

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 18, 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           |
| Debi Meek           | Alternate Board Member |
| Sharron Rogers      | Council Liaison        |

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

|                  |                                     |
|------------------|-------------------------------------|
| Theresa Mason    | Chamber of Commerce Liaison         |
| Balla Wright     | Heritage Foundation Liaison         |
| Paul W. McCallum | Executive Director                  |
| Brady Closson    | Managing Director, Sales/Marketing  |
| Lindy Bell       | Assistant to the Executive Director |

Absent: Iain Scouler Board Member

### **CALL TO ORDER**

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

### **APPROVAL OF MINUTES**

Motion was made by Mark Terpening, seconded by Keith Spinden to approve minutes from the September 20, 2018 meeting. Motion prevailed by the following vote:

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

Nays: None

## **LIAISON UPDATES**

### **Heritage Foundation Activities**

Balla Wright provided the report for the Heritage Foundation. The Board met with the Candlelight Tour of Homes homeowners and docents on Tuesday, October 16. The Candlelight tour is scheduled for Saturday, November 3 from 4-7 p.m.

### **Nash Farm**

The Nash Farm Barn Dance on Friday, October 19, is sold out. The Nash Farm Fall Round Up is scheduled for Saturday, October 20. It will focus on Grapevine's agricultural heritage. The last butterfly release from *Butterfly Flutterby* will take place at the Farm at 1:30 p.m.

October's First Friday featured "Cowboy Cooking" with 231 attendees.

### **Chamber of Commerce**

Theresa Mason reported that the Grapevine Chamber of Commerce's monthly luncheon is today. State Representative Giovannie Capriglione is the speaker. The North Texas Job Fair is scheduled for Wednesday, October 31, at the Grapevine Convention Center from 11:00 a.m. – 2:00 p.m. A broad range of employers are scheduled to attend. The Chamber will be making their presentation to Grapevine City Council on Tuesday, November 6. Even though progress on the new building has been slow, it does continue with presentations to be reviewed today by the Chamber Executive Committee and to the full Board on October 30. A decision on how to move forward will be made by the end of the month. The 26<sup>th</sup> Annual Chili Cook-Off will be held at Classic Chevrolet on Thursday, November 15.

## **SALES & MARKETING REPORT**

Mr. Closson reported that for September, the Convention and Leisure Sales team had 109 sales leads sourced to stakeholder hotels with 113,000 potential room nights and a potential economic impact of \$51 million. Leads were up 45.3% versus last September. 24 groups were booked representing almost 39,000 room nights with an economic impact of \$5.1 million. There were 10 site inspections representing approximately 13,000 potential room nights and \$42.6 million in potential economic impact

The Visitor Information Center, Settlement to City and Depot welcomed a little over 25,000 guests in September. Approximately 46,000 brochures were distributed locally, statewide and nationally.

Destination Services assisted 14 groups representing 14,000 attendees with potential economic impact of almost \$13 million.

Grapevine Visitor Shuttle ridership for September was approximately 3,600 riders. Shuttle ridership economic impact year to date is almost \$4 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 65 events with 17,400 in attendance and an anticipated economic impact of \$626,000.

The Grapevine Vintage Railroad had 16 excursions in August with a total ridership of approximately 2,236.

The website welcomed approximately 285,000 total visitors in September with 182,000 unique visitors. Top pages visited were GrapeFest, GrapeFest Events, CCOT/North Pole Express and Grapevine Vintage Railroad.

There were 19 print consumer publication insertions with a total print circulation of 1.4 million

There were 1,733 spots representing 24 hours and 8 minutes of TV and radio promoting 32<sup>nd</sup> Annual GrapeFest with 1,135 in core and over 598 outer market spots.

On-line trade advertising generated 40,000 impressions.

Communications produced four press releases.

Grapevine was recognized as a People's Choice recipient by the industry publication *Conventions South*. Over 7,000 subscribers to the publication were polled to identify recipients. The Gaylord Texan was also recognized as a top event venue.

No action was taken by the Board.

Mr. Closson reported on Sales Fams conducted during GrapeFest. Leisure Sales had a total of six guests from China and Australia. Platforms represented included WeChat social media program, C-Trip-largest online booking tool in China, KOL's-Key Opportunity Leaders, Australian travel managers and an Australian travel writer. The Convention Sales Fam had a total of eight attendees. Several RFP's resulted with a verbal commitment for 2021 made by one attendee and his possibly booking the group for a second date in 2022. Multiple testimonials were received by attendees thanking the Sales Team for their professionalism and enthusiasm for Grapevine.

No action was taken by the Board.

Mr. Closson reported on planned 2019 Missions and Trade Shows. Multiple missions are planned each year along with industry events and networking opportunities. Opportunities for Leisure Sales include Visit Australia, Brand USA to Japan and Korea which are seeing an increase in visitors to the Metroplex, and a Fall mission with Texas Tourism to the West Coast. Convention Sales has a December holiday reception in Washington, D.C. with Texas CVB's. Work will continue in the tri-state area of New Jersey, New York and Connecticut with its concentration of meeting planners. Several trade shows are also on the calendar with two staff currently attending the IMEX Show in Las Vegas where Grapevine and Arlington co-hosted a reception with over 200 meeting planner attendees. Additional shows planned are Connect TX in Lubbock where the Grapevine CVB will participate in preparation for hosting state planners in 2019. Nursing organizations are a new focus with multiple touch points scheduled throughout 2019.

#### **NEW BUSINESS**

Mr. McCallum reported on 2019 Sister City missions and events. There will be one mission to Parras de la Fuente in August and a group will be coming from Parras in September. There will be an official delegation from Krems in September with recognition of the 20<sup>th</sup> anniversary of the Sister City partnership. Councillor Charles Kennedy and wife Heather, will be coming to Grapevine in January and participating in the inaugural Robert Burns dinner. Grapevine/Colleyville students will be traveling to Krems in June to take part in the Gallagher Cup tournament and the Educational Exchange at West Lothian Academy. 2019 events include the Robert Burns dinner in January, the Sister City Annual Meeting in February and a college intern from Parras in Grapevine mid-May through mid-June.

Theresa Mason left the meeting at 8:45 a.m.

#### **Grants In Aid Requests**

##### **The End of the Runway Players**

Mr. McCallum presented a Grants In Aid request from The End of the Runway Players in the amount of \$30,000. Discussion was held regarding the contributions the Theater makes to the community as well as the quality of performances held. They are considered an important part of the community. After discussion, motion was made by Cynthia Blankenship and seconded by Mark Terpening to approve the request.

Motion prevailed by the following vote:

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

Nays: None

Grapevine High School Ex-Students Association

Mr. McCallum presented a Grants In Aid request from Grapevine High School Ex-Students Association in the amount of \$2,500. Discussion was held regarding this group's receipt of Grants In Aid funds in the same amount for the past 25 years. After discussion, motion was made by Keith Spinden and seconded by Dan Weinberger to approve the request.

Motion prevailed by the following vote:

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

Nays: None

Melange Musical

Mr. McCallum presented a Grants In Aid request from Melange Musical in the amount of \$3,350. Board member Iain Scouller met with Melange Musical representatives to discuss possible changes they could implement to increase their marketing reach and attendance. Mr. Scouller was unable to attend the day's Board meeting so the decision to approve funds was deferred until the November Board meeting in order to gain his input.

**OLD BUSINESS**

**GrapeFest Report**

Mr. McCallum reported attendance at this year's GrapeFest reached 261,000. Approximately \$400,000 is going to Historic Preservation for related preservation projects. Metroport Meals on Wheels received approximately \$21,805 from silent auction proceeds from the Texas Wine Tribute and Sister Cities received \$3,127. 33 civic and service groups have received more than \$100,000 in funds for their work during GrapeFest.

No action was taken by the Board.

9:10 a.m. Cynthia Blankenship left the meeting.

**Don Bigbie Legends of Tourism Award**

Mr. McCallum reminded the Board of nominations for the Don Bigbie Legends of Tourism award. The award recognizes those individuals who have made significant contributions to the hospitality and tourism industry in Grapevine. Nominations will be taken at the November Board meeting with no stipulation the award has to be made annually. Award criteria and nomination forms were provided to Board members.

No action was taken by the Board.

## **HOTELS/ATTRACTIONS ACTIVITIES**

### **2019 Texas Legislative Session**

Mr. McCallum provided information regarding the upcoming 2019 Legislative session in Austin with the need to emphasize the importance of the hospitality and tourism industry to Texas after a 50% reduction in funding during the 2017 Legislative session for Texas tourism. Legislation for preservation of the traditional school year start will also be addressed in the 2019 Legislative session. Board members were invited by Mr. McCallum to attend a reception for Lt. Governor Dan Patrick sponsored by the Texas Travel Industry Association in show of support for the importance of the legislation to be discussed in the coming year. Board members were asked to let Mr. McCallum know of their availability to attend to coordinate transportation.

Keith Spinden left the meeting at 9:30 a.m.

Mr. Closson reported that the San Danielle restaurant has closed. Mr. Closson also reported that DFW Airport President Sean Donohue issued a press release stating 100 flights are being added to the airport with a full renovation of Terminal E with 20 more gates. Grapevine High School's Homecoming parade is scheduled for this evening, the Veterans Parade and Fair will be November 10 and the Carol of Lights will be November 19.

The Nash Farm Barn Dance is scheduled for Friday, October 19, and Nash Farm Fall Round Up scheduled for Saturday, October 20. Butterfly Flutterby will be Saturday, October 20, with a new parade route starting in the CVB building parking lot. North Pole Express starts five weeks from Friday.

War Hammer Tournament was held this past weekend. Overall winner was from Connecticut, notable because they drove to the tournament and back over the weekend. 300 new War Hammer hobbyists are expected this coming weekend with 140 store managers coming to Grapevine the following week.

Grapeyard has been cancelled due to high water but the Sunset series at the REC will continue.

No action was taken by the Board

Discussion was held regarding distribution of Board packets. It was determined the full packet would continue to be sent to hoteliers and attractions electronically while hard copies of the agenda, minutes and Grants In Aid requests would be sent to other Board members via regular mail.

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**ADJOURNMENT**

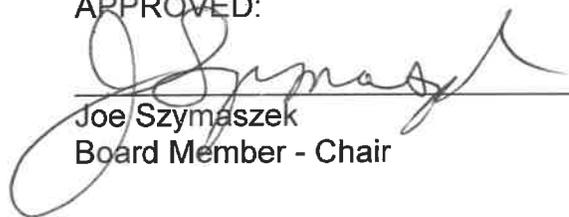
Next meeting of the Board will be November 15, 2018. There being no further business to come before the Board, a motion was made by Mark Terpening and seconded by Dan Weinberger to adjourn the meeting at 9:44 a.m. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger

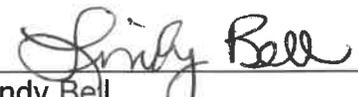
Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS  
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON  
THIS 15<sup>TH</sup> DAY OF NOVEMBER, 2018.

APPROVED:

  
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Joe Szymaszek  
Board Member - Chair

ATTEST:

  
\_\_\_\_\_  
Lindy Bell  
Assistant to the Executive Director