

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, June 21, 2018 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
Cynthia Blankenship	Board Member
Dan Weinberger	Board Member
Keith Spinden	Board Member
Sharron Spencer	Council Liaison

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

Janet Perkins	Heritage Foundation Liaison
Theresa Mason	Chamber of Commerce Liaison
Paula Newman	Managing Director, Administration/Operations
Brady Closson	Managing Director, Sales/Marketing
Lindy Bell	Assistant to the Executive Director

Absent:	Iain Scouller	Board Member
	Jim Quinn	Board Member
	Debi Meek	Alternate Board Member
	Paul W. McCallum	Executive Director

### **CALL TO ORDER**

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

### **APPROVAL OF MINUTES**

Motion was made by Mark Terpening, seconded by Keith Spinden to approve minutes from the May 17, 2018 meeting. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Blankenship and Spinden

Nays: None

## **LIAISON UPDATES**

### **Heritage Foundation Activities**

Janet Perkins reported that the Heritage Foundation offers members of a Speaker's Bureau to provide presentations on the importance of preserving Grapevine's heritage. The Bureau has recently made presentations to AMBUCS and the Rotary Club. Foundation membership has increased but the level of commitment has declined. Marketing methods to millennials are being discussed.

The 12<sup>th</sup> Annual Candlelight Tour of Homes is being planned for Saturday, November 3 from 4-7 p.m. The Tour is a good way to see inside these unique homes and visit with their owners.

### **Nash Farm**

Nash Farm finished May with over 1,300 visitors for the month and started June with the First Friday Summer Fun event with 125 guests. The annual Dairy Day held June 9<sup>th</sup> was a tremendous success with over 300 visitors. All summer learning academies are now booking tours for a day at the Farm.

The Ice Cream Social is planned for Saturday, July 14<sup>th</sup>, from 7 p.m. until dark. Admission is \$5 and picnics are welcome.

A reminder was given of the Heritage Foundation's brick program to celebrate milestones and support the Foundation's efforts.

### **Chamber of Commerce**

Theresa Mason reported that the Grapevine Chamber of Commerce received the Membership Achievement award for New Member Retention from the Association of Chamber of Commerce Executives (ACCE) the week of June 18. Grapevine hosted the annual Texas Chamber of Commerce Executives (TCCE) conference June 18 through June 20. Thanks were extended to the Convention and Visitors Bureau for their sponsorship. Attendees numbered close to 300 and came from across the State. The Grapevine Chamber was a finalist for five Media awards including two first place awards and two second. Grapevine Chamber Executive Director RaDonna Hesse was recognized with the Marvin Hurly award, the highest honor awarded to a Texas Chamber professional from the Texas Chamber of Commerce Executives.

The monthly Chamber membership luncheon is scheduled for noon today. Bob Farley, Economic Development Director for the City of Grapevine will review some of the new business coming to Grapevine. RaDonna Hesse will be recognized at the end of the luncheon for her ten years of service to the Grapevine Chamber.

Ms. Mason gave a reminder to save the date Friday, August 24<sup>th</sup>, for the annual Casino Night at Austin Ranch.

### **SALES & MARKETING REPORT**

Mr. Closson reported that for May, the convention and leisure sales team had 81 sales leads sourced to Stakeholder hotels with 104,000 potential room nights and a potential economic impact of \$43.5 million. 20 groups have been booked representing 10,000 room nights with an economic impact of \$4.9 million. There were 9 site inspections representing approximately 14,000 potential room nights and \$8.5 million potential economic impact.

The team partnered with Texas Tourism and American Airlines on a FAM with ten clients from Flight Center Australia. The team also partnered with East West Marketing from China during Main Street Fest. This contact is the liaison who promotes Grapevine to the Chinese travel market.

The Visitor Information Center, Settlement to City and Depot welcomed 17,000 guests in May. Approximately 61,000 brochures were distributed locally, statewide and nationally.

Destination Services assisted 9 groups representing 13,000 attendees with an economic impact of over \$11.5 million.

Grapevine visitor shuttle ridership for May was approximately 7,300 riders. Shuttle ridership revenue was up 65% versus the same time in 2017. Overall potential economic impact year to date for 2018 is almost \$2.9 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 76 events with 11,100 in attendance with an anticipated economic impact of almost \$400,000.

The Grapevine Vintage Railroad had 17 excursions in May with a total ridership of approximately 2,900.

The website welcomed approximately 175,000 total visitors in May with 128,000 unique visitors. Website traffic was up 4.6% year over year. Main Street Fest microsite traffic was up 38% year over year. Top five Main Street Fest website pages visited in order of number of visits are: Landing page, Purchase page, Live Music page, General Information page and Parking Information page.

For marketing, there were 18 print trade publication insertions with 2 million in circulation. Publications included Community Impact (Frisco, Grapevine, Colleyville and Southlake), D Magazine, Fort Worth Magazine, Star-Telegram and Texas Highways.

Online consumer advertising generated 5 million impressions. On-line trade advertising generated 40,000 impressions including CVENT and Association Forum of Chicago.

There were 13 hours and 33 minutes of TV and radio Main Street representing 1,627 spots.

Communications produced 11 press releases. Media opportunities for Main Street Fest included radio interviews with KEXB, KRLD and WBAP. All four major TV networks were on festival grounds. Networks were 4 (FOX), 5, (NBC), 8 (ABC) and 11 (CBS

Discussion was held regarding Main Street Fest dates, attendance and festival entertainment.

No action was taken by the Board.

## **NEW BUSINESS**

### **2019 Marketing Committee**

Board Chair Joe Szymaszek announced the appointment of Board Member Cynthia Blankenship as chair of the 2019 Marketing Committee. A brief overview of the intent and goals of the Marketing Committee was presented by Mr. Closson. Once Marketing Committee meeting date options are finalized, they will be published.

Mr. Closson provided the Board with suggested Board meeting dates for the remainder of 2018 and 2019. Board members were asked to review for conflicts. The final meeting schedule will be voted upon at the next meeting of the Board.

No action was taken by the Board.

## **HOTELS/ATTRACTIONS ACTIVITIES**

Mr. Closson reported that the new Merlin Entertainment attraction, Peppa Pig – World of Play, will be opening early 2019 at Grapevine Mills Mall. This is the first attraction of its kind to open in the United States with a targeted age range of 2 to 4. Mr. Closson also reported that a write-up covering the opening of the Vineyards Tower at the Gaylord Texan was included in the M&C Magazine with a circulation of approximately 50,000. Grapevine was also mentioned in an article in the New York Times with a circulation of approximately 600,000. Parks and REC will be hosting the Fourth Friday Film series showing Jumangi on June 22. Happy to Help Saturday Clean

Up will be held Saturday, June 30 and Nature Walk with Suzanne Tuttle will be July 7<sup>th</sup> at Parr Park. A new water attraction owned by Altitude Trampoline Park, Aqua H2O, has opened at Meadowmere Park. It is a floating obstacle course which will change summer to summer. The first weekend the attraction hosted 400 attendees and is a good draw for Meadowmere Park.

Dwayne Wunch with Nice Systems, a contact made at the St. Patrick's Day event in New York City, has confirmed Grapevine and the Gaylord Texan is on a short list for a potential meeting of 8,000 room nights and a potential economic impact of \$2.2 million.

Fed Ex Corporation has just signed the contract and booked a meeting at the Gaylord Texan for 3,600 room nights for August 2018.

Grapevine Rails – Rolling Through Time exhibit is working with local merchants for promotional purposes with 39 merchants currently participating. A walking map is being finalized with special recognition given to participating merchants.

War Hammer anticipates holding their grand opening August 25 and 26. The Founder's Building is anticipated to be used for overflow.

No action was taken by the Board

Chairman Szymaszek reported that Gaylord Texan Manager Jim Quinn has announced his retirement. Mr. Szymaszek would like to officially acknowledge Mr. Quinn for his many years of service to the CVB Board and City of Grapevine.

Mr. Szymaszek also encouraged Board members to stop by and congratulate Karen Herrington on her retirement after 20 years of service.

Mr. Szymaszek also announced that Steve Haley will be returning to the Hilton DFW Lakes as General Manager.

#### **ADJOURNMENT**

Next meeting of the Board will be July 19. There being no further business to come before the Board, a motion was made by Cynthia Blankenship and seconded by Dan Weinberger to adjourn the meeting at 8:50 a.m. Motion prevailed by the following vote:

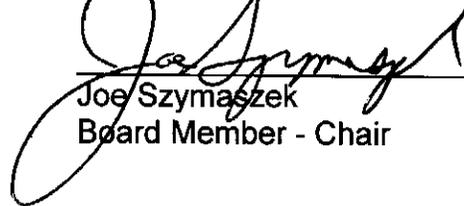
Ayes: Szymaszek, Terpening, Weinberger, Blankenship and Spinden

Nays: None

Board of Directors Meeting  
June 21, 2018  
Page 6 of 6

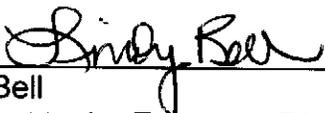
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS  
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS  
19<sup>TH</sup> DAY OF JULY, 2018.

APPROVED:



Joe Szymaszek  
Board Member - Chair

ATTEST:



Lindy Bell  
Assistant to the Executive Director