

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 20, 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
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:	Iain Scouller – Board Member
	Chuck Pacioni – Board Member

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion by Mark Terpening, seconded by Keith Spinden approved the minutes from the May 16, 2019 meeting and prevailed by the following vote:

Ayes: Szymaszek, Blankenship, Terpening, Meek, 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, June 20th. The speaker will be Merlyn Sayers, President/CEO of Carter Bloodcare. Scratch Kitchen will cater. Mr. Brown reported that the Chamber building groundbreaking was Thursday, June 13th, with a large crowd attending. Currently \$340,125 has been received in pledges from 71 donors. The contract with Trinity Construction as well as loan documents have been signed. Activity should begin any time and completion of the 180-day project, depending on weather, is mid-December. Plans are for work on the existing building to be done during overnight hours.

Heritage Foundation Activities

Heritage Foundation Liaison Janet Perkins presented the report. The Heritage Foundation met Wednesday, June 19, for their regular meeting. Ms. Perkins reported that a recipient for their annual scholarship was determined and approved. She is a history and architecture major. The Foundation is currently working on its annual calendar, with this year's 'community' theme. Plans are to have it ready the first of November for the Annual Meeting of the membership. Calendars will be available for purchase for Christmas gifts.

Nash Farm

Nash Farm's June 1st *Dairy Day* had 250 in attendance while June 7th's First Friday program featured games and homemade toys and 208 attending. Upcoming events include a *One-Hour Dress Making Workshop* June 29th and Ice Cream Social July 13th.

The summer's *Grapevine Pioneers* program features a Field Journal guide for eight hands-on activities. These activities enable children to experience Grapevine pioneer life through 1800s skills and trades in locations from Nash Farm to the Heritage Center's Millican Blacksmith shop to stamp out a brass luggage tag. Event runs June 1 through September 1.

SALES AND MARKETING REPORT

Mr. Closson reported that for May, the Sales team had 74 sales leads sourced to stakeholder hotels with 62,000 potential room nights and a potential economic impact of approximately \$34 million of which 32 are "In The Year For The Year" (ITYFTY) representing 10,841 room nights and \$6.4 million in potential economic impact. Sales team assisted with 22 definite bookings representing over 11,000 room nights and an

economic impact of \$8.1 million, 15 of which are ITYFTY. Sales team hosted 10 site inspections representing approximately 14,000 potential room nights and \$5.6 million in potential economic impact. Sales team representatives participated in HelmsBriscoe Annual Business Meeting in Houston, Fraternal Educators Association in Las Vegas and hosted a Main Street Fest Fam.

Brochure distribution for the month of May was over 31,000.

Destination Services assisted eight groups representing 14,300 delegates with potential economic impact of almost \$6 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 72 events with approximately 15,500 in attendance and an anticipated economic impact of almost \$560,000. 42 future events were booked during the month.

Grapevine Vintage Railroad had 24 excursions representing almost 3,200 riders.

Online Trade (GROUP) received 40,000 impressions with two insertions including Associations-Forum.org and CVENT.

Print consumer publications had 24 insertions with a circulation of 2.1 million.

On-line Consumer Advertising had over 4 million impressions with 14 insertions.

HelmsBriscoe Annual Business Conference - Houston

Codi Missimo and Connie Ash attended this reverse trade show. 750 planners and 550 HelmsBriscoe staff nationwide attended. Codi Missimo conducted 49 one-on-one appointments and Connie Ash conducted 35 where the suppliers rotated to the vendors they wished to visit.

As a result, a request for proposal for 2022 was received. A validated contract for a convention at DFW Hilton Lakes has also been received.

Fraternal Executives Association – Las Vegas

Ellie George attended this conference with executive leadership of 200 fraternity and sorority organizations. Grapevine participated in the Team Texas event along with Arlington, Irving, Plano and Frisco and hosted an oxygen bar with the slogan, "Keep Calm with Team Texas; We're a Breath of Fresh Air." Two potential requests for proposal are anticipated from this event.

Main Street Fest Sales & Marketing FAM

19 planners attended the Main Street Fest Fam and enthusiastically participated in the "Back to 1985" theme. Several top groups were represented. To date, four requests for proposal have been received representing over 10,000 potential room nights.

No action was taken by the Board.

OLD BUSINESS

Main Street Fest Report

Mr. McCallum reported on the 35th annual Main Street Fest. Brian Lucas served as Chair for the festival. Due to weather challenges, festival attendance was down approximately 16% and revenue was down approximately 12% but Sunday attendance set a record. Other metrics related to an event the size of Main Street Fest constituted a successful event and either met or exceeded previous years. The event was also successful for the community by bringing people together in a unified effort. The event succeeded in raising Grapevine awareness in the Metroplex as well as outer markets via TV and radio spots.

