

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, September 21, 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
Dan Weinberger	Board Member
Mark Terpening	Board Member
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
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
	Keith Spinden	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 was made by Cynthia Blankenship, seconded by Dan Weinberger to approve minutes from the August 14th, 2017 meeting. Motion prevailed by the following vote:

Ayes: Szymaszek, Blankenship, Meek, Weinberger and Terpening

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Sue Franks reported the Heritage Foundation 2017 Candlelight Tour of Homes will be held Saturday, November 4th.

Nash Farm

Ms. Franks reported that a Barn Dance and Chicken Dinner along with a Pie Auction will be held at Nash Farm on Friday, October 13th. The following morning the Fall Round-UP will be held at the Farm from 10:00 a.m. to 2:00 p.m. The final release of butterflies from Butterfly Flutterby will be at the Farm at 1:30 p.m.

Chamber of Commerce

Theresa Mason reported that Texas Chamber Executives met to discuss methods to send aid and assistance to cities on the Gulf Coast affected by Hurricane Harvey. Discussions have been held of Texas Chambers "adopting" a Chamber in the affected area. Suggested assistance methods include purchasing a year's Chamber membership. No matter the method of support determined, Grapevine will participate.

The Chamber's monthly luncheon will feature Jeff Moseley, Chief Executive Officer of the Texas Association of Businesses.

SALES & MARKETING REPORT

Mr. Closson reported that for August, the convention and leisure sales team had 49 sales leads with 73,000 potential room nights and a potential economic impact of \$25 million. 15 groups have been booked representing 14,700 room nights with an economic impact of \$9 million. There were 13 site inspections representing approximately 31,600 room nights and \$20.7 million potential economic impact.

The Visitor Information Center, Settlement to City and Depot welcomed 13,000 guests. Over 138,000 brochures were distributed locally, statewide and nationally.

Destination Services assisted eight groups representing 11,500 attendees with an economic impact of over \$9 million.

Grapevine visitor shuttle ridership for August was approximately 5,800 with an economic impact of \$4.2 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 51 events and booked 35 new definites with an economic impact of \$504,000.

The website welcomed almost 115,000 unique visitors in August. Top pages visited were Grapevine Vintage Railroad with 11,800 sessions, GrapeFest with 11,500 sessions and CCOT/North Pole Express with 8,400 sessions.

The Grapevine Vintage Railroad had a total of 28 excursions for an August ridership of over 4,200.

For marketing, there were seven print trade publication insertions. Print consumer publications had 17 insertions representing 2.2 million circulating impressions.

There were 288 TV and radio spots representing 16 hours and 49 minutes' promotion of SummerBlast.

Online advertising realized 194,000 impressions. Online consumer advertising realized over 5.1 million impressions.

Communications generated six press releases.

No action was taken by the Board.

OLD BUSINESS

Mr. Closson reported on the Gold Wing Road Rider's Association Wing Ding 39 held in Grapevine August 29th-September 2nd, 2017. Total attendance was approximately 4,200 booking a total of 4,353 room nights. Projected economic impact is approximately \$2 million. The group contracted with the Gaylord Texan Resort and Courtyard/ TownePlace Suites. The Super 8 Grapevine contracted 127 rooms due to price point but was not an officially contracted hotel. Additionally, the Vineyards Campgrounds were sold out Wednesday, August 30th through Monday, September 4th. A Texas-sized welcome party was held utilizing the Town Square gazebo and Jenkins Street. The Wingers enjoyed the venue and the entertainment.

The Light Parade consisted of 61 bikes and the Grand Parade had 177 bikes. A thank you was expressed to Grapevine Mills for use of its parking lots on September 2nd for Grand Parade de-staging, drill team demonstrations, People's Choice Bike Show and the location of the Grapevine Fire Department First-Aid Station. The Frozen Treat Trail map was a new feature utilized and enjoyed by the Wingers.

No action was taken by the Board.

NEW BUSINESS

Palace Carpet Acquisition

Mr. McCallum presented information regarding bids submitted for replacement of custom-made carpet on the second floor of the Palace Theater. Carpet will match the new carpet downstairs. After discussion, staff recommended the lowest bid of \$23,030 or \$56.17/square foot submitted by Corporate Floors. A motion was made by Dan Weinberger and seconded by Mark Terpening to accept the staff-recommended bid.

Ayes: Szymaszek, Blankenship, Meek, Weinberger and Terpening

Nays: None

Grants In Aid Request

Grapevine High School Ex-Students Association submitted a request for funds in the amount of \$2,500 to utilize for the annual Homecoming parade. This has been an annual request for many years for the same amount. Funds are used for publicity and in support of the school. Motion was made by Cynthia Blankenship and seconded by Mark Terpening to approve the request.

Ayes: Szymaszek, Blankenship, Meek, Weinberger and Terpening

Nays: None

The End of the Runway Players request was tabled until October at their request. They are preparing a new submission.

HOTELS/ATTRACTIONS ACTIVITIES

Mr. Closson reported that the San Danielle restaurant will be opening October 18th. Their first floor will be more formal while upstairs will utilize the balcony and be more informal.

DFW Airport has secured flights with Iceland Air which will begin flights the summer of 2018 from Reykjavic, Iceland. This will open an additional 25 new destinations globally.

Money Magazine listed Grapevine as the #19 spot on their 100 top cities in the United States to live. The only other Texas city mentioned was Allen.

ADJOURNMENT

Next meeting of the Board will be October 19th. There being no further business to come before the Board, a motion was made by Cynthia Blankenship and seconded by Mark Terpening to adjourn the meeting at 9:10 a.m. Motion prevailed by the following vote:

Ayes: Szymaszek, Blankenship, Meek, Weinberger and Terpening

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
19TH DAY OF OCTOBER, 2017.

APPROVED:



Mark Terpening
Board Member

ATTEST:



Lindy Bell
Assistant to the Executive Director