

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, August 16, 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:

Joe Szymaszek	Board Member - Chair
Mark Terpening	Board Member
Cynthia Blankenship	Board Member
Dan Weinberger	Board Member
Keith Spinden	Board Member
Iain Scouller	Board Member
Debi Meek	Alternate Board Member
Sharron Spencer	Council Liaison

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

Sue Franks	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: None

CALL TO ORDER

Board Chair, Joe Szymaszek, called the meeting to order at 8:01 a.m.

OATH OF OFFICE

Lindy Bell, Assistant to the Executive Director, successfully administered the Oath of Office to four returning Board members: Cynthia Blankenship, Mark Terpening, Debi Meek and Joe Szymaszek.

NEW EMPLOYEE INTRODUCTION

Mr. McCallum introduced three new staff members to the Board: Elizabeth Mullis, National Sales Manager, Bill Young, Digital Marketing Manager and Derrick Moss, Convention Center Set Up Worker.

APPROVAL OF MINUTES

Motion was made by Mark Terpening, seconded by Dan Weinberger to approve minutes from the June 21, 2018 meeting. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Blankenship, Spinden, Scouller, Meek

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Sue Franks reported that the Heritage Foundation is working on the upcoming 2018 Candlelight Tour of Homes scheduled for Saturday, November 3. Several Foundation members have been working to save a Township home important to Grapevine's heritage related to Mayor Wall and Robert Stark's Ham Radio communication with Pitcairn Islanders

Nash Farm

Nash Farm is participating in Summer Blast Grapevine Rails encouraging guests to visit the Summer Blast Grapevine Rails exhibit in the downstairs gallery, on to "Cotton Belt Railroad history" and over to Nash Farm to learn of travel by rail including a special Railroad Route handbook.

Nash Farm recently hosted an Ice Cream Social for a group staying at the Gaylord Texan. An Ice Cream Social open to the community was held July 14 with an attendance of 350 guests.

Coming at Nash Farm is the ItalianCarFest Saturday, September 8, 2018, and the Barn Dance on October 12.

Chamber of Commerce

Theresa Mason reported that the Grapevine Chamber of Commerce's annual Casino Night will be held Friday, August 24, at Austin Ranch. Tickets are \$50 each. The monthly Membership Luncheon will be Thursday, August 23, with a speaker from the Texas Bullet Train. A ribbon cutting at BoomerJack's on August 7 had an RSVP count of over 1,000. The Chamber will make a presentation to the Grapevine City Council on Tuesday, September 4, 2018. Progress is being made on the addition to the Chamber building to accommodate larger groups.

SALES & MARKETING REPORT

Mr. Closson reported that for July, the convention and leisure sales team had 84 sales leads sourced to Stakeholder hotels with 114,997 potential room nights and a potential economic impact of \$43 million. 17 groups have been booked representing 38,000 room nights with an economic impact of \$16 million. There were 8 site inspections representing approximately 14,000 potential room nights and \$6.5 million potential economic impact.

The Visitor Information Center, Settlement to City and Depot welcomed 17,745 guests in July. Approximately 36,170 brochures were distributed locally, statewide and nationally.

Destination Services assisted 13 groups representing 12,400 attendees with an economic impact of over \$10.6 million.

Grapevine visitor shuttle ridership for July was approximately 4,800 riders. Shuttle ridership revenue was \$10,178, flat versus July 2017.

The Convention Center, Palace Arts Center and Concourse hosted a combined 69 events with 9,100 in attendance with an anticipated economic impact of almost \$320,000.

The Grapevine Vintage Railroad had 16 excursions in July with a total ridership of approximately 2,900.

The website welcomed approximately 173,000 total visitors in July with 124,000 unique visitors. Top pages visited were Fourth of July Fireworks with 25,776 visits and Grapevine Vintage Railroad with 14,727 sessions.

There were two print trade publication insertions including American Society of Association Executives and the Texas Tour and Meeting Guide. There were 16 print consumer publication insertions with a total print circulation of 3.6 million

Online consumer advertising generated 4.6 million impressions. On-line trade advertising generated 40,000 impressions including CVENT and Association Forum.

There were 985 spots representing 8 hours and 13 minutes of TV and radio promoting SummerBlast in both core and outer markets.

Communications produced three press releases.

No action was taken by the Board.

OLD BUSINESS

2018/2019 Meeting Schedule

The proposed 2018/2019 Board meeting schedule was accepted.

Marketing Committee Up-Date

Cynthia Blankenship, 2019 Marketing Committee Chair, gave a Marketing Committee status up-date. The first Marketing meeting was Wednesday, July 25, 2018 with 12 stakeholders, members of the CVB Board of Directors and CVB staff present. A presentation was made of the 2019 Marketing plan along with discussion of the SWOT analysis, strategic initiatives and development of the entertainment districts in the surrounding cities with the need for Grapevine to continue to expand its offerings. A follow up meeting on August 15 completed the reports and information presented. Congratulations was offered to staff by Chair Blankenship for the well-developed plan that leveraged available resources.

GVRRL Locomotive Up-Date

Mr. McCallum provided a report regarding the successful obtainment of two FL-9 locomotives from New Haven, Connecticut for less than the amount of funds previously allocated by the Board for the purchase. Arrangements are underway for the locomotives to be transported to Grapevine as soon as the purchase process is complete.

Mr. McCallum also reported that TEXRail will begin revenue service on January 5th. Testing will be ongoing during the dates of North Pole Express.

Sister City Missions Report

Mr. McCallum reported on two recent Sister City missions, the first to West Lothian, Scotland and the second to Parras, Mexico. Councilmember Rogers and Sister City Coordinator, Naomi Saenz, led the delegation of 11 students, teachers and chaperones to Scotland along with eight delegates from the Grapevine community. The drama theater students from Grapevine Colleyville ISD were outstanding ambassadors during the mission. The 10-year signing of the Sister City accords was commemorated and various historic and cultural sites were toured. Several delegates were hosted by Scottish representatives while the students stayed on the Oakridge college campus.

Upon returning from West Lothian, Naomi Saenz led a delegation of 20 to Parras, Mexico. The delegation included Councilmember Duff O'Dell and Convention and Visitors Bureau Board member Mark Terpening. Delegates were welcomed by the Alcalde at City Hall and toured several locations supported by Grapevine fundraisers.

Both missions were productive and several strategic objectives accomplished in both locations.

Debi Meek and Theresa Mason left the meeting at 9:15 a.m.

NEW BUSINESS

Grants In Aid Request

Mr. McCallum presented on a Grants In Aid request from Oh Look Performing Arts Theater. The request of \$25,000 was discussed among Board members, and it was determined to award Oh Look \$25,000 with \$5,000 of that amount earmarked specifically for scholarships for needy students. The Oh Look treasurer will submit names of students requiring scholarships of \$365 each to cover the Student Participation Tuition charged to participants. A check for the tuition covering the appropriate amount of students will be prepared and mailed to the Oh Look Treasurer. A motion was made by Iain Scouller and seconded by Cynthia Blankenship in favor. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Blankenship, Spinden and Scouller

Nays: None

Mr. McCallum presented a request for a \$1500 sponsorship for a Kathee Livengood Memorial Scholarship. After discussion by the Board, motion was made by Iain Scouller and seconded by Keith Spinden to provide the funds on a one-time basis with no recognition of the Convention and Visitors Bureau Board.

Ayes: Szymaszek, Terpening, Weinberger, Blankenship, Spinden and Scouller

Nays: None

Cynthia Blankenship and Sue Franks leave the meeting at 9:40 a.m.

HOTELS/ATTRACTIONS ACTIVITIES

Mr. McCallum reported that Chuck Pacioni will be the new General Manager of the Gaylord Texan Resort and Convention Center effective October 1, 2018. Mr. Pacioni has most recently been General Manager of the San Francisco Marriott Marquis.

No action was taken by the Board

Board member Keith Spinden requested Board reports be sent via e-mail versus hard copy. Board members agreed to receive Board packets electronically.

ADJOURNMENT

Next meeting of the Board will be September 20, 2019. There being no further business to come before the Board, a motion was made by Mark Terpening and seconded by Keith Spinden to adjourn the meeting at 9:44 a.m. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Scouller and Spinden

Nays: None

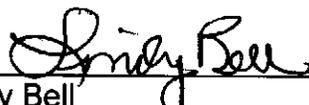
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
20TH DAY OF SEPTEMBER, 2018.

APPROVED:



Joe Szymaszek
Board Member - Chair

ATTEST:



Lindy Bell
Assistant to the Executive Director