Four pre-events were conducted at breweries across the Metroplex to increase event awareness. Nine limited releases were made during the festival. Numerous sponsors participated and appreciation was extended to all for their contributions. Parks and REC also participated.

The Main Street Fest Tennis Open successfully completed play after changing their match times due to the weather. Players from numerous schools across the nation participated.

Board Chair Joe Szymaszek commented on the successful theme and artwork that resonated with participants and attendees. The marketing team was recognized for their work. Board member Dan Weinberger commented that he is seeing residual business giving him a ten-week bump in customers since the festival.

Glockenspiel Report

Mr. McCallum reported on the current status of "The Would Be Train Robbers." Since installation in 2012, there have been some technology improvements and a part-time person at the roundhouse has been tasked with its maintenance and upkeep which has resulted in smoother, consistent operation and improvements. The number of show times per day has increased drawing spectators for each show. During special events, the number of shows increase as well. The show's uniqueness, draws international appeal.

No Action was taken by the Board.

NEW BUSINESS

Discussion 2020 Marketing Committee

Board Chair Joe Szymaszek announced that Iain Scouller has been appointed chair of the 2020 Marketing Committee. Committee meeting dates will be forthcoming.

FY 2019/2020 Board Meeting Schedule

A proposed 2019/2020 Board Meeting schedule was distributed for review by Board Members. After review, final approval will be made at the next Board meeting.

No Action was taken by the Board.

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson reported that the interactive toy store, Goofy Turtle, will be opening later this year at Grapevine Mills. It is a unique toy store that encourages children to play with toys prior to purchasing them.

The Hilton Garden Inn has submitted their construction application for a projected \$15 million project cost for a six-story hotel.

A new restaurant, The Experience, has opened with upscale American cuisine. The restaurant features best of class dining and local and national musical artists performing live.

The Piaf Restaurant will be opening next month in the former San Danielle location. Chef Fabien of Main Street Bakery is the founder. Cuisine will feature Mediterranean region with an extensive wine list. The upstairs patio area is being enclosed and will include air conditioning and heat to enable year-round use.

The SummerBlast campaign is underway and features The Grapevine Pioneer Program with eight STEM activities in five different historic locations. The Field Guide is \$12 and includes all activities or individual activities can be purchased for \$3 each.

The PIRATES! A Whimsical Adventure featured in the Tower Gallery, a staff-curated complimentary exhibit is currently open September 15. Seating in the area was intentionally omitted to encourage engagement and interaction with the children. Information is available at all local hotels regarding the two exhibits to encourage the leisure traveler to stay longer and participate in the activities. A large media buy was done to all outer markets regarding summer opportunities available in Grapevine.

Fairway Drive will possibly be opening soon dependent on how recent rains may have affected the dam. Councilmember Rogers updated the Board that the Corps of Engineers has passed the subsurface inspection and granted Public Works permission to begin resurfacing.

The Fourth of July fireworks celebration over the lake is uncertain at this time due to fluctuating lake levels. The main concern is providing adequate and safe parking in viewing areas due to recent rains.

Debi Meek left the meeting at 9:09 a.m.

At Grapevine Mills, the Old Nocona Boot Factory just opened in a permanent location near Cinnabon. Due to their success at Grapevine Mills, they have recently opened additional locations – one in Southlake Towne Square and another in Northeast Mall.

Peppa Pig has opened a Michigan location, its third. Grapevine Mills is still its number one location.

Mr. Closson reported that SEALife will be featuring live diving mermaids June 28th – July 8th.

Following the collapse of the construction crane in Dallas during a recent summer storm, questions were asked regarding the safety of the cranes being used for Grapevine Main. Mr. McCallum informed the Board the cranes being used by Manhattan Construction are well-anchored mobile cranes and have been checked following the incident in Dallas. He also assured them that Manhattan is a safety-oriented construction company.

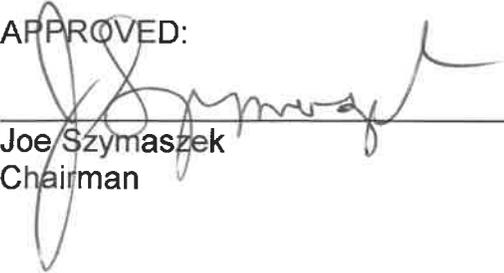
There being no further business to come before the Board a motion by Keith Spinden, seconded by Mark Terpening to adjourn the meeting at 9:22 a.m. prevailed by the following vote:

Ayes: Szymaszek, Blankenship, Terpening, Weinberger and Spinden

Nays: None

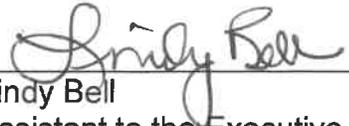
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
15th DAY OF AUGUST, 2019.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director