

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, April 18, 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
Mark Terpening	Board Member
Debi Meek	Board Member
Iain Scouller	Board Member
Keith Spinden	Board Member
Dan Weinberger	Board Member

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

Janet Perkins	Heritage Foundation Liaison
Steve Brown	Chamber of Commerce Liaison
Sharron Rogers	Council Liaison
Paul W. McCallum	Executive Director
Brady Closson	Managing Director, Sales/Marketing
Lindy Bell	Assistant to the Executive Director

Absent: None

CALL TO ORDER

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

OATH OF OFFICE

Mr. Chuck Pacioni was sworn in as a member of the Grapevine Convention & Visitors Bureau Board of Directors.

APPROVAL OF MINUTES

Motion by Iain Scouller, seconded by Cynthia Blankenship approved the minutes from the March 14, 2019 meeting and prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Chamber of Commerce

Steve Brown provided the monthly up-date for the Chamber of Commerce. The monthly membership luncheon is scheduled for Thursday, April 18th, when the building program for the Chamber of Commerce will be introduced. Caterer is Feedstore Barbecue and the sponsor is Frost Bank. The luncheon's program will be the financial goals and timing of the Chamber offices construction plan. \$140,000 has already been confirmed for this six-month construction project to begin in June.

Heritage Foundation Activities

Heritage Foundation Liaison Janet Perkins presented the report. The Heritage Foundation met Wednesday, April 17, for their regular meeting. Consideration was made by the Board for the 2019 Preservation Advocacy awards and their recipients determined. Honorees will be recognized at the May 7 City Council meeting by Mayor Tate and Chairman Ratliff. Criteria and nomination forms for 2020 are on the GrapevineTexasUSA website.

Nash Farm

Nash Farm's Spring Into Nash program was held Saturday with rain showers but a good time was had by all. The Farm to Fork Supper will be Friday, April 26th. A few tickets remain. A Cheese Making Workshop is scheduled for Friday May 3rd, along with a second Cheese Making Workshop on Saturday, May 4. The 1860s Baseball game is scheduled for Saturday, May 11th, at 6:00 p.m. Board members were told to check with Cody if they would like to play.

SALES AND MARKETING REPORT

Mr. Closson reported that for March, the Convention and Leisure Sales team had 129 sales leads sourced to stakeholder hotels with 147,500 potential room nights and a potential economic impact of approximately \$76 million of which 46 are "In The Year For The Year" (ITYFTY) representing 13,848 room nights and \$9.8 million in potential economic impact. Sales team assisted with 22 definite bookings representing 13,000 room nights and an economic impact of \$10 million, 11 of which are ITYFTY. Sales team hosted ten site inspections representing approximately 22,600 potential room nights and \$10.7 million in potential economic impact. Sales team representatives participated in ConferenceDirect annual partner meeting in Atlanta; the 31st annual St. Patrick's Day sales mission to New York City and Conventions South Rendezvous

The Visitor Information Center welcomed over 10,000 visitors while Settlement to City welcomed over 820 guests and the Depot welcomed over 4,300 guests. Brochure distribution for the month of March was 77,000.

Board of Directors Meeting
April 18, 2019
Page 3 of 6

Destination Services assisted 11 groups representing 20,000 delegates with potential economic impact of \$12.8 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 69 events with almost 12,500 in attendance and an anticipated economic impact of almost \$405,000. 51 future events were booked during the month.

Grapevine Vintage Railroad had 28 excursions representing 5,300 riders including the Kiss Me I'm Irish Express and two sold out Jazz Wine trains.

The website welcomed approximately 87,350 unique visitors in March with a total website visitation over 115,000. Top referring sites included M.facebook.com, Facebook.com, GrapevineTexasUSA.gov, visitDFW.com and FaceBook.

Online Trade (GROUP) received 40,000 impressions with two insertions including Associations-Forum.org and CVENT. Print Trade (GROUP) had three insertions with a circulation of 75,800.

Print consumer publications had ten insertions with a circulation of 364,000.

On-line Consumer Advertising had almost 2.9 million impressions with five insertions.

Six media releases were distributed. Print ad value was almost \$137,000 with a circulation of almost 546,000. On-line ad value for March was almost \$3,000 which totals 37 placements.

TV/radio are finalizing Main Street Fest spots which will begin airing in outer markets starting April 22nd including Oklahoma City, Shreveport, Abilene, Waco-Temple-Bryan, Midland-Odessa, Wichita Falls, Tyler and Longview. Core market TV/radio will begin April 29th and run through the Festival.

St. Patrick's Day Sales Mission

The 31st Annual St. Patrick's Day sales mission in New York City featured three events resulting in an attendance of 76 planners. The IEEE group has invited Codi Missimo to make a presentation to their planners which is very positive. Three planners are also confirmed to attend the Main Street Fest Sales Fam.

Convention South

Contact was made with 34 planners during 15 minute on-on-one conversations. Three RFP's have been received resulting in a possible economic impact of \$1 million.

Austin Sales Mission

An independent mission that had nine appointments with 14 planners heavily involved in state association markets. Two planners will be participating in the Main Street Sales Fam.

No action was taken by the Board.

OLD BUSINESS

Blevins House Update

Mr. McCallum reported that the sale of the Blevins house is progressing with advertising placed in the Fort Worth Star Telegram, Dallas Morning News, online advertising, and web page. An open house was held Saturday, April 13th from 2:00 – 4:00 p.m. where 15 separate parties toured the house. Three to four expressed interest and another eight are possibilities as well. Bids will be opened Tuesday, April 30th at 2:00 p.m. The process will continue until the house sells.

Ruby Moore Home Up-Date

Mr. McCallum reported that the purchase of the Ruby Moore home was completed April 11 and the home is in the process of being cleaned. Renovation will soon begin to make it a one-room structure used for Grapevine's international outreach. Ideally, it will be positioned for dedication at GrapeFest

Grapevine Vintage Railroad Update

Mr. McCallum reported that Grapevine Vintage Railroad had two sold out Jazz Wine trains, the Kiss Me I'm Irish was five seats short of being sold out and the two Easter Bunny trains for the upcoming weekend are sold out. The two weekends for Day Out with Thomas presented weather challenges. A reduction in ridership was noted with out of town ridership remaining strong. Mr. McCallum will be meeting with other railroads who has Day Out With Thomas events to discuss meeting with Mattel to encourage them to resume the television programming featuring Thomas the Train.

No Action was taken by the Board.

NEW BUSINESS

Mr. McCallum reported that efforts are underway with TEXRail/Trinity Metro to install their fare boxes on Grapevine shuttles so riders can use cards purchased through TEXRail to ride Grapevine shuttles. A financial arrangement is being discussed where Trinity Metro will reimburse Grapevine a negotiated rate for shuttle riders using the TEXRail card. This will enable all Tarrant County riders to use one card for all mass transportation. It is projected to be in operation by early summer. TEXRail will begin running every half hour on peak starting in July. This will initially impact train excursion events but will be re-assessed once things settle to see if events can be added back.

A second consist is being planned that will include three cars and will be joined together for special event business. A theme will be used for each car and will be Frank Sinatra, Dean Martin and Sammy Davis, Jr. Plans are for the ticket price to include a night's stay in a Grapevine hotel before boarding the train for a special event.

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson introduced new sales presentation folders to the Board. A sample of the old presentation folder was shown for comparison.

Mr. Closson reported that the Texas Shooting Gallery is under construction. Progress has been slowed due to engineering opportunities but construction is expected to resume in the near future.

A Hilton Garden Inn is being added as a third component to the dual brand of Courtyard and Towne Place Suites. Construction is expected to begin by mid-summer and an 18-month build out is anticipated. It will bring an additional 9,000 square feet of meeting space and 150 more rooms.

Hotel Vin within the Grapevine Main complex is steadily going up. A General Manager for the hotel has been hired who is expected to start May 1st. The hotel's goal is to start pre-selling for social events in mid-June and open prior to Main Street Fest 2020.

Paycom held its groundbreaking April 10th for its 150,000 square foot facility on a 14-acre campus. All Texas Paycom transactions will go through the Grapevine location and it is anticipated to bring approximately 1,000 jobs to Grapevine.

The Economic Development team is currently working on four potential projects.

The City of Krems will have a 12-person delegation at GrapeFest led by the Burgermeister to celebrate the 20-year anniversary relationship between Grapevine and Krems.

Mr. Closson showed Board Members a sample of the Main Street Fest poster included as a part of their bag of credentials ready for their pick up at the conclusion of the meeting.

Mr. Closson reported on various events happening around Grapevine in the coming days including the Great Taste of Grapevine to be held this evening. The Farmers Market is now open and Earth Day will be celebrated Saturday 9:00 a.m. – 12:00 p.m. in the Town Square Gazebo. Texas Star Dinner Theater's production is "Bush

Whacked at Bronco Bob's." Giddens Art Gallery exhibit "The Labyrinth of My Mind" concludes Saturday, April 20th. Vetro Glass Blowing Studio will host an "Egg Stravanza" on Saturday, April 27th, The Palace Arts Center is showing "Lawrence of Arabia and there are two Easter Bunny trains scheduled for Easter Sunday, both are sold out. The Farm to Fork Supper is scheduled for Friday, April 26th. The Metroplex Doll Show is scheduled for the Convention Center on Saturday, April 27th, and the Settlement to City museums are hosting a Traditional Tea Experience on Saturday, April 27th.

Mr. Closson played for the Board that Main Street Fest TV advertisement and highlighted the 75 brews representing 35 breweries that will be in the Craft Brew Experience in Liberty Park Plaza sponsored by the Gaylord Texan. There will be Doc Brown, Marty McFly and MaDonna look-alikes roaming the grounds during the festival. One of the DeLoreans used to film the "Back to the Future" movie will be on the grounds and available for photos. Proceeds paid for use of the car will benefit the Michael J. Fox Foundation.

There being no further business to come before the Board a motion by Mark Terpening, seconded by Debi Meek to adjourn the meeting at 9:05 a.m. prevailed by the following vote:

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

Nays: None

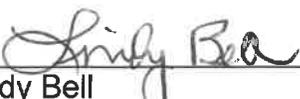
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS 17th DAY OF MAY, 2019.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director