

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 19, 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:

Tom Cherry	Board Member
Jim Quinn	Board Member
Joe Szymaszek	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
Sue Franks	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:	Paul Slechta	Chairman
	Lance Marrin	Board Member
	C. W. Higgins	Chamber Liaison
	Jennifer Hibbs	Assistant City Manager

CALL TO ORDER

Joe Szymaszek, sitting in for Chairman Slechta, called the meeting to order at 8:02 a.m. and welcomed Jim Quinn, General Manager of the Gaylord, to the meeting.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Mark Terpening to approve the minutes from the April 17, 2014 meeting prevailed by the following vote:

Ayes: Cherry, Quinn, Szymaszek, Terpening, Weinberger, Meek
Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Sue Franks reported that the Heritage Foundation Board will meet this afternoon to continue planning programs for 2015 – 2020.

Nash Farm hosted the annual Dairy Day this past Saturday with 450 in attendance. The end of this month three Gulf Coast lambs will be added to the farm.

Tomorrow the Palace theatre will host *The Wizard of Oz, A Modern Ballet*. On Saturday at 3 is Dream Big Kids Summer Blast Show, and Saturday at 7:30 is the Grapevine Opry show.

In the Lancaster Art Gallery is the PAINT (Professional Artists in North Texas) exhibit.

No action taken by the Board

Chamber of Commerce Activities

Joe Szymaszek announced that one of the Grapevine Chamber's Young Entrepreneurs Academy (YEA) participants finished second at the national competition. Today the Chamber is conducting a Sister City visit with Longview, Texas.

No action taken by the Board

SALES AND MARKETING REPORT

April

Mr. Woody reported that convention sales had 68 leads with over 73,000 potential room nights, 28 of which are for 2014, with a potential economic impact of \$34,588,000. They assisted with 14 definites representing 20,000 room nights, seven of which were for 2014. The sales team conducted 31 sales appointments, hosted eight site inspections and participated in DFWAE Association Day and HelmsBriscoe Annual Business Conference. They hosted two meeting planner Fams during New Vintage. Tourism sales and service produced six leads, four of which were for 2014, with an economic impact of \$67,680. They conducted 117 sales appointments and participated in the Brazil sales mission, World Travel Market, International PowWow and hosted two fams during New Vintage. They distributed 146,800 brochures, sold 3,489 tickets and welcomed 5,613 guests to the Visitor Information Center. Destination Services assisted five groups with approximately 7,000 delegates with information and registration assistance. The visitor shuttles carried 4,514 in April.

The Convention Center booked 17 future groups representing 5,547 attendees and had \$42,583 in sales for the month. The Palace Arts Center booked 13 future groups representing 1,060 attendees and had total sales for the month of \$33,368. The Concourse booked six future groups with 685 attendees and had \$13,000 in sales.

SALES AND MARKETING REPORT cont.

The Grapevine Vintage Railroad had total ridership of 14,485 which included one weekend of Day Out With Thomas. The web site had 88,000 unique visitors with 8,100 reaching us through a mobile device. Visitors spent an average of over seven minutes on the site.

For marketing there were 11 print trade insertions, 155,000 online impressions, 45 print consumer publications insertions, 30 TV and radio insertions and 492,000 online advertising impressions. Public relations print value was \$826,000 and electronic was \$36,540 for a total of \$862,921.

May

Mr. Woody reported that convention sales had 59 leads with 55,000 potential room nights, 20 of which are for 2014, with a potential economic impact of \$24,000,000. They assisted with 16 definites representing 10,000 room nights, 11 of which were for 2014 with a potential economic impact of \$5,692,000. The sales team conducted 36 sales appointments, hosted 13 site inspections and participated in Springtime Expo in Washington, D.C. and RCMA regional conference. The team also hosted CrabFeast an association planner event tied to Springtime Expo, in Washington. Tourism sales and service produced ten leads, all for 2014, with an economic impact of \$200,000 and conducted 56 sales appointments. They hosted a fam during Main Street Days focused on the international planners, participated in sales mission to Australia and attended two trade shows; The Texas Tourism Travel Trade Show in Guadalajara and the Travel Alliance Partners Trade Show in Reno. They distributed 65,615 brochures, sold 13,494 tickets and welcomed 6,733 guests to the Visitor Information Center. Destination Services assisted nine groups with 14,000 delegates with information and registration assistance. The visitor shuttles carried over 5,000 passengers an 8.3% increase.

The Convention Center booked 23 future groups representing 12,000 attendees and had \$41,523 in sales for the month. The Palace Arts Center booked ten future groups representing 1,300 attendees and had total sales for the month of \$44,300. The Concourse booked four future groups with 290 attendees and over \$6,000 in sales.

The Grapevine Vintage Railroad had total ridership of 4,250 including 2,322 out of Grapevine, 414 on the Fun Runs and 1,467 on the Trinity River Run. The web site had 162,000 unique visitors with 12,700 reaching us through a mobile device.

For marketing there were 11 print trade insertions, 155,000 online impressions, 78 print consumer publications insertions, 1,548 TV and radio insertions and 3,668,652 online advertising impressions. Public relations print value was \$565,000 and electronic was \$261,000 for a total of \$827,504.

No action taken by the Board

OLD BUSINESS

Main Street Days Report

Debi Meek reported that she and Mike were very appreciative of the opportunity to Chair the 2014 Main Street Days Festival. The festival welcomed 148,260 guests to the Craft Brew Experience. Prior to the festival were a series of craft brew and culinary pairing events. The festival opened with a Cask Keg Tapping and two other tapping events were held during the weekend. Stage and strolling entertainment was held throughout the festival grounds, including the Light Crust Doughboys, Bonnie Bishop, Brave Combo, Monte Montgomery and Washboard Willy.

Another highlight of the weekend was the 1st Annual DFW ICON competition. Preliminary auditions were held in the Palace on Friday and Saturday and the final competition was on Sunday. Other highlights included the Grillin' Competition, the KidCave and Palio's Pizza Toss Academy.

There were 31 sponsors, including five new supporters. The Convention Sales and Tourism Sales teams had three different fam groups at the festival along with a Sister City delegation from Parras. The weight and language challenges between Grapevine and Parras raised money to purchase 45 wheelchairs for Parras. Main Street Days had the support of over 1,600 volunteers that provided over 7,500 volunteer hours. This included 22 civic and service groups that raised over \$100,000 in support of their organizations.

No Action taken by the Board.

International Sales Missions Report

Mr. McCallum shared that the tourism sales team has participated in sales missions in Sao Paulo and Rio de Janeiro in April where they co-hosted with Texas Tourism. They met with 45 agents in Sao Paulo and with 76 travel agents in Rio. In May they conducted a sales mission with the Dallas CVB to Brisbane, where they met with 35 agents; Sydney, where they produced a media event for ten media professionals; and Melbourne, where they met with 20 planners, seven agencies and 30 agents. In June they conducted a sales mission to Korea where they co-hosted a networking reception and two presentation symposiums. The reception reached 40 agents and the symposiums reached 50 agents. Staff participated in several trade shows including North American Journey (NAJ) Active America China Summit where they met with 65 buyers and 16 China based companies; International PowWow in Chicago where they met with 42 buyers and media; World Travel Market in Brazil where they met with 157 agents; Texas Tourism Travel Trade Show in Guadalajara where they met with 300 travel agents; and Travel Alliance Partners – TAP Dance in Nevada where they met with 31 tour operators. They also conducted a New Vintage FAM for 11 airline partners and a Main Street Days FAM for ten international planners.

No Action taken by the Board.

OLD BUSINESS cont.

Convention Sales Missions & Trade Shows Report

Mr. McCallum reported that the convention sales team hosted CrabFeast at the Springtime in the Park in Washington D.C. They co-hosted this event with Houston, Irving, Dallas, San Antonio, Austin and Fort Worth for 150 meeting planners and guests.

They participated in five trade shows including HelmsBriscoe ABC in Dallas in April. This was a third party planner reverse tradeshow with 48 planners. In May they participated in Religious Conference Management Association regional conference and met with 25 planners as well as Springtime Expo where they met with 100 planners. In June, they participated in Collaborate in Portland and met with 45 planners. This trade show will be hosted at the Gaylord Texan in 2016. Also in June, was the Chicago Forum Forward where we co-hosted a CEO lunch and had 100 association CEOs in attendance. The staff co-hosted a local planner FAM and a HelmsBrisco FAM for New Vintage. They co-hosted an American Express FAM and produced a Local Planner FAM for Main Street Days.

