

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 18, 2017 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
Keith Spinden	Board Member
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
Theresa Mason	Chamber of Commerce Liaison
Balla Wright	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Paula Newman	Managing Director, Administration/Operations
Brady Closson	Managing Director, Sales/Marketing
Lindy Bell	Assistant to the Executive Director

Absent:	Dan Weinberger	Board Member
	Cynthia Blankenship	Board Member
	Jim Quinn	Board Member
	Iain Scouller	Board Member

### **CALL TO ORDER**

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

Mr. Szymaszek extended thanks and appreciation on behalf of the Board to Mark and Sonya Terpening for their service as this year's Main Street Fest Co-Chairs.

### **APPROVAL OF MINUTES**

Motion was made by Keith Spinden, seconded by Mark Terpening to approve corrected minutes from the April 20, 2017 meeting. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Meek and Spinden

Motion

Nays: None

## **LIAISON UPDATES**

### **Heritage Foundation Activities**

Balla Wright reported the Heritage Foundation Board met Wednesday, May 17<sup>th</sup>, and presented a \$1,000 scholarship to Hector Sandoval who will be obtaining a degree in civil and architectural engineering. The scholar is a part of the Heritage Foundation's efforts to further a deserving student's education in preservation through heritage degrees or museum arts.

### **Nash Farm**

Balla Wright reported the 16<sup>th</sup> Annual Spring into Nash event was a success with strong attendance. The adult/child activity was building a wooden tool box which was popular with both boys and girls. The Farm to Fork fundraiser was a first for the Farm with over 80 people enjoying a meal prepared by Chef Fabien featuring Nash Farm-grown hors d'oeuvres and Grapevine wines. On May 9<sup>th</sup> the Farm hosted a Convention Sales "Lunch and Afternoon at the Farm" for the spouses of U.S. Courts 5<sup>th</sup> Circuit Conference attendees at the Gaylord Texan. 250 people attended Saturday's 1860's Vintage Baseball game to watch the game and enjoy popcorn and lemonade. Nash Farm Manager Cody Jolliff participated in a news segment filming with Fox News, Channel 4 to discuss Main Street Fest. Ms. Wright mentioned sponsorship opportunities available for the 17<sup>th</sup> Annual Fall Round-Up in October.

### **Chamber of Commerce**

Chamber liaison, Theresa Mason, reported that the Chamber's monthly luncheon will be held at noon and will feature graduation of this session's Leadership Grapevine class. Immediately following the luncheon, ground breaking will be held for the flag plaza honoring the 25<sup>th</sup> anniversary of the Leadership Grapevine program. The next Leadership Grapevine session will begin in August and currently has a waiting list. The Chamber's series of meetings with elected officials will begin June 2nd and will feature a Coffee and Conversation with Commissioner Gary Fickes at the DFW Hilton Lakes.

## **SALES & MARKETING REPORT**

Mr. Closson reported that for April, the convention and leisure sales team had 78 sales leads with 105,000 potential room nights and a potential economic impact of \$49,500,000. 14 groups have been booked representing 23,700 room nights with an economic impact of \$11,800,000. There were 16 site inspections representing 22,750 room nights and \$16,200,000 potential economic impact.

The team participated in HelmsBriscoe's Annual Business Conference in Chicago (ABC). Staff met with 27 associates and received one strong RFP with a potential economic impact of \$590,000. The team hosted six clients on a Jazz Wine Train onboard Grapevine Vintage Railroad, also hosted 10 clients at the 25<sup>th</sup> Annual New Vintage Wine and Gallery Trail event.

Leisure Sales participated in a sales mission to China on a 10-day mission to Shanghai, Beijing and Guangzhou. 90 one-on-one appointments were conducted with both tour operators and local media.

The Visitor Information Center, Settlement to City and Depot welcomed over 6,700 guests. Over 33,200 brochures were distributed locally, statewide and nationally.

Destination Services assisted ten groups representing 14,700 attendees with an economic impact of over \$9,000,000.

The Convention Center, Palace Arts Center and Concourse booked a combined 41 new definites with an economic impact of \$240,840.

The website averaged 78,600 unique visitors in April.

The Grapevine Vintage Railroad had a total of 83 excursions for a ridership in April of over 26,700.

For marketing, there were six print trade publication insertions. Online advertising realized 80,000 impressions.

Print consumer publications had 22 insertions representing 4,000,000 circulating impressions.

TV spots ran a total of 15 segments including seven on the Penny Gilley Show with a Grapevine message included on RFD-TV. WFAA ran segments on the McPherson house move at 6 p.m. with viewership of 69,000 and at 10 p.m. with viewership of 95,000. Fox 4 ran a segment at 5:00 p.m. regarding the McPherson house move with a viewership of 65,000.

Communications print ad value of \$312,000 represented 3,000,000 circulation impressions with an electronic ad value of \$88,650 representing 322,000 audience impressions.

The summer issue of the *Grapevine Today* magazine has been received and is being distributed prior to Main Street Fest.

Grapevine Rails, Rolling Through Time, the summer exhibit will be installed next week as part of Summer Blast activities.

No action was taken by the Board.

## **NEW BUSINESS**

### **Conference Direct Annual Partner Meeting (APM)**

Mr. Closson reported on the recent Conference Direct Annual Partners Meeting (APM) sales mission in Baltimore, MD attended by Connie Ash. The goal of the mission was to network and connect with new and established clients to prospect for future business opportunities. Over 900 attendees were at the conference including 170 meeting planners. 36 one-on-one meetings were conducted and training classes attended. Through this organization, 65 different pieces of business were confirmed with bookings in six of Grapevine's seven full service hotels during the 2016 calendar year. A total of 37,311 room nights were contracted or 10.3% of all contracted rooms Conference Direct booked in Texas. Economic impact associated totaled \$36,900,579. 31 of the 65 bookings were booked in need months including January, February, July, August, November and December.

No action taken by the Board.

## **OLD BUSINESS**

### **TEX Rail Up-Date**

Mr. McCallum reported that 100% of the track work at Dooley has been completed. The work at Ball Street took longer than anticipated but the street is now open. The non-signalized Wal-Mart crossing work is progressing with work on the signalized portion to be done next. Work on Main Street will begin during July. New storage tracks east of the Section House are now being planned.

Portions of track will be removed and replaced where needed but the old road bed has proven to be more stable than expected. Work will be done east and west of Main Street in the coming weeks.

New rail cars from Atlanta, GA and Houston, TX will be arriving the first of October. The cars are Bombardier brand made in Switzerland. Cars will be assembled trackside, and TEX Rail will begin testing upon their completion. The first ticket will be sold in December for ridership in 2018.

A maintenance pit is now planned for locomotive servicing. TEX Rail will share the cost of construction and will share use of the pit for locomotive maintenance.

### **Cotton Belt Corridor Branding Up-Date**

Stewart Colovin and Craig Compagnone of MMGY continue interviews of key Grapevine leaders, businessmen and citizens for branding information in relation to Grapevine. Study and interviews will be completed in the coming weeks regarding the branding of the boutique hotel, plaza, garage and TEX Rail station. Design input is also underway for the plaza area with plans to accommodate a crowd of 5,000 with niches

allowing use by smaller groups as well. Shuttle coordination will be headquartered at the new location. A presentation to City Council is planned for June 19<sup>th</sup>.

### **HOTELS/ATTRACTIONS ACTIVITIES**

Mr. Closson reported that DFW's two new international flights from Amsterdam and Rome have begun.

A new attraction, The Escape Game, has opened at Grapevine Mills with three themes currently in operation and plans in process for a fourth. Cost is \$32 per person.

The mural at Tolbert's is scheduled for completion on Friday, May 19<sup>th</sup>, during Main Street Fest.

### **ADJOURNMENT**


Next meeting of the Board will be June 15<sup>th</sup>. There being no further business to come before the Board, a motion by Keith Spinden and seconded by Mark Terpening to adjourn the meeting at 9:43 a.m. prevailed by the following vote:

Ayes: Szymaszek, Terpening, Meek and Spinden

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS  
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS  
15TH DAY OF JUNE, 2017.

APPROVED:

  
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Joe Szymaszek  
Board Chair

ATTEST:

  
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Lindy Bell  
Assistant to the Executive Director