

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 14, 2019 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 Chairman
Cynthia Blankenship	Board Member
Dan Weinberger	Board Member
Mark Terpening	Board Member
Debi Meek	Board Member
Iain Scouller	Board Member

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

Steve Brown	Chamber of Commerce Liaison
Melva Stanfield	Heritage Foundation Liaison
Sharron Rogers	Council Liaison
Brady Closson	Managing Director, Sales/Marketing
Lindy Bell	Assistant to the Executive Director

Absent: Keith Spinden, Board Member
Paul W. McCallum, Executive Director

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 8:01 a.m.

NEW EMPLOYEE INTRODUCTIONS

In lieu of Mr. McCallum's absence, Brady Closson introduced new employees Jillian French, Clayton Bradford and Chris Lacy.

APPROVAL OF MINUTES

Motion by Iain Scouller, seconded by Dan Weinberger approved the minutes from the January 17, 2019 meeting and prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Melva Stanfield provided the report for the Heritage Foundation. The Foundation's February Board meeting will be February 20.

Nash Farm

The Texas Living History Association (THLA) and The Association for Living History, Farm and Agricultural Museums (ALHFAM) Skills & Trades Exposition was held January 24-27, 2019. The joint conference known as *Skills and Trades* Exposition was a great success combining the two groups to share instructors and students.

A Calico Ball was held Saturday evening with attendees dressed in 1860-1930 fashions. The evening began with a bugle call and formal presentation of flags into Grand Hall to start the Ball. A 16-piece brass band provided dance music.

Nash Farm's programs for February are off to a great start. The First Friday program had 43 attendees making Victorian Valentines. The Victorian Candy Making Workshop was held Saturday, February 9th, with 14 registered. Several programs are coming up on the calendar.

Chamber of Commerce

Steve Brown provided the monthly up-date for the Chamber of Commerce. The monthly membership luncheon is scheduled for this date at noon. Legacy Texas is luncheon sponsor and Baker's Ribs is catering despite their restaurant burning a few weeks ago. Kevin Cornutt will speak on "Transforming Tragedy into Peace and Happiness." Regarding Chamber staff, Mary Jo Tellin is leaving to accept an opportunity in Roanoke. Emily Nelson will be starting February 22nd as Marketing and Communications Coordinator.

The Chamber Board Retreat was January 22 at Cowboys Golf Club. The main topic of discussion was the Chamber's building expansion. Three committees were formed: Building, Finance and Fund Raising. Bank of the West submitted the best proposal for financing and was accepted by the Finance Committee. The monetary goal for the Fund Raising Committee is \$1.5 million with approximately \$65,000 already raised internally by committee members. It is hoped groundbreaking will be sometime in April with building completion by the end of 2019. A roll out is planned for the April 18 membership luncheon.

SALES AND MARKETING REPORT

Mr. Closson reported that for January, the Convention and Leisure Sales team had 99 sales leads sourced to stakeholder hotels with 168,000 potential room nights and a potential economic impact of approximately \$71 million. 53 of these groups were in the year/for the year which represents 20,000 room nights and potential economic impact of \$8.6 million. Sales team conducted 41 sales appointments and hosted ten site inspections representing approximately 12,700 potential room nights and \$9.6 million in potential economic impact. The sales team participated in Southwest Showcase and

Religious Conference Management Association sales missions. In leisure sales, the team participated in the American Bus Association Conference in Louisville.

The Visitor Information Center, Settlement to City and Depot welcomed almost 14,073 guests in January with 13,143 coming from Texas, 774 domestic visitors and 156 international visitors. Brochure distribution for the month of January was 61,000.

Destination Services assisted fifteen groups representing 23,000 attendees with potential economic impact of \$18.4 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 74 events with almost 22,000 in attendance and an anticipated economic impact of almost \$792,000.

Grapevine Vintage Railroad was closed in January for maintenance.

The website welcomed approximately 72,000 unique visitors in January with a total website visitation of 93,584. Top five referring sites included M.facebook.com, Grapevinetexas.gov, Facebook.com and Texashillcountry.com.

There was one print consumer publication insertion with a total print circulation of 55,000.

On-line Trade had two placements with a total of more than 3 million impressions: Shop Across Texas with 2.7 million, Simpleview PPC with almost 100,000 impressions and TourTexas.com (leaderboard web banner) with 100,000. Print consumer publications had 2 insertions with a circulation of 86,900. Publications were Community Impact newspaper and Texas Star Dinner Theater playbill.

Print publicity had an ad value of \$277,000 with a circulation of 923,000. Dallas Morning News article, *TEXRail Makes its First Ride* Communications reached almost 200,000. Two press releases were produced during the month of January including the Groundhog Day movie at the Historic Palace Theater and Nash Farm's hosting of the 7th Annual Texas Living History Association Skills and Trades Exposition.

