurbishing and renovating the parking lot, restrooms, landscaping, exterior lighting and the AMC courtyard. They are also de-theming throughout the mall, resizing retail footprints and relocating some retail to more appropriate neighborhoods.

HOTELS / ATTRACTIONS ACTIVITIES cont.

In the Area

- Virgin America is seeking two gates at Dallas Love Field for non-stop service to New York, Washington D.C., Los Angeles and San Francisco to launch in October following the expiration of the Wright Amendment.

New Brochures

- Blessing of the Vines & New Vintage Wine and Gallery Trail
- Grapevine Market / Grapevine Farmers Market

Other items

- The Jazz Wine Trains for this weekend are sold out.
- Day Out With Thomas is March 28-30 and April 4-6
- 10th Annual Chocolate Fest is April 4-5
- Epic Earth Day is April 5th at the Gazebo
- April 9th is a concierge reception at the Hi Railers Model Train Display
- The CVB has signed an agreement with AJL to provide the transportation for our festivals, events, FAM tours, site inspections and other activities.

No action taken by the Board.

ADJOURNMENT

Chairman Slechta recognized John Imaizumi who is retiring from the Gaylord Texan on March 28th. He thanked John for his service to the board. There being no further business to come before the board a motion by John Imaizumi, seconded by Tom Cherry to adjourn the meeting at 9:18 a.m. prevailed by the following vote:

Ayes: Slechta, Cherry, Imaizumi, Terpening, Weinberger, Meek

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 17th DAY OF APRIL, 2014.

APPROVED:



Paul Slechta
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration