

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, July 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 Chair
Mark Terpening	Board Vice Chair
Debi Meek	Board Member
Dan Weinberger	Board Member
Iain Scouller	Board Member

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

Balla Wright	Heritage Foundation Liaison
Steve Brown	Chamber of Commerce Liaison
Paul W. McCallum	Executive Director
Brady Closson	Managing Director, Sales/Marketing
Lindy Bell	Assistant to the Executive Director

Absent:	Sharron Rogers – Council Liaison
	Cynthia Blankenship – Board Member
	Keith Spinden – Board Member
	Chuck Pacioni – Board Member

### **CALL TO ORDER**

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

### **NEW EMPLOYEE INTRODUCTION**

Mr. McCallum introduced Heather Egan, Director of Leisure and International Sales.

### **OATH OF OFFICE**

Dan Weinberger, Debi Meek and Iain Scouller were sworn in as members of the Grapevine Convention & Visitors Bureau Board of Directors.

### **APPROVAL OF MINUTES**

Motion by Dan Weinberger, seconded by Mark Terpening approved the minutes from the June 20, 2019 meeting and prevailed by the following vote:

Ayes: Szymaszek, Terpening, Meek, Weinberger and Scouller

Nays: None

## **LIAISON UPDATES**

### **Chamber of Commerce**

Steve Brown provided the monthly up-date for the Chamber of Commerce. The monthly membership luncheon will be in conjunction with the Hurst-Eules- Bedford Chamber and is scheduled for Thursday, July 19<sup>th</sup>. The speaker will be Gary Thomas, President of DART/Cotton Belt Corridor Railroad. Luncheon co-sponsors are Texas First Bank and Texas Health Harris Southlake. Mr. Brown reported that work on the Chamber construction expansion is underway. Fundraising is ongoing but has slowed. A committee will be meeting to discuss fundraising strategies and contacting larger businesses in Grapevine who have not yet contributed. Grapevine was one of 12 finalists for Chamber of the year recognition at the recent ACCE meeting in Long Beach, CA. Even though Grapevine did not receive the award, it was an honor to be a finalist on the first application submittal. Balla Wright recognized Mr. Brown's contribution to Grapevine/Colleyville ISD new hire luncheon.

### **Heritage Foundation Activities**

Heritage Foundation Liaison Balla Wright reported that the Heritage Foundation met Wednesday, July 17, and welcomed new board member, Wendy Nelson. Madison Tuley, 2019 Grapevine/Colleyville ISD graduate and recipient of the Grapevine Heritage Foundation scholarship was introduced and welcomed. The Foundation continues work on the 2020 version of its annual calendar. The goal is to have the calendar ready the first week of November for the Annual Meeting and for gift giving.

### **Nash Farm**

Nash Farm's July 5<sup>th</sup> *Keeping Cool* had good attendance with 90. The Saturday, July 13 ice cream social had 575 in attendance and over 35 gallons of ice cream were enjoyed.

The summer's *Grapevine Pioneers* program continues through Labor Day weekend. Field Journals are available with eight hands-on activities and includes a Tuesday and Wednesday movie matinee.

## **SALES AND MARKETING REPORT**

Mr. Closson reported that for June, the Sales team had 107 sales leads sourced to stakeholder hotels and assisted with 25 definite bookings with an economic impact of \$21 million. The sales team participated in the following sales missions: MPI WEC; Lamont & Associates Annual Meeting; SmartMeetings in Washington, D.C.; and Association Forum in Chicago, Illinois.

Brochure distribution for the month of May was almost 30,000.

Destination Services assisted 13 groups during the month of June.

The Convention Center, Palace Arts Center and Concourse hosted a combined 71 events with 30 future events booked during the month.

Grapevine Vintage Railroad had 28 excursions representing almost 4,500 riders.

Unique visitors to the website were 111,000 with total website visitation of 142,000.

Online Trade (GROUP) received 40,000 impressions.

Print consumer publications had 25 insertions with a circulation of 1.2 million.

On-line Consumer Advertising had over 3.5 million impressions with 10 insertions.

TV and radio promotions ran in outer markets and included 1,062 spots totaling 8 hours and 30 minutes of SummerBlast promotion. Core market TV and radio promotions totaled approximately 250 spots for a total of two hours.

The media team distributed three media releases. Print ad value for the month of June totaled 11 insertions worth almost \$380,000 and a total circulation of 519,500. Online ad value for June had 23 placements.

TV/radio publicity had two segments: One 16-second spot on NBC News at 4:00 for 16 seconds and Fox 4 News at 5:00 p.m. for 61 seconds. Both spots covered the live mermaids at SEA LIFE Grapevine Aquarium.

#### **MPI-WEC – Toronto, Canada**

Codi Missimo and Connie Ash attended the June conference. PW McCallum, Brady Closson, Joe Thompson and Kimber Foster attended the concluding luncheon to promote Grapevine as the 2020 host site. Twenty one-on-one appointments were held with five different sales opportunities identified. 31 additional clients were hosted at a dinner co-sponsored with Embassy Suites and the Gaylord Texan.

#### **Lamont and Associates Annual Meeting – Del Ray Beach, Florida**

Codi Missimo attended the second annual Lamont and Associates meeting. There were 79 attendees, 36 of which were end users and 43 were convention and visitor bureaus or hotel partners. Education was a component of the meeting as well as a Corporate Social Responsibility activity. 17 one-on-one appointments were held and a some Grapevine opportunities identified.

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**Smart Meetings – Washington, D.C.**

90 planners and 53 suppliers attended the Smart Meetings conference. 14 one-on-one appointments were held with a potential of eight leads generated representing \$2.4 million in economic impact. Some attendees expressed interest in attending the upcoming GrapeFest fam.

**Chicago Sales Mission**

Liz Mullis conducted seven appointments representing several thousand potential room nights and multi-million dollars' worth of economic impact.

Mr. Closson reported to the Board that Grapevine has once again been named to the CVENT Top 50 meeting locations in the United States coming in at the number 22 spot.

No action was taken by the Board.

**OLD BUSINESS**

**Approval FY 2019/2020 Board Meeting Schedule**

Mr. McCallum distributed copies of the proposed 2019/2020 Board meeting schedule.

Motion by Debi Meek, seconded by Iain Scouler to approve the 2019/2020 schedule was presented. The motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Meek and Scouler

Nays: None

**NEW BUSINESS**

**Approve Funding of \$55,000 From Festival Proceeds for Ted R. Ware Plaza Extension**

Mr. McCallum discussed the extension of the Ted R. Ware Plaza and the Settlement to City Museum Complex at an estimated cost of \$55,000.

Motion was made by Dan Weinberger, seconded by Iain Scouler to approve the expenditure of \$55,000 from Festivals Account 115-44540-350-005 for the stated purpose. The motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Meek and Scouler

Nays: None

**Approve Funding of \$95,000 from Festival Proceeds for International Sister City Building Renovation**

Mr. McCallum discussed the renovation of the Ruby Moore house for use as an international Sister City location. The exterior will remain the same and the inside will be converted to one large room with two bathrooms to be located in the porch area. The house will serve as an area to display Sister City artifacts and gifts obtained over the program's history and be part of tours conducted in the Settlement to City Museum complex.

Following a brief discussion, motion was made by Iain Scouller, seconded by Debi Meek to approve the expenditure of \$95,000 from Festivals Account 115-48840-350-005 for the stated purpose. The motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Meek and Scouller

Nays: None

**Approve Funding of \$125,000 from GVRR Fund Balance Account for Mechanical Body Work and Painting of Two GVRR FL-9 Units**

Mr. McCallum presented information relative to body work and painting of the two FL-9 locomotives to match current GVRR livery colors. The most expensive part of the project will be the body work. Painting will be conducted on-site with appropriate EPA controls in place. Mr. McCallum reported that the GVRR fund has a healthy balance and with the substantial savings realized in the purchase of the two locomotives, those funds will be used for this payment.

Motion was made by Mark Terpening, seconded by Dan Weinberger to approve the expenditure of \$125,000 from GVRR Account 115-43430-350-007 for the stated purpose. The motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Meek and Scouller

Nays: None

**HOTELS/ATTRACTIONS & ACTIVITIES**

Mr. Closson reported that the permit for the Hilton Garden Inn has been approved. Construction value is estimated to be \$15 million and it will add approximately 108,000 square feet of space.

Mr. Closson reported that Great Wolf Lodge has received approval from the City for changes to their parking lot for more controlled access for their guests.

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Mr. Closson reviewed multiple upcoming events as well as several new stores and restaurants opening over the coming months in Grapevine.

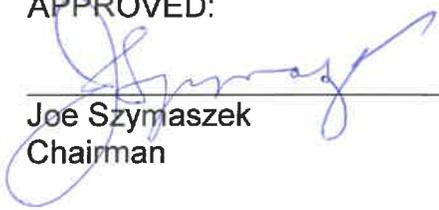
There being no further business to come before the Board a motion by Mark Terpening, seconded by Dan Weinberger to adjourn the meeting at 9:04 a.m. prevailed by the following vote:

Ayes: Szymaszek, Blankenship, Terpening, Weinberger and Scouller

Nays: None

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 SEPTEMBER, 2019.

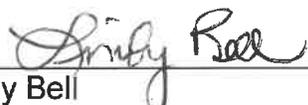
APPROVED:



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Joe Szymaszek  
Chairman

ATTEST:



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Lindy Bell  
Assistant to the Executive Director