

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, September 19, 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
Sharron Rogers	Council Liaison
Cynthia Blankenship	Board Member
Chuck Pacioni	Board Member
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: Keith Spinden – Board Member

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 8:02 a.m.

APPROVAL OF MINUTES

Motion by Debi Meek, seconded by Mark Terpening approved the minutes from the July 18, 2019 meeting and prevailed by the following vote:

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

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 held at noon this date. The speaker is Brad Schnautz with Grapevine/Colleyville School District. The meeting is sponsored by Cornerstone Staffing and being catered by El Paradiso. A big announcement regarding funding for the Chamber's building addition project is to be made and a renewal of energy in fund raising is expected. Construction is progressing well and the building addition is expected to be dry walled in by the end of this week. The anticipated completion date is on schedule for mid-December. Work in the existing offices should be completed by the end of September.

Heritage Foundation Activities

Heritage Foundation Liaison Balla Wright reported that the Heritage Foundation met Wednesday, September 18 and discussed several upcoming events including the Barn Dance on Friday, October 18 and the Nash Farm Fall Round Up on Saturday, October 19; the Butterfly Flutterby last release will be at the Farm at 1:30 p.m. The Calendar Committee continues its work on the 2020 Heritage Foundation calendar which should be available the first week of November. At the Heritage Foundation's August meeting, Pat Stinson was named Board Member Emeritus for her 20 years of service.

Nash Farm

Nash Farm's August First Friday, *Making MeMe's Pickles* had good attendance with 220 participants. The SummerBlast *Grapevine Pioneers* program ran through Labor Day weekend. It was a great educational experience studying Grapevine's history and included multiple children's activities.

The September First Friday program was *Packing a Trunk, A Farmhand's Journey* followed by Friday's *Annual Italian CarFest* with a turnout of 2,500 guests.

OLD BUSINESS

GrapeFest Report

Mr. Closson reported a GrapeFest attendance of 261,000. A four-minute segment televised on WFAA Good Morning Texas was shown with multiple news agencies and media outlets sending media representatives to the festival. Multiple pre-festival events were held including wine pairing dinners, the Grapevine Golf Classic had 66 players with proceeds benefiting the AJ Harper Scholarship Foundation; The Tennis Classic featured 250 plus registered players with some international entries; the Italian CarFest, held at Nash Farm, had over 100 cars displayed and over 2,500 guests; the Texas Wine Tribute honored the 2019 Tall in Texas award recipient, Spicewood Vineyards, with benefits from its live and silent auctions benefiting Metroport Meals on Wheels.

Wine regions featured at this year's festival were the Traverse Coastal Region in Michigan and the Piedmont Region of Italy. The People's Choice competition featured 44 wineries offering 162 varietals, and the Champagne Terrace featured sparkling wines. The Mayoral Grape Stomp hosted 16 teams with competitors from Grapevine's Sister Cities as well as communities around the Metroplex. The Texas Champagne Cork Shoot Off was brought back as a four-day event. Over 60 artisans and 35 food vendors participated in the festival and performances at the Grapevine Mills Main Stage, gazebo and Palace Arts Theatre were well attended.

The Sales Fam consisted of 14 participants and the international Fam hosted five tour operators from China. Three requests for proposal have been received as of this date representing over \$4 million in possible economic impact. One China tour operator booked rooms for a November event at the DFW Hilton Lakes while on the Fam.

48 Sister City delegates attended GrapeFest; 31 from Parras and 17 from Krems. The twentieth anniversary of the signing of the accords with Krems, Austria was recognized with a special signing ceremony on Saturday, September 14, 2019.

Over 2,200 volunteers participated throughout the festival.

Mr. Closson also reported that TEXRail had a ridership of 9,100 riders who used the transportation to attend the festival.

Cynthia Blankenship left meeting at 8:45 a.m.

Marketing Committee Up-Date

Two meetings of the Marketing Committee were held and with no additional changes, the report will be finalized and bound to distribute to stakeholders.

NEW BUSINESS

Sponsorship Grant – KL Memorial Fund

Mr. McCallum reported that the Kathee Livengood Memorial Scholarship Foundation has requested a grant in the amount of \$1,500 which will be used to provide a scholarship to deserving women trying to complete their education. Motion was made by Iain Scouler, seconded by Mark Terpening to approve the expenditure of \$1,500. The motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Scouler and Pacioni

Nays: None

Debi Meek abstained on voting due to relationship with Kathee Livengood Memorial Scholarship fