

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 16, 2019 at 8:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

Joe Szymaszek	Board Chairman
Cynthia Blankenship	Board Member
Mark Terpening	Board Member
Debi Meek	Board Member
Iain Scouller	Board Member
Keith Spinden	Board Member
Dan Weinberger	Board Member
Chuck Pacioni	Board Member

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

Janet Perkins	Heritage Foundation Liaison
Steve Brown	Chamber of Commerce Liaison
Paul W. McCallum	Executive Director
Brady Closson	Managing Director, Sales/Marketing
Lindy Bell	Assistant to the Executive Director
Absent:	Sharron Rogers-Council Liaison

CALL TO ORDER

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

NEW EMPLOYEE INTRODUCTION

Mr. McCallum introduced Jessica Farish, Palace Arts Center Manger to the Board.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Iain Scouller approved the minutes from the April 18, 2019 meeting and prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Chamber of Commerce

Steve Brown provided the monthly up-date for the Chamber of Commerce. The monthly membership luncheon is scheduled for Thursday, May 16th. The program will be the graduation of Leadership Grapevine. Wise Guys Pizza will cater with sponsorship provided by Bank of the West. Mr. Brown provided a building up-date reporting \$230,000 received in pledges. Projections are on track to reach the \$300,000 goal with groundbreaking anticipated late May or early June. Plans have been submitted to the City and an appraisal of \$1.7 million received. Mr. Brown also reported that the Grapevine Chamber is a finalist as 2019 National Chamber of the Year. The winner will be announced at a July 15th event in Long Beach, California.

Heritage Foundation Activities

Heritage Foundation Liaison Janet Perkins presented the report. The Heritage Foundation met Wednesday, May 15, for their regular meeting. Ms. Perkins reported that Preservation Advocacy Awards were presented at the May 7th City Council meeting. Award recipients included Kathrine Brink for Supporting Preservation Programming, Mike Kellerman of Armor Insurance for Grapevine Township Project and Phil Parker of Wilhoite's Restaurant for the Preservation/Conservation award for façade work on the exterior of Wilhoite's restaurant.

Nash Farm

Nash Farm's 1860s baseball drew a good crowd in spite of heavy rains earlier in the day. Upcoming events at the Farm include Dairy Day Saturday, June 1, First Friday Fun at the Farm June 7 and a One-Hour Dress Workshop June 29.

SALES AND MARKETING REPORT

Mr. Closson reported that for April, the Sales team had 123 sales leads sourced to stakeholder hotels with 181,000 potential room nights and a potential economic impact of approximately \$80 million of which 29 are "In The Year For The Year" (ITYFTY) representing 4,300 room nights and \$3.5 million in potential economic impact. Sales team assisted with 12 definite bookings representing 24,000 room nights and an economic impact of \$12 million, four of which are ITYFTY. Sales team hosted 17 site inspections representing approximately 3,600 potential room nights and \$10.7 million in potential economic impact. Sales team representatives participated in Christian Meeting and Conventions Association in Greenville, South Carolina and New Vintage Wine and Gallery Trail FAM

Brochure distribution for the month of April was over 111,000.

Destination Services assisted nine groups representing 14,100 delegates with potential economic impact of \$13.9 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 74 events with almost 12,200 in attendance and an anticipated economic impact of almost \$767,000. 39 future events were booked during the month.

Grapevine Vintage Railroad had 62 excursions representing 15,700 riders including Day Out with Thomas two weekends and two sold out Easter bunny trains.

The website welcomed approximately 85,400 unique visitors in April with a total website visitation over 114,000. Top referring sites included M.facebook.com, Grapevinetexas.gov, Guidelive.com and visitDFW.com.

Online Trade (GROUP) received 40,000 impressions with two insertions including Associations-Forum.org and CVENT received 30,000 impressions.

Print consumer publications had 12 insertions with a circulation of over 414,000.

On-line Consumer Advertising had almost 2.9 million impressions with eight insertions. Online ad value for April was \$3,300 with a total of 44 mentions.

One media release was distributed. Print ad value was almost \$209,000 with a circulation of over 573,000.

Main Street Fest TV/radio spots aired beginning April 22 in Oklahoma City, Shreveport, Abilene, Waco-Temple-Bryan, Midland-Odessa, Wichita Falls and Tyler-Longview. 146 spots began airing in the core market began totaling one hour and 13 minutes.

Mr. Closson reported that comparing marketing metrics from website reach to media exposure last year to this year has increased significantly across all spectrums.

An email campaign was delivered to over 70,000 targeted residents who live close to the TEXRail line to promote riding TEXRail to Main Street Fest. Promotion included a discount coupon to redeem for entrance to the festival as well as a pair of shutter shades. The coupon will provide tracking of how many took advantage of TEXRail for transportation to the festival.

Christian Conference Management Association (CCMA)

This worship-based conference is the smallest of three religious conferences across the country with this one being held in Greenville, South Carolina. Eleanor George networked with over 80 planners who attended, holding one-on-one sessions with 13.

Several potential requests for proposal were identified. Staff was pleased the overall results after attending this conference for the first time.

New Vintage Wine and Gallery Trail Fam

19 planners attended New Vintage Wine and Gallery Trail Fam Saturday held Saturday, April 13. As a result, one new request for proposal has been confirmed with a potential economic impact of \$2 million. Attendees enjoyed and participated until the end of the event in spite of heavy rain throughout the day.

Mr. Closson also reported that Main Street Festival obtained the exterior and interior front and back covers of the Dallas Morning News Entertainment Guide. The Guide has a circulation of over 30,000.

No action was taken by the Board.

OLD BUSINESS

Grapevine Main Update

Mr. McCallum reported on the construction progress of Grapevine Main:

Parking Garage

Elevator inspection in the parking garage is to take place Friday, May 17. If inspection passes, all five floors of the parking garage will be available for Main Street Fest. Brickwork will be washed down and scaffolding removed the week of June 14. Of the 554 available spaces, 135 are allotted to TEXRail commuters daily by contract, Hotel Vin is contracted to have 84 spaces. Harvest Hall and the City of Grapevine have no allocated number. Final parking cost is to be determined. Mr. McCallum reported that Grapevine Main is the number one station in the system on weekends and the number two station on week days.

Hotel Vin

The privately-owned Hotel Vin is an Autograph by Marriott branded hotel with 120 rooms. The pedestal first floor is complete with five more decks to be completed. Roof is expected to be poured in October 2019. Projected date for substantial completion is May 8, 2020 and projected soft opening is June 1, 2020.

Grapevine Main Station

Steel completion is expected to be August 14, 2019 with overall substantial completion expected to be May 14, 2020. Full completion is projected for June 11, 2020. Harvest Hall, managed by Coury Hospitality, will have seven restaurant outlets with first opportunity going to local restaurant owners in a different format. The South Hall will be a function space for groups. The Convention and Visitors Bureau will have space for a visitor information center, roller bag storage and ticket sales for Grapevine Vintage Railroad, TEXRail and all events sold through TicketLine. Security screening will be on-site along with tickets sold for admission to the observation tower.

Plaza

The 40,000 square foot Plaza will be completed shortly after Grapevine Main. It will have the capacity to hold 3,000 plus people. The Plaza will include a water feature at grade level with a splash fountain in the summer and ice skating in the winter. Featured in the Plaza will be the Peace Circle, the most ambitious public art project in Grapevine. 11 bronze figures being created by artist Linda Lewis will represent the ten Indian nations and President Sam Houston who met in Grapevine to sign the Peace of Treaty and Friendship. Construction of the Plaza is expected to begin later in 2019.

No Action was taken by the Board.

Facilities Management/Maintenance Up-Date

Mr. McCallum reported on the 57 structures owned and operated by the Convention and Visitors Bureau. Mr. McCallum informed the Board of the major maintenance projects that have been completed in the past year along with several additional projects currently being planned. Restoration projects are funded by proceeds from festivals. Paula Newman coordinates the processes for all projects and oversees the scheduling of work done by Maintenance Manager Keith Nolly for most efficient use of his time to handle as many projects in house as possible. Mr. McCallum reiterated that the Convention and Visitors Bureau is attraction-based making Grapevine unique so all venues must be kept in the very best condition possible.

NEW BUSINESS

There was no new business to report.

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson reported that the renovation currently underway at Hyatt Regency DFW continues to move forward.

Mr. Pacioni shared that the renovation of Gaylord's Glass Cactus is almost complete and a soft opening currently underway. A grand opening is anticipated in August. The space is able to accommodate up to 2,400 guests.

Mr. Closson also reported that Let's Pretend Parties will be opening a second Grapevine location next to Peppa Pig's World of Play. Also opening at Grapevine Mills near Fieldhouse USA is Beef Jerky Outlet.

Mr. Closson reported that Silver Lake on Northwest Highway has begun its first phase of a \$250 million investment featuring multi-family housing. The first 150-room Hilton Garden Inn will be the third flag of the Courtyard and Towne Place Suites complex.

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Kubota is considering an expansion to their office complex that will bring their total employee headcount to over 500.

Mr. Closson provided highlights to the Board of some of the events planned for Main Street Fest.

There being no further business to come before the Board a motion by Mark Terpening, seconded by Debi Meek to adjourn the meeting at 9:21 a.m. prevailed by the following vote:

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

Nays: None

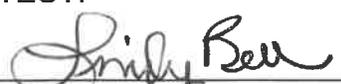
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
20th DAY OF JUNE, 2019.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director