

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, January 16, 2020 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 Chair
Mark Terpening	Board Vice Chair
Sharron Rogers	Council Liaison
Dan Weinberger	Board Member
Debi Meek	Board Member
Iain Scouller	Board Member

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

Paul W. McCallum	Executive Director
Brady Closson	Deputy Executive Director
Lindy Bell	Assistant to the Executive Director

Absent:

Cynthia Blankenship	– Board Member
Chuck Pacioni	– Board Member
Melva Stanfield	– Heritage Foundation Liaison
Steve Brown	– Chamber of Commerce Liaison

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 8:08 a.m.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Debi Meek approved the minutes from the December 10, 2019 meeting and prevailed by the following vote:

Ayes: Szymaszek, Terpening, Meek, Scouller, Weinberger

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

In the absence of Heritage Foundation Liaison Melva Stanfield, PW McCallum reported on her behalf.

Nash Farm and Heritage Museums

Mr. McCallum reported that with the opening of Hudgins Street between Nash Farm and Church Street, there is now a direct path for activities at Nash Farm to the Settlement to City Museums at Ted R. Ware Plaza and direct access across Main Street to the Cotton Belt Depot. Activities are being linked and events happening simultaneously in all three locations. Hometown Christmas expanded this year with cookie baking and ornament making each day at the Farm. December's First Friday program, "Decorate the Farmhouse," had 185 attendees while on Saturday, over 300 attended the "Annual Victorian Christmas" tours which is the largest season kick off ever. Over 400 attended the Farmstead Christmas Celebration on December 14.

A new activity, "Elf Adventure Passport," incorporated several different activities such as the use of the Keeling's printing press, "Christmas with the Keelings," following the family tradition of making Christmas ornaments. Story tellers shared "Tales of Victorian Christmases" at Nash Farm while in the North Pole Neighborhood, activities were held where luggage or gift tags could be stamped out at the blacksmith shop, a piece of metal tinsel made at The Bragg House Tin Shop and the Section Foreman House hosted the decorating of a wooden train.

For 2020, the January 18 and 19 Hog Butchering and Curing Workshop old out; in February, Valentine Card Printing will take place on February 1st, First Friday Crafting Historic Valentines on February 7th and Victorian Valentines on February 8th.

Chamber of Commerce

Grapevine Chamber liaison Steve Brown was unable to attend the meeting. Incoming Chamber liaison, LeighAnn Brown, will begin attending in February. In Mr. Brown's absence, Chair Szymaszek reported that the Gary and Cynthia Blankenship addition to the Chamber offices had a successful grand opening and donor wall was unveiled with over \$800,000 currently raised for its construction.

SALES AND MARKETING REPORT

Brady Closson reported that for December the Convention and Leisure Sales team had 130 sales leads representing over 185,000 potential room nights and potential economic impact of over \$86 million. There were 13 definite bookings representing 45,000 room nights and a potential economic impact of \$30 million. The sales team participated in 10 site inspections and four missions: Connie Ash with Destination Texas in Austin, Eleanor George with the Texas CVB Holiday Event in Washington, D.C., Codi Missimò conducted a sales mission to New York City and Liz Mullis attended the Holiday Showcase 2019 in Chicago.

Destination Texas, the trade group of Northstar conducted this destination-specific hosted buyer event. Tracy Tilton of Great Wolf Lodge also attended to showcase Grapevine. 19 one-on-one appointments were held resulting in seven new RFP's representing potential economic impact of \$5.9 million.

Eleanor George, Joe Thompson and PW McCallum represented Grapevine at the Texas CVB Holiday Event in Washington, D.C. Grapevine collaborated with five other Texas Convention and Visitors Bureaus including Austin, Fort Worth, Houston, Irving and San Antonio to host a "Home for the Holidays" reception with 104 planners in attendance. Five additional sales calls were conducted with strong potential.

Codi Missimo conducted a sales mission to New York City where eight site inspections were held for potential St. Patrick's Day venues. In addition, Ms. Missimo attended the New York Annual Industry Holiday Celebration with 150 planners in attendance.

Liz Mullis attended the 2019 Holiday Showcase in Chicago accompanied by representatives of Hyatt Regency DFW and Great Wolf Lodge to promote Grapevine. A client dinner was held and meetings were held with over 80 planners.

Heather Egan, Leisure and International Sales, hosted five tour operators and one Texas Tourism member for the National Tour Association. It was noted that Group Getaways added Grapevine to their 2020 Texas itinerary.

The Visitor Information Center welcomed a total of 79,620 visitors and Settlement to City museums hosted 733.

Destination Services assisted four groups representing almost 5,515 delegates with potential economic impact over \$3.9 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 80 events with 21,700 attendees. 45 future events were booked during December, anticipating 12,000 attendees and a potential economic impact of \$450,000.

Grapevine Vintage Railroad conducted 104 excursions for the month.

The website welcomed approximately 230,000 unique visitors in December with a total website visitation over 314,300 and over 708,000 page views for the month.

Online Trade (GROUP) received more than 160,000 total impressions with two insertions. Print Trade (GROUP) had two insertions with a circulation of more than 60,000.

Print consumer publications had 24 insertions with a circulation of over three million. Publications included *Community Outreach*, *Texas Parks & Wildlife*, *Texas Monthly* and *USA Today Leisure Tourism*.

On-line Consumer Advertising exceeded five million impressions with 24 insertions.

Three media releases were distributed. Print ad value for December totaled 33 insertions with a circulation exceeding 2.8 million. Online ad value had 76 placements

There were 34 TV/radio segments in December with segments including "Last Minute Christmas Shopping at Grapevine Mills" on KXAS-DAL NBC First at 5; "Grapevine Christmas Market" on KTVT-DAL CBS 11 News; and "Christmas Tree Giveaway" on KTVD-DAL CBS 11 News.

Mr. Closson distributed the 2020/2021 Festivals and Events Guide for Grapevine.

No action was taken by the Board.

OLD BUSINESS

Christmas Capital of Texas Update

Mr. McCallum provided a detail report of 2019 Christmas Capital activities. Overall, numbers in 2019 exceeded those of 2018 including a record breaking 377,612 total ICE! tickets sold at the Gaylord Texan; all retailers at Grapevine Mills reported an increase in sales traffic over 2018. Main Street merchants and restaurateurs exceeded their sales and goals for the holiday season. The Convention and Visitors Bureau "Hometown Christmas" exhibit received over 11,134 visitors while Nash Farm had over 1,500 total attendees at special events and tours. A new program, the Grapevine Christmas Passport Elf program, was a tremendous success selling over 3,000 passports with activities at Millican Blacksmith Shop, Tin Shop at the Bragg House, Section Foreman House and the Hometown Christmas exhibit. 16 Christmas movies at The Palace had an attendance over 7,000, a 15% increase over last year. Live shows at the Palace had an attendance over 4,000 attendees, a 13.8% increase. TEXRail ridership was up over 71,000 riders. Both Christmas wine trains were sold out and the North Pole Express was sold out with over 46,000 tickets sold on 102 runs.

Historic Depot Cotton Dock Rebuild

Mr. McCallum reported that the new dock will dramatically widen available space and will be connected to the platform. Handicap access will be located on the east end of the dock which will become the main entry way. The current telegraph and waiting rooms will become museum areas. Start of work on the platform was delayed due to ongoing construction at Grapevine Main. Internal modifications will be made for ADA accessibility into the freight rooms whose doors will be opened for access. Upon completion of the dock, train passengers will de-board through the gift shop. Air conditioning equipment and electrical power access for events will be relocated and expanded.

Iain Scouller stepped out of meeting at 9:08 a.m.

Mr. McCallum requested the Board approve the projected cost of the estimated \$80,000. The cost includes moving of the air conditioning equipment and moving and expanding electrical power centers. Motion was made for approval by Mark Terpening and seconded by Dan Weinberger.

Ayes: Szmaszek, Terperning, Weinberger and Meek

Nays: None

Mr. McCallum notified the Board this project will be followed by a larger project and a full presentation regarding that project will be made at that time.

NEW BUSINESS

Roberson-Lipscomb Farmhouse

Mr. McCallum informed the Board of the donation of the Roberson-Lipscomb farmhouse to the City of Grapevine and its obtainment was approved unanimously by Grapevine City Council. The land where it currently sits will be developed for retail, condominiums and townhomes. Built in 1906, the house was built on a bluff overlooking their farmlands which are now Lake Grapevine. The Robersons were cotton farmers and also owned the cotton gin at Minters Chapel. The process is currently underway to move the house from its current location to a lot on Dooley, directly behind the McPherson house. The house will be moved sometime after February 9th once all arrangements are complete.

9:18 a.m. Iain Scouler returns to meeting.

Grapevine Main Pre-Opening/Grand Opening Promotions

Mr. McCallum informed the Board that planning for the pre-opening and grand opening of Grapevine Main is about to begin with collaboration between the staffs of the Grapevine Convention and Visitors Bureau and Coury Hospitality. A soft opening is planned for Hotel Vin in June, Harvest Hall a few weeks later, followed by the Plaza. A grand opening for all will be held in September. Mr. McCallum said the current plan is for the Visitor Information Center to move to Harvest Hall and retain a presence in its current location. Creative work will be handled by the Wood Agency, Convention and Visitors Bureau staff and Coury Hospitality staff.

MPI/WEC Grapevine Convention

Mr. McCallum informed the Board that over 2,700 attendees with 1,500 of that number being meeting planners will be in Grapevine the first part of June for the MPI/WEC conference, June 6-9, 2020. It is the first time this conference has been held in a smaller city location. Several Convention and Visitors Bureau staff members are serving on planning committees. Board members will be invited to participate in several of the planned activities. More information to come later.

No action was taken by the Board.

Chair Joe Szmaszek shared that Gayle Hall had recently received the Lifetime Achievement award from the Texas Association of Festivals and Events and Hilton DFW Lakes Hotel and Conference Center received Full Service Hotel of the Year by the Hotel Association of Tarrant County.

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HOTELS/ATTRACTIONS & ACTIVITIES

A report on Hotels/Attractions and Activities was waived for this meeting in the interest of time.

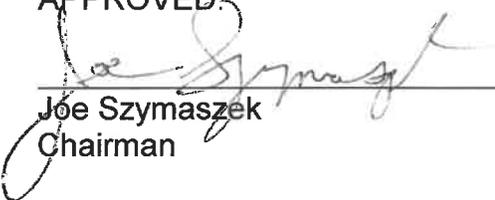
There being no further business to come before the Board a motion by Mark Terpening, seconded by Dan Weinberger to adjourn the meeting at 9:40 a.m. prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Meek and Scouller.

Nays: None

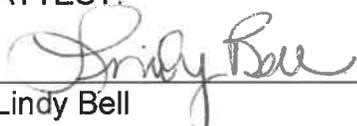
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
13th DAY OF FEBRUARY, 2020.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director