

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 19, 2017 at 8:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 South Main Street, Grapevine, Texas with the following persons in attendance:

Jim Quinn	Board Member
Dan Weinberger	Board Member
Mark Terpening	Board Member
Debi Meek	Alternate Board Member

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

Becky Hummer	Heritage Foundation Liaison
Theresa Mason	Chamber of Commerce Liaison
Paul W. McCallum	Executive Director
Paula Newman	Managing Director, Administration/Operations
Brady Closson	Managing Director, Sales/Marketing
Lindy Bell	Assistant to the Executive Director

Absent:	Joe Szymaszek	Board Member - Chair
	Cynthia Blankenship	Board Member
	Keith Spinden	Board Member
	Iain Scouller	Board Member
	Sharron Spencer	Council Liaison

CALL TO ORDER

Acting on behalf of Board Chair, Joe Szymaszek, Board Member Mark Terpening called the meeting to order at 8:04 a.m.

APPROVAL OF MINUTES

Motion was made by Dan Weinberger, seconded by Jim Quinn to approve minutes from the September 21st, 2017 meeting. Motion prevailed by the following vote:

Ayes: Terpening, Meek, Weinberger and Quinn

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Becky Hummer reported final edits are being completed on the 2018 Grapevine Heritage Foundation calendar and final touches are being made on the 2017 Candlelight Tour of Homes scheduled for Saturday, November 4th. Docents for the Candlelight Tour are still needed if anyone knows someone interested. A special thank you was expressed to Debi Meek for her volunteerism.

The Foundation's Annual Meeting for the membership will be Thursday, November 9th, at Nash Farm. The 2017 National Trust for Historic Preservation Conference will be in Chicago and several Foundation and Preservation Commission members will be attending.

Nash Farm

Ms. Hummer reported the Second Annual Barn Dance was a sell out and great success. The Fall Round-Up was the following day, Saturday, and hosted approximately 2,300 guests. The Round Up was an agricultural fair-themed event. The last butterfly release of Butterfly Flutterby was held at the Farm. A special thank you was extended to the event's generous sponsors.

Bewitched by the Barn storytelling will take place Saturday, October 21st. Cider and popcorn will be served. First Friday at the Farm will be held November 3rd and will feature "campfire cooking." The Campfire Cooking Heritage Workshop will be November 4th, from 10:00 a.m. – 2:00 p.m. with a registration fee of \$35 per person.

December 1st will be the First Friday Christmas decorating workshop. Victorian Christmas will be Saturday, December 2nd where guests will experience traditional Christmas celebrations. Parlor sociables will be held December 14th featuring parlor games and conversation with light refreshments.

Chamber of Commerce

Theresa Mason reported on several Chamber activities and upcoming events. The current week has been declared Chamber of Commerce Week by Texas Governor Abbott. Several events have been held highlighting the Chamber's involvement and contributions. The Chamber's monthly Membership Luncheon is scheduled for this date with Matt Feryan of the Grapevine Fire Department speaking on business emergency preparedness in case of natural disasters. State Representative Giovanni Capriglioni will be speaking at the Legislative Breakfast scheduled for Friday, October 20th. The Alumni group has an event scheduled at the Flag Plaza from 3:00 to 5:00 p.m. this date.

The North Texas Job Fair is scheduled for Wednesday, October 25th. The 25th annual Chamber Chili Cook-Off is scheduled for November 14th at Classic Chevrolet. Plans are still in the works for the Grapevine Chamber to adopt a South Texas Chamber in lieu of Hurricane Harvey.

Ms. Hummer and Ms. Mason both left the meeting at 8:15 a.m.

SALES & MARKETING REPORT

Mr. Closson reported that for October, the convention and leisure sales team had 75 sales leads with 112,000 potential room nights and a potential economic impact of \$54 million. 32 groups have been booked representing 50,000 room nights with an economic impact of \$29 million. There were 6 site inspections representing approximately 7,000 room nights and \$2.5 million potential economic impact.

The Visitor Information Center, Settlement to City and Depot welcomed 42,635 guests. Over 219,000 brochures were distributed locally, statewide and nationally.

Destination Services assisted 10 groups representing 9,000 attendees with an economic impact of over \$9 million.

Grapevine visitor shuttle ridership for September was approximately 4,400 with an economic impact of \$4.6 million annual economic impact.

The Convention Center, Palace Arts Center and Concourse hosted a combined 56 events and booked 52 new definites with an economic impact of \$937,000.

The website welcomed almost 271,000 unique visitors in September. Top pages visited were GrapeFest with 78,000 sessions, GrapeFest Information with 31,000 sessions, GrapeFest Purchase Page with 15,700 sessions and CCOT/North Pole Express with 13,500 sessions.

The Grapevine Vintage Railroad had a total of 26 excursions for a September ridership of over 3,600.

For marketing, there were six print trade publication insertions. Print consumer publications had 17 insertions representing 2.2 million circulating impressions.

There were 3,769 TV and radio spots representing 31 hours and 29 minutes' promotion of GrapeFest.

Online advertising realized 120,000 impressions. Online consumer advertising realized over 9 million impressions.

Communications generated 14 press releases.

No action was taken by the Board.

GrapeFest Sales Fams

Mr. Closson reported a total of five meeting planners and guests participated in the GrapeFest sales fams. As a result, two programs are being worked as potential bookings: the National Guard Association and Pike Leadership.

In addition, five guests from China attended an international sales fam including a representative from East/West China who assisted in making posts and translating. They are known as "KOL's" (Key Opinion Leaders) in China. While in Grapevine, attendees were able to experience many facets of not just GrapeFest but other Grapevine venues. With use of WE Chat, the equivalent of Facebook, they were able post from Grapevine about their experiences and received a total of 5.7 million views. All expressed an interest in returning to Grapevine. Metrics will continue to be up-dated as numbers are available.

2018 Sales Missions/Trade Shows

Mr. Closson informed the Board of planned sales missions and trade shows to multiple destinations including Austin, Washington, D.C., Chicago, New York, New Jersey, Colorado Springs, Nashville and Minneapolis. The West Coast will be the geographic area highlighted this year.

Board members were asked to save the dates of March 16th-18th for the 30th Annual St. Patrick's Day sales mission focusing on the New York/New Jersey market. Travel will be Thursday and returning Sunday. The focus of the event is mainly a trade show with participating hotels providing an exhibit promoting their venue. Hotel general managers and one or more sales managers typically attend. With the 17th falling on a Saturday this year, it enables meeting planners to bring their family to the event. This gives exhibiting hotels access to families otherwise not available. Those wishing to go earlier to accompany sales team members on sales calls in Pennsylvania, New York and New Jersey sales calls were invited to attend.

Sister City Missions

Mr. Closson announced that that the West Lothian Sister City mission will be July 30th – August 6th and the mission to Parras de la Fuente will be August 8th – 11th, 2018. Board members were asked to let Naomi Saenz know of their interest to participate in either or both missions.

OLD BUSINESS

GrapeFest

Mr. McCallum reported on the 31st Annual GrapeFest – A Wine Experience, presented by Bank of the West. Festival attendees totaled 268,197. Featured winery regions were Finger Lakes, New York and Niagara-on-the-Lake, Canada. Both region's wines were extremely popular with new records set in the amount of wine served. Several pre-Festival events were hosted included four tasting events at various restaurants The GrapeFest Golf Classic hosted 76 golfers with proceeds benefiting the A.J. Harper Scholarship Fund for area students. The 14th Annual ItalianCarFest attracted 2,500

Visitors; proceeds will benefit Nash Farm. The Texas Wine Tribute was held Saturday, September 8th. Lost Oak Winery and Brennan Vineyard were this year's Tall in Texas recipients. Auction proceeds benefited MetroPort Meals on Wheels.

Featured wine regions of Finger Lakes and Niagara-on-the-Lake participated in the international wine tasting pavilion while the People's Choice Wine Tasting Classic had a participation from 39 Texas wineries. Over 7,380 tickets were sold for the People's Choice event. The lower number was a result of the temporary relocation to the CVB parking lot due to ongoing TEX Rail construction. KidsWorld, LEGOLand experienced a substantial number of festival participants.

The Mayoral Grape Stomp consisted of 15 teams with the winning duo coming from Wilmer, TX producing 38.5 ounces of juice. The GrapeStomp overall winners were three-time husband and wife defending champions from Dallas. The GrapeFest Tennis Classic had 350 registered participants. The Champagne Cork Shoot had 54 participants; winning distance was 109'. Grapevine Mills Main Stage featured many popular acts as well as the 11-member Folk Music Group from West Lothian, Scotland.

32 civic and service groups volunteered for the Festival and checks totaling more than \$250,000 will be presented to each organization.

No action was taken by the Board.

Legends of Grapevine Tourism & Hospitality Award

Mr. McCallum presented the criteria for eligibility for the award. The names of Jerry Delaney and Cathee Livingood were submitted to the Board for consideration as 2018 inductees. Discussion regarding eligibility for each candidate was heard by the Board.

Motion was made by Dan Weinberger, seconded by Debi Meek to accept the names of Jerry Delaney and Cathee Livingood as presented. Motion prevailed by the following vote:

Ayes: Terpening, Meek, Weinberger and Quinn

Nayes: None

Storage Track Status Report

Mr. McCallum reported that the TEXRail storage track is 80% complete. It is not connected to the main line per Federal Railroad Authority guidelines. 700' of track is required for delivery of the new TEXRail cars being manufactured by Stadler. Schematic drawings of the plaza, station, parking garage and hotel project approved by the City Council were shown to the Board. The garage will open in 2018 as well as acceptance of the first paying TEXRail customers. The hotel and station are planned to open June 2019.

The hotel will be a Marriott Autograph level hotel. The Convention and Visitors Bureau will control the scheduling of the Plaza as well as entry to the 150' tower. Construction on Dallas Road is based on a \$3.5 million grant from the Council of Governments. Completion will lag behind the rest of the construction project.

NEW BUSINESS

Grants In Aid Request

The End of the Runway Players submitted a request for a grant in the amount of \$25,000 for their 2017-2018 production season. Discussion was held by the Board regarding the significant contributions the theater makes to Grapevine. Motion was made by Jim Quinn and seconded by Debi Meek to approve the request.

Ayes: Quinn, Meek, Weinberger and Terpening

Nays: None

Debi Meek left the meeting at 9:30 a.m.

HOTELS/ATTRACTIONS ACTIVITIES

Mr. Closson reported, as mentioned previously, the hotel, station and parking garage will be completed mid-2019.

CVENT, a supplier platform where RFP's are submitted electronically, lists the top 50 meeting destinations by request. Grapevine is in the number 23 spot among the top 50 for 2017. Ranking is based on 5,000 sleeping rooms in CVENT which puts Grapevine among the top destinations competing with larger destinations of 15,000 to 20,000 rooms.

Mr. Closson pointed out the new collateral pieces provided for the Board including GVRR's Witch's Brew train on October 27th, Merry Christmas, Charlie Brown exhibit in the Tower Gallery from November 11th – 16th, as well as the CCOT rack card.

Jim Quinn up-dated the Board on the expansion at the Gaylord Resort and Convention Center. 100 rooms will come on-line May 1st, 2018, 200 rooms May 22nd, and the full facility will be open June 12th. It's a total additional 303 rooms.

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ADJOURNMENT

Next meeting of the Board will be November 16th. There being no further business to come before the Board, a motion was made by Dan Weinberger and seconded by Jim Quinn to adjourn the meeting at 9:39 a.m. Motion prevailed by the following vote:

Ayes: Quinn, Meek, Weinberger and Terpening

Nays: None

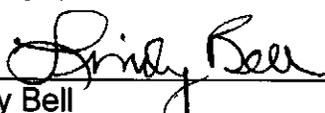
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
16TH DAY OF NOVEMBER, 2017.

APPROVED:



Joe Szymaszek
Board Member - Chair

ATTEST:



Lindy Bell
Assistant to the Executive Director