

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, February 13, 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
Dan Weinberger	Board Member
Debi Meek	Board Member
Melva Stanfield	Heritage Foundation Liaison
LeAnn Brown	Chamber of Commerce Liaison

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:	Sharron Rogers – Council Liaison
	Cynthia Blankenship – Board Member
	Chuck Pacioni – Board Member
	Iain Scouller – Board Member

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 8:02 a.m.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Debi Meek approved the minutes from the January 16, 2020 meeting and prevailed by the following vote:

Ayes: Szymaszek, Terpening, Meek and Weinberger

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Heritage Foundation Liaison Melva Stanfield reported that the Foundation is adding a 15-20 minute educational element to each of their monthly meetings and will cover such topics as *The History of the Foundation*, *Preservation Education*, *Secretary of the Interior Standards* and *the Texas Historical Society*.

Nash Farm and Heritage Museums

Ms. Stanfield reported that Nash Farm had a busy January with 105 guests for First Friday's Bread making and 30 guests attending the sold out Hog Butchering and Curing two-day workshop January 18 and 19. A combined total number of visitors to Nash Farm in January reached 491. For the month of February to date, there have been 213 total visitors, 96 of which attended the Valentines-themed First Friday and 36 guests attended Family Valentines Saturday. There are two evening classes for couples scheduled this week demonstrating historic candy making.

Chamber of Commerce

Incoming Grapevine Chamber liaison, LeAnn Brown, reported that the Gary and Cynthia Blankenship addition to the Chamber building opened the second week of January. Several meetings have been held in the new space while the first fee was received from a business utilizing the space. The Chamber Board planning retreat was held January 17th and drafted the following goals: -) Increase membership; -) Continue fund raising efforts for the building expansion. \$764,350 has been raised to date; -) Complete application for five-star accreditation currently underway; -) Schedule a best practice to a Houston area chamber. The Grapevine Chamber community awards banquet was held last week. It was well attended and a great success. The speaker for the February 20th membership luncheon will be Rob Metnick discussing the business operations of the Texas Rangers and the opening of Globe Life Park. Upcoming events in April include a job fair and the Great Taste of Grapevine April 9th.

Chair Szymaszek reported that past chairs of the Chamber Board recently held a meeting with 18 in attendance covering the past 45 years.

SALES AND MARKETING REPORT

Brady Closson reported that for January the Convention and Leisure Sales team had 128 sales leads representing almost 160,000 potential room nights and potential economic impact of over \$71 million. There were 29 definite bookings made representing 30,000 room nights and a potential economic impact of \$16 million. The sales team participated in 11 site inspections representing a potential of 22,100 room nights with an estimated economic impact of \$11 million. Two sales missions were conducted including Professional Convention Management Association (PCMA) in San Francisco the first week of January. Six hosted buyer sales appointments were conducted and sales staff attended multiple educational opportunities. Southwest Showcase, a one-day event, was held in Austin with a total of 235 planners attending. Partner hotels attending included Hilton DFW Lakes, Embassy Suites, Gaylord Texan,

Great Wolf Lodge and Hyatt Regency DFW. Grapevine co-hosted a North Texas CVB reception with Irving, Denton, Allen, Frisco, Plano, Fort Worth and Dallas. 73 planners attended. Multiple sales calls were made and requests for proposal received.

Heather Egan attended the American Bus Association Conference in Omaha, Nebraska and managed the Team Texas booth on the networking floor. 28 one-on-one appointments were conducted. Grapevine is host of the American Bus Association Annual Conference in January 2022.

The Visitor Information Center welcomed a total of 5,500 visitors and Settlement to City museums hosted 477.

Destination Services assisted eight groups representing almost 8,200 delegates with potential economic impact of \$8.1 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 54 events with 12,000 attendees and an economic impact of \$438,000. 53 future events were booked during January.

Grapevine Vintage Railroad is closed for its annual maintenance period.

The website welcomed approximately 67,000 unique visitors in January with a total website visitation over 86,000 and over 109,000 page views for the month.

Online Trade (GROUP) received almost 162,500 total impressions with three insertions. Print Trade (GROUP) had three insertions with a circulation of almost 104,000. Publications included *Corporate & Incentive Travel*, *Meetings Today* and *Texas Meetings + Events*.

Print consumer publications had three insertions with a circulation of almost 92,000. Publications included *Community Outreach*, *Texas Parks & Wildlife*, *Texas Monthly* and *USA Today Leisure Tourism*.

On-line Consumer Advertising exceeded three million impressions with eight insertions including *Shop Across Texas* with 2.7 million impressions.

Three media releases were distributed. Print ad value for January totaled 18 insertions with a circulation exceeding one million. Publications included *Dallas Morning News – Go & Do*, *Smart Meetings – Texas for the Win* and *Land Line – Industry Calendar*. Online ad value had 24 placements.

TV and radio publicity had five segments in January, all running within the first ten days of January.

Mr. Closson noted that the spring issue of *Grapevine Today* has been distributed to local stakeholders and the outer markets.

No action was taken by the Board.

OLD BUSINESS

MPI/WEC Grapevine Update

Mr. McCallum provided an overview of Meeting Professionals International/World Education Congress event coming to Grapevine June 6-9. Over 2700 delegates are expected to attend with 1600 of those being meeting planners. Host hotel will be the Gaylord Texan with Courtyard by Marriott and Hilton DFW Lakes serving as overflow hotels. Volunteers from various entities across the City will be utilized as greeters, human directionals, tour guide hosts, etc. Volunteer training will be held before the convention. Dates and times will be provided to Board and Council members for their participation. The opening reception will be held at the Historic Cotton Belt Depot and will continue onto Main Street June 6th. Theme for the conference is "Authentic." Themed teaser videos covering various Grapevine attributes are being shared with potential attendees and will continue until the conference begins. Ms. Brown asked Mr. McCallum to present information to the Chamber Board in the next couple of months.

Grapevine Main/Dallas Road Update

Mr. McCallum reported that changes to Dallas Road are underway which will narrow the street by adding a hiking trail, sidewalk and center median and will encourage slower traffic and a pedestrian-friendly transition from the north side of Dallas Road to the south. The intersection of Main Street and Dallas Road will be bricked and a star placed in the center. The current work area between Main and Ball Streets is progressing quickly but work is anticipated to slow when utilities must be relocated. Project completion is anticipated for spring of 2021.

Historic Depot Cotton Dock Update

Mr. McCallum notified the Board that bids for this project were received and came in at the estimated amount. Belcheff and Associates submitted the winning bid. The expected completion date is March 31st. The new vintage platform will connect to the Depot and the freight room will become the location for ticket sales. The waiting rooms and telegrapher's office will become museum areas. In conjunction, the parking lot area near the Depot will be realigned.

No action was taken by the Board.

Palace Arts Center Capital Projects Maintenance Update

Mr. McCallum reported that the air conditioning, heating and climate control systems for the Palace Arts Center have been installed and are all working at top efficiency. Mr. McCallum extended a thank you to Paula Newman for her hard work and tenacity in completing this project.

No action was taken by the Board.

NEW BUSINESS

Grants in Aid Request

Mr. McCallum reported that The End of the Runway Players submitted a Grants In Aid request of \$32,000 for their upcoming season. End of the Runway Players is in their 37th season in Grapevine, actively support Grapevine and participate in community events and festivals. The theater brings both performers and performance attendees to Grapevine. Chair Szymaszek did an economic impact analysis based on information submitted and said the amount requested was in line with what they give back to the community. Vice Chair Mark Terpening expressed his appreciation for the volunteer work done by End of the Runway associates during People's Choice at GrapeFest. Motion was made for approval of the \$32,000 request by Mark Terpening and seconded by Debi Meek.

Ayes: Szymaszek, Terpening, Weinberger and Meek

Nays: None

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson reported that the End of the Runway Players hosted a re-introduction and a new branding initiative pledging an even deeper commitment to the City of Grapevine. Councilmember Duff O'Dell and Board Member Dan Weinberger were both in attendance at the event as well as members of the Convention & Visitors Bureau staff.

Daylight Golf has been approved and will be going into the vacated Love and War building. The restaurant features golf simulators allowing golfers to 'play' on courses from around the world.

DFW now has 193 domestic flight destinations, more than any other airport in the United States.

Noah's Event recently closed over 30 locations across the country, several being in the Dallas/Fort Worth area. The Experience Performing Arts Center offered assistance to those displaced.

Grapevine was highlighted as one of nine "Must See Main Streets" by Trip Advisor.

Chair Szymaszek reported that the large department store, Belk, announced the upcoming closure of their three-story location in the Galleria Mall. Its last day will be March 31st. Simon Properties recently purchased 27 malls across the country as well as retail store, Forever 21 becoming both a landlord and retail operator.

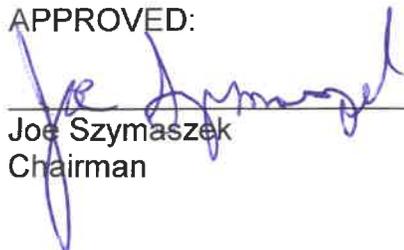
There being no further business to come before the Board a motion by Mark Terpening, seconded by Dan Weinberger to adjourn the meeting at 9:21 a.m. prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger and Meek.

Nays: None

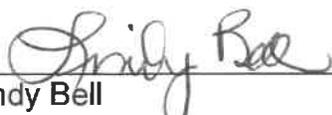
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
26th DAY OF MARCH, 2020.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director