No Action taken by the Board.

NEW BUSINESS

Marketing Committee Appointments

Joe Szymaszek made appointments for this year's Marketing Committee. Jim Quinn and Mark Terpening will serve on the committee along with Joe, who will chair the committee.

No Action taken by the Board.

Convention Center Kitchen Usage Fee

Mr. McCallum reported that the Convention Center Kitchen Usage Fee, which is a charge that allows clients to bring in their own food and beverage source and to use the facility's kitchen. The fee was set in July 1995 at \$450 per day for the rental of Concord and adjusted according to the amount of space rented. This fee has not been revisited since that time. The team requested to increase the fee to cover the cost keeping the kitchen clean and to encourage clients to use professional caterers. Discussion followed.

A motion by Tom Cherry, seconded by Jim Quinn to raise the fee from \$450 to \$650 and the other rates proportionally and to revisit the rates in a year prevailed by the following vote:

Ayes: Cherry, Quinn, Szymaszek, Terpening, Weinberger, Meek
Nays: None

NEW BUSINESS cont.
Grants-in-Aid Request

Michael Woody shared the details of the grants-in-aid request from Ohlook Performing Arts Center in the amount of \$9,800. Mr. Woody reported that last year the group requested and received \$8,600. The group incorporates a lot of youth in their program and this year there are nine productions including three regional premieres. Staff recommends approval.

A motion by Dan Weinberger, seconded by Tom Cherry to approve the request in the amount of \$9,800 prevailed by the following vote:

Ayes: Cherry, Quinn, Szymaszek, Terpening, Weinberger, Meek
Nays: None

Hotel Tax Rate Review

Mr. McCallum reported that the original tax rate was adopted by the City of Grapevine in 1974. The rate is set at 6% city and 6% state. Frisco, Addison, McKinney and Plano are presently at 7% and Dallas, Fort Worth, Irving and Arlington are presently at 9%. The additional penny would be available to incentivize conventions, supporting events and groups such as foosball and for city-wide events, those which use three or more hotel properties. It would be used to protect need period business and to bring in new need period business.

A motion by Tom Cherry, seconded by Mark Terpening to present the proposal for a 1% increase in the city portion of the hotel tax rate to specifically be used for incentives and marketing prevailed by the following vote:

Ayes: Cherry, Szymaszek, Terpening, Weinberger, Meek
Nays: None
Abstains: Quinn

HOTELS / ATTRACTIONS ACTIVITIES

Hotel Updates

- Gaylord Texan welcomed new General Manager, Jim Quinn on May 27. He comes from the Marriott Rivercenter & Riverwalk in San Antonio.
- Hilton DFW Lakes has invested over \$650,000 to renovate the Texas Grande space. The newly designed ballroom will open next month.

Attractions

- Mac's is a new restaurant that will be located in the 900 block of South Main St.
- Redefined Coffee House has opened at 220 North Main St.
- Currytos Indian Mexican Grill received a CO for 110 North Main St.
- The summer schedule has started for the Grapevine Vintage Railroad. The Grapevine Fun Run is on Fridays.
- SummerBlast includes Friday night fireworks and numerous other events.

HOTELS / ATTRACTIONS ACTIVITIES cont.

Attractions cont.

- Exhibit in the Tower and Grand Galleries include: "Human Plus: Real Lives + Real Engineering" through Sept. 14 and The Light Crust Doughboys through July 13.

In the Area

- Grapevine Chamber of Commerce is ranked as the 9th largest Chamber in North Texas based on membership by the Dallas Business Journal.
- Dallas is in the running for the GOP Convention in 2016. They are up against Cleveland, Kansas City and Denver.
- The Sheraton DFW is launching a seven million remodel on their property.
- The Statler Hilton has been purchased by a Dallas developer. They plan to invest \$175 million to redevelop the historic hotel.

New Brochures

- The New Grapevine Opry
- SummerBlast

Upcoming

- 32nd Annual July 4th Fireworks Extravaganza – a 25 minute show with the first shell fired at 9:30 p.m.

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 9:45 a.m. prevailed by the following vote:

Ayes: Cherry, Quinn, 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 JULY, 2014.

APPROVED:



Paul Slechta
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration