

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, May 17, 2018 at 8:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 South Main Street, Grapevine, Texas with the following persons in attendance:

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|-----------------|------------------------|
| Joe Szymaszek | Board Member - Chair |
| Mark Terpening | Board Member |
| Dan Weinberger | Board Member |
| Iain Scouler | Board Member |
| Keith Spinden | Board Member |
| Jim Quinn | Board Member |
| Debi Meek | Alternate Board Member |
| Sharron Spencer | Council Liaison |

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

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|------------------|--|
| Melva Stanfield | 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: Cynthia Blankenship Board Member

CALL TO ORDER

Board Chair, Joe Szymaszek, called the meeting to order at 8:00 a.m.

New employees, Paola Bowman, Director of Destination Services, and Emily Adams, Communications Coordinator were introduced to the Board.

APPROVAL OF MINUTES

Motion was made by Dan Weinberger, seconded by Iain Scouler to approve minutes from the April 19, 2018 meeting. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Scouler, Spinden, Quinn and Meek

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Melva Stanfield reported that the 2018 Preservation Advocacy Awards were presented by Mayor William D. Tate at the May 1st City Council meeting. Preservation/Conservation award went to Mike and Debi Meek; David and Siri Smith received the Rehabilitation Project Award; Greg and Janie Dunn received the Restoration Project Award and Helen Jean Lucas Reed received the Advocacy Award with a standing ovation for her many contributions and leading by example in the "Grapevine Way".

Nash Farm

The Nash Farm Supper/ Farm to Fork Experience was a success with a delicious dinner in the meadow served under a near full phase moon. Board members were asked to mark their calendars for the same event scheduled for April 2019.

Saturday, May 12's, 1860s Nash Farm Baseball Game drew over 300 attendees who enjoyed the vintage game, popcorn and lemonade.

Additional Nash Farm events include Dairy Day on June 9, Teachers Institute Workshop, June 13-15 and Ice Cream Social on July 14.

Chamber of Commerce

Theresa Mason reported on Chamber of Commerce activities and upcoming events. The Chamber's membership luncheon is scheduled for noon featuring Leadership Grapevine graduation. A few spots remain to be filled to work during Main Street Fest. The recent survey sent to Board membership received a very good response. One of the topics was remodeling of the Chamber offices to afford more room for staff to work.

SALES & MARKETING REPORT

Mr. Closson reported that for May, the convention and leisure sales team had 70 sales leads sourced to Stakeholder hotels with 119,000 potential room nights and a potential economic impact of \$46 million. 13 groups have been booked representing 13,000 room nights with an economic impact of \$5 million. There were 16 site inspections representing approximately 5,000 potential room nights and \$8.7 million potential economic impact.

The team hosted 20 clients and guests at the 26th Annual New Vintage Wine and Gallery Trail/Blessing of the Vines event. The event began with a breakfast at Mason & Dixie followed by the blessing of the vines ceremony and dedication of the "Seasons," the newest piece of Grapevine public art. Attendees then participated in Grapevine's Urban Wine Trail.

The Visitor Information Center and Settlement to City and Depot welcomed 14,000 . guests. Approximately 120,000 brochures were distributed locally, statewide and nationally. Higher than usual numbers of visitors were experienced due to two weekends of Day Out With Thomas activities.

Destination Services assisted 7 groups representing 21,800 attendees with an economic impact of over \$12 million.

Grapevine visitor shuttle ridership for April was approximately 4,000 riders. Shuttle ridership revenue was up 20.8% versus the same time in 2017.

The Convention Center, Palace Arts Center and Concourse hosted a combined 55 events with 7,300 in attendance with an anticipated economic impact of \$266,000.

The website welcomed approximately 79,000 total visitors in April which is the same number experienced in 2017.

For marketing, there were nine print trade publication insertions resulting in 724,000 in circulation. Online (Trade) Advertising generated 30,000 impressions.

Online consumer advertising generated 4.1 million impressions.

384 TV and radio Main Street related spots ran for a total of 3 hours and 19 minutes reaching an audience in the core and outer markets of 103,235.

Communications produced six press releases with a print publicity ad value of \$196,000 representing 2.1 million circulation impressions. Ad value for TV and radio publicity was \$6,800 representing almost 160,000 audiences.

Mr. Closson shared marketing collateral pieces including the National Tourism week piece with tourism statistics for the state of Texas. Rack cards were also introduced covering Summer Blast/GrapeFest, Rolling Through Time exhibit and the GrapeFest Golf Classic.

No action was taken by the Board.

OLD BUSINESS

Main Street Fest Up-Date

Mr. Closson relayed the excitement with Main Street Fest set to begin. Board Members were reminded of numerous changes that have taken place especially in regard to the physical footprint of the festival. Items highlighted included carnival rides now being located at both the north and south ends of Main Street; the Craft Brew Experience being located in Liberty Park in the designated Craft Brew Garden to distinguish the location. The Lone Star State of Mind pavilion is at Main Street and Texas. All Texas wine and beer pavilions will be located at each end of the pavilion. Also in the pavilion will be nine Texas Department of Agriculture Go Texan vendors with all items made in the State of Texas.

Grapevine Vintage Railroad will have an information booth on Cotton Belt Depot grounds to talk about and advertise North Pole Express. Nine limited-brew cask tappings will be held during the festival with 82 craft brews representing 36 different breweries being offered.

A new item for the festival is the Protected Speech Area cordoned off area near the Heritage Center for those wishing to address the public.

Fox 4 News will be covering the opening of the Festival on Friday. Media drops were delivered to over 60 media outlets the prior week.

No action was taken by the Board.

McPherson House Up-Date

Mr. McCallum reminded Board members that request for bids for the McPherson house was sent a couple of months ago, however, no bids were received. Several possible reasons were discussed and addressed and a new bid packet was produced. Ads will run May 9, May 16 and May 23. All means of advertising are being used including social media, the CVB website and signage. A picket fence has been erected on the property to show the lot size; driveway and garage locations have been staked out to help visually identify their size and location. Sealed bids will be opened Tuesday, June 12 at 2:00 p.m. in the City Attorney's office.

No action was taken by the Board.

NEW BUSINESS

Hudgins Heritage Trail

Mr. McCallum spoke to the Board about newly-opened Hudgins Street between Church and Ball Streets. The plan has been for many years to create a Heritage Walking Trail between Nash Farm and the Cotton Belt Depot district, providing points of historical interest within the short walking distance. Mr. McCallum showed an aerial map of the area to the Board identifying the specific location. Designated in the aerial map Mr. McCallum shared was the area where Jake Waymire operated a brick kiln in the late 1890's to 1910. The bricks produced in his kiln were used to build the buildings on Main Street. Plaques would be placed along the trail to trace the historical evolution of Grapevine from a subsistence farming community to the Grapevine Vintage Railroad. With the increasing number of schools visiting Nash Farm, The Trail would be popular to walk school groups through actual history telling the full Grapevine story.

Board member Debi Meek mentioned she has found several Waymire brick under her store on Main Street and would like to donate them to the Convention and Visitors Bureau for use on the Trail.

No action was taken by the Board.

HOTELS/ATTRACTIONS ACTIVITIES

Mr. Closson reported that the Tuesday, May 15, Dallas Morning News and New York Times Business section listed CVent's top ten convention hotels in the country. The Gaylord Texan Resort and Convention Center is ranked number two in the nation with current global value for meetings of \$750+ billion. Rhythm and Wine will be held at Delaney Vineyards each Thursday through August. The British Emporium will be hosting a watch party for the Royal Wedding Saturday morning starting at 6:00 a.m. Bingham Winery will be hosting a Wine and Roses event Wednesday, May 23. The Palace Theater will be showing the 1955 movie "Mr. Roberts" on May 25 and Monty Python and the Holy Grail May 26. The Grapevine Vintage Railroad will be running a Memorial Day train.

At 9:05 a.m. Board liaisons Theresa Mason and Melva Stanfield left the meeting.

Board Chair, Joe Szymaszek, officially called the Executive Session of the Convention and Visitors Bureau to order at 9:06 a.m.

Mr. McCallum presented and discussion followed.

Board of Directors Meeting
May 17, 2018
Page 6 of 6

At 9:14 a.m. Board Chair Joe Szymaszek requested a motion to adjourn the Executive Session. Motion was made by Mark Terpening and seconded by Iain Scouller

Ayes: Szymaszek, Terpening, Weinberger, Scouller, Spinden, Quinn and Meek

Nays: None

Executive Session was adjourned and regular session re-opened at 9:15 a.m.

The CVB Advisory Board of Directors recommends that the CVB pursue acquisition of property for interpretive use of the Jake Waymire brick kiln for a future walking heritage trail. Motion was made by Iain Scouller and seconded by Debi Meek in support of taking the proposal to City Council.

Ayes: Szymaszek, Terpening, Weinberger, Scouller, Spinden, Quinn and Meek

Nays: None

ADJOURNMENT

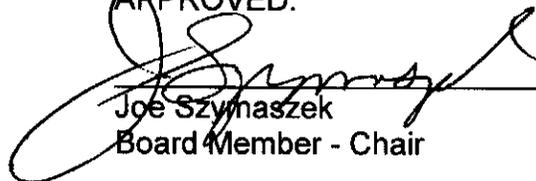
Next meeting of the Board will be June 21. There being no further business to come before the Board, a motion was made by Iain Scouller and seconded by Mark Terpening to adjourn the meeting at 9:16 a.m. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Scouller, Spinden, Quinn and Meek

Nays: None

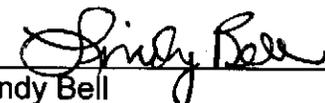
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS 21ST DAY OF JUNE, 2018.

APPROVED:



Joe Szymaszek
Board Member - Chair

ATTEST:



Lindy Bell
Assistant to the Executive Director