

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 21, 2020 at 9:00 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
Cynthia Blankenship	Board Member
Iain Scouler	Board Member
Chuck Pacioni	Board Member
Dan Weinberger	Board Member
Debi Meek	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:	Balla Wright – Heritage Foundation Liaison LeAnn Brown – Chamber of Commerce Liaison

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 9:02 a.m.

APPROVAL OF MINUTES

Motion by Mark Terpening, seconded by Dan Weinberger to approve the minutes from the February 13, 2020 meeting prevailed by the following vote:

Ayes: Szymaszek, Terpening, Meek, Weinberger, Blankenship, Paciono and Scouler.

Nays: None

PW McCallum introduced new staff member, Sophia Stoller, to the Board as the Director of Media Relations.

ONGOING BUSINESS

MPI/WEC Grapevine Update

Mr. McCallum provided an update regarding the Meeting Professionals International/ World Education Congress. The event was originally scheduled for June 6-9, with an anticipated attendance of 3500 meeting planners and suppliers. Due to the COVID-19 pandemic, the event has a new theme, "Reunite for Recovery" and has been rescheduled to November 3-6. The meeting will consist of a combined in person and virtual format. In person attendance is anticipated to be approximately 1,000. Thanks were expressed to Chuck Pacioni, the Gaylord Texan staff, and the MPI and CVB teams for working through the various technicalities to reschedule. The opening reception will be Tuesday, November 3rd, in the Historic Cotton Belt Depot area with the theme, "Authentic Grapevine."

NEW BUSINESS

COVID-19 Cleaning and Sanitizing Standards

Mr. McCallum introduced the "Global Biorisk Advisory Council" (GBAC) accreditation program. GBAC is a standardized and certified training program to clean and provide disinfection and infectious disease prevention for facilities via a 'train the trainer' program. This program will enable the program to be continued on an ongoing basis. GBAC accreditation is a multiple step process. All steps must be completed in order to become certified. Mr. McCallum proposed the Convention and Visitors Bureau pay the program fee the first year so all venues in Grapevine can achieve the program's rating which will allow Grapevine to promote them as a 'GBAC Star Facility,' and Grapevine be promoted as a safe environment for visitors.

After discussion by all Board members, motion was made for approval of the proposed funding by the CVB to pay the first year's fee. Motion was made Dan Weinberger and seconded by Mark Terpening.

Ayes: Szmazsek, Terpening, Weinberger, Meek, Blankenship, Scouller and Pacioni,

Nays: None

Event Payment Alternatives

Mr. McCallum presented the concept of Magic Money as an alternative to coupons for a secure, touchless payment method for festivals. A detailed presentation was made and discussion held by Board members of the benefits of converting to such a system.

Following discussion by Board members, motion was made by Mark Terpening for its adoption with a second from Dan Weinberger.

Ayes: Szmazsek, Terpening, Weinberger, Meek, Blankenship, Scouller and Pacioni,

Nays: None

Come Together Incentives for Sales Promotion

Mr. McCallum reported that a sales rebate program, "Come Together in Grapevine" has been implemented targeting new reservations booked prior to August 31, 2020. To date, the program has resulted in approximately 26,000 room nights currently being worked for booking using the program. Sales managers are using the program to help 'seal the deal' with pending groups.

No action was taken by the Board.

Grapevine Main – Room Rental Rate Structure

Mr. McCallum notified the Board there will be a limited number of meeting rooms available to rent on the second floor of Grapevine Main. A proposed rental rate structure was proposed and discussed by the Board. Motion was made for approval of the proposed rate structure by Debi Meek and seconded by Mark Terpening..

Ayes: Szmazsek, Terpening, Weinberger, Meek, Blankenship, Scouller and Pacioni.

Nays: None

Grants in Aid Request

Mr. McCallum told the Board he had been in communication with Jill Lord of the Oh Look Performing Arts Center regarding their Grants in Aid application. Ms. Lord notified Mr. McCallum Oh Look's proposal could be tabled by the Board as they are unable to conduct activities due to the current restrictions regarding the COVID-19 virus.

No action was taken by the Board.

September Board Meeting Date

The Board changed the September meeting date to Thursday, September 24, 2020

Board member Debi Meek left the meeting 10:40 a.m.

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. McCallum presented a summary of meetings, projects and ongoing activities being held and conducted by CVB staff since the start of the COVID-19 pandemic. Staff has remained productive throughout the quarantine period whether working in the office, at various venues or working from home.

Chair Joe Szymaszek reported that Grapevine Mills is open at the mandated 25% of capacity with 120 stores open by next week. Local merchants opened first followed by national retailers. Customers are spending more and the conversion rate since opening is up significantly from the standard rate.

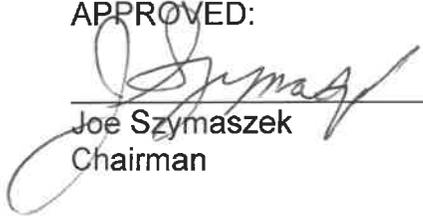
There being no further business to come before the Board a motion by Dan Weinberger, seconded by Mark Terpening to adjourn the meeting at 10:55 a.m. prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Blankenship, Pacioni and Scouler.

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
18th DAY OF JUNE, 2020.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director