

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, August 17, 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
Cynthia Blankenship	Board Member
Keith Spinden	Board Member
Dan Weinberger	Board Member
Mark Terpening	Board Member
Iain Scouller	Board Member
Debi Meek	Alternate Board Member

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

Sue Franks	Heritage Foundation Liaison
Theresa Mason	Chamber of Commerce 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:	Jim Quinn	Board Member
	Sharron Spencer	Council Liaison

### **CALL TO ORDER**

Board Chair, Joe Szymaszek, called the meeting to order at 8:03 a.m.

### **STAFF INTRODUCTION**

Director of Marketing, Kimber Foster, introduced Scott Baker, the new Creative Marketing Manager.

### **APPROVAL OF MINUTES**

Motion was made by Mark Terpening, seconded by Dan Weinberger to approve minutes from the July 20, 2017 meeting. Motion prevailed by the following vote:

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

Nays: None

Motion was made by Cynthia Blankenship, seconded by Debi Meek to approve minutes from the called Board meeting held August 14, 2017 meeting. Motion prevailed by the following vote:

Ayes: Szymaszek, Blankenship, Meek, Weinberger, Scouller

Nays: None

### **LIAISON UPDATES**

#### **Heritage Foundation Activities**

Sue Franks reported the Heritage Foundation Board Speakers Bureau made a presentation to the Grapevine Rotary Club yielding three new Heritage Foundation memberships and a \$500 donation. Work is continuing on the Foundation's 2018 calendar. The fall's Candlelight Tour of Homes is scheduled for Saturday, November 4<sup>th</sup> from 4 – 7 p.m.

#### **Nash Farm**

Ms. Franks reported that Nash Farm Manager, Cody Joliff, had back surgery but is recuperating well. The August First Friday program was on Victorian Paper Crafts with 52 attendees. Many school tours have been held in July averaging three groups per week with students coming from several cities including Southlake, Flower Mound, Arlington, Hurst, Colleyville and two groups from Frisco. August 26<sup>th</sup> is the Soap Making Heritage Workshop. Saturday, September 9<sup>th</sup>, from 10:00 a.m. – 3:30 p.m. will be the 14<sup>th</sup> Annual Italian CarFest. All were encouraged to mark their calendars for the Barn Dance Friday, October 13<sup>th</sup>, and the 17<sup>th</sup> Annual Fall Round Up on Saturday, October 14<sup>th</sup>.

#### **Chamber of Commerce**

Theresa Mason reported the Flag Plaza dedication went well and was well attended. Joe Szymaszek hosted. Several legacy Grapevine families were recognized and honored. The New Leadership Grapevine is scheduled to start August 26<sup>th</sup>. Debi Meek reported that the downtown merchants were hosting lunch for Leadership Grapevine on September 7<sup>th</sup>. The next Chamber membership luncheon has been moved to Thursday, August 24<sup>th</sup>. All were reminded of Casino Night Friday, August 25<sup>th</sup>, at Austin Ranch.

### **SALES & MARKETING REPORT**

Mr. Closson reported that for July, the convention and leisure sales team had 69 sales leads with 92,000 potential room nights and a potential economic impact of \$56 million. 13 groups have been booked representing 39,600 room nights with an economic impact of \$15 million. There were five site inspections representing approximately 3,800 room nights and \$4.4 million potential economic impact.

The Visitor Information Center, Settlement to City and Depot welcomed almost 11,800 guests. Over 132,000 brochures were distributed locally, statewide and nationally.

Destination Services assisted 10 groups representing 7,400 attendees with an economic impact of over \$6 million.

Grapevine visitor shuttle economic impact is up by 6.4% year to date.

The Convention Center, Palace Arts Center and Concourse hosted a combined 51 events and booked 52 new definites with an economic impact of \$775,000.

The website welcomed almost 170,000 unique visitors in July.

The Grapevine Vintage Railroad had a total of 28 excursions for a ridership in July of over 4,789.

For marketing, there were eight print trade publication insertions. Print consumer publications had 22 insertions representing 2.1 million circulating impressions.

Online advertising realized 194,000 impressions.

Communications generated six press releases.

No action was taken by the Board.

### **OLD BUSINESS**

Board meeting dates for the year 2017/2018 were reviewed and adopted.

**2018 Don Bigbie Award Nominations:** Mr. McCallum reviewed the criteria for nominees for the annual Don Bigbie Legends of Grapevine Tourism and Hospitality award. Previous award recipients' qualifications were reviewed and potential nominee names were suggested for consideration. Board members were requested to consider those they thought deserving of recognition and asked to forward those names to Lindy Bell to be placed into the nomination process. Mr. Szymaszek reiterated the nomination and voting process should be completed by the end of October to avoid time shortfall and conflicts.

No action was taken by the Board.

**NEW BUSINESS**

**GrapeFest Up-Date**

Mr. McCallum presented information regarding logistical changes necessary for upcoming GrapeFest. Due to multiple areas of construction within the festival footprint, several attractions and festival features are having to be moved. The most significant move is relocation of People's Choice. The location currently under most consideration is the parking lot directly behind the Convention and Visitors Bureau headquarters. The layout will continue to be evaluated for optimum space use throughout festival grounds. In addition, Mr. McCallum gave a brief overview of additional artisans and vendors for the festival as well as new street entertainment.

No action was taken by the Board.

**HOTELS/ATTRACTIONS ACTIVITIES**

Mr. Closson announced that Salt Lick Barbecue continues through the approval process with their footprint approved by City Council on a 20,000 square foot structure with seating capacity of 550. Ground breaking is projected to start before year end.

Renaissance Hotel, a New Crest Development project for Grapevine, has efforts underway to begin work on a 300-room hotel. Projected build out will take 18 months. Location is on Highway 26 adjacent to Marriott Courtyard and Towne Place Suites.

**ADJOURNMENT**

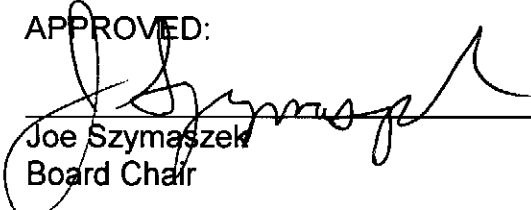
Next meeting of the Board will be September 21st. There being no further business to come before the Board, a motion was made by Keith Spinden and seconded by Mark Terpening to adjourn the meeting at 8:57 a.m. Motion prevailed by the following vote:

Ayes: Szymaszek, Blankenship, Meek, Spinden, Weinberger, Scouler, Terpening

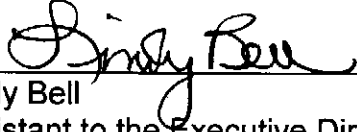
Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS  
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS  
21ST DAY OF SEPTEMBER, 2017.

APPROVED:

  
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Joe Szymaszek  
Board Chair

ATTEST:

A handwritten signature in cursive script that reads "Lindy Bell". The signature is written in black ink and is positioned above a horizontal line.

Lindy Bell  
Assistant to the Executive Director