No action was taken by the Board.

The question was asked when the building of the parking garage will be completed for TEXRail parking. Mr. Closson said the targeted date is in March but is dependent on weather conditions.

Southwest Showcase - Austin

Mr. Closson reported that National Sales Manager Codi Missimo attended Southwest Showcase tradeshow in Austin January 22-24, 2019. There were 82 exhibitors and 256 planners in attendance. Five partners participated in the Grapevine booth: Hilton DFW Lakes, Embassy Suites, Great Wolf Lodge and Gaylord Texan. Six requests for proposal were received for 5,869 rooms with potential economic impact of \$2.6 million. Grapevine also co-hosted a North Texas reception along with Irving, Denton, Allen, Frisco, Plano, Fort Worth and Dallas. There was a total of 71 planners who attended the reception.

American Bus Association (ABA)

Mr. Closson reported that Director of Sales Joe Thompson attended the American Bus Association 2019 Marketplace in Louisville, Kentucky January 26-30. Over 3,500 travel industry professionals attended the conference. 31 strong one-on-one meetings were held with potential leisure groups for Grapevine. Mr. Thompson also connected with ABA Board and planners to keep ABA top of mind for the 2022 Marketplace in Grapevine.

Religious Conference Management Association (RCMA)

Mr. Closson reported that National Sales Manager Ellie George attended the Religious Conference Management Association meeting and was joined by Hyatt Regency DFW staff. Team Texas hosted a Dessert Reception with 65 planners in attendance.

Kansas City Sales Mission

Mr. Closson reported that National Sales Manager Liz Mullis went to Kansas City on a sales mission and in spite of ice and inclement weather, was able to conduct several one-on-one meetings with potential groups considering coming to Grapevine. Ms. Mullis also attended the PCMA Gala Heartland Chapter meeting February 7. She made several contacts including Meredith Carr of Meeting Planner's Collective.

OLD BUSINESS

Ruby Moore Home Update

Mr. Closson reported that the presentation regarding the proposal purchase of the Ruby Moore home was made to City Council in Executive Session on February 5 and approved by Council in that evening's meeting. Purchase amount approved was the appraised amount of \$351,650. The purchase process is moving forward with closing anticipated in March.

Mr. Closson provided an up-date regarding Grants In Aid funds for the Oh Look Performing Arts Center. A portion of the Grants In Aid funds awarded to Oh Look in August 2018 was specified for scholarships for needy students. Jill Blalock Lord with Oh Look provided the names of seven students eligible for \$365 scholarships each.

No Action was taken by the Board.

Funding for 1850s McPherson Barn Restoration

Mr. Closson reported that six requests for proposal were sent out for restoration and renovation of the barn which has been determined through research is one of only four west of the Mississippi. Three 'no' bids were received, one did not respond at all and two bids for the work were received. The high bid was from Phoenix Restoration for \$398,000 and the second, lower bid was for \$197,000 from Marquis Restoration and Renovation. Mr. Closson presented details regarding each bid.

Phoenix Restoration's bid involved engineers and architects and called for the structure to be modified extensively with very little of the original 1850s structure left after completion.

Bill Marquis with Marquis Restoration, an experienced restorer, has restored log cabins and barns for over 50 years. His goal is to restore every piece of original barn material already there and if not usable, locate comparable mature material from timber in East Texas and handwork into what is needed. In addition, he will strengthen and straighten the barn to lower onto its foundation and will then build the loft, roof and add the side sheds.

Motion by Cynthia Blankenship, seconded by Mark Terpening to approve \$197,000 from festival proceeds for Marquis Restoration and Renovation to perform the renovation prevailed by the following vote:

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

Nays: None

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson reported that The Lone Star Café is now open in the former Braums location at 1300 S. Main Street with a full menu.

"Peppa Pig, World of Play" is now open at Grapevine Mills with higher than anticipated numbers and a stronger opening than in Shanghai, its only other location

There being no further business to come before the Board a motion by Dan Weinberger, seconded by Mark Terpening to adjourn the meeting at 9:00 a.m. prevailed by the following vote:

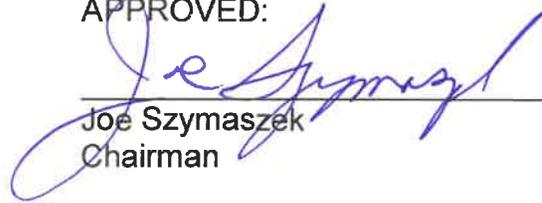
Ayes: Szymaszek, Blankenship, Terpening, Weinberger, Meek and Scouller

Nays: None

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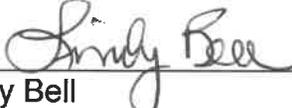
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
14th DAY OF MARCH, 2019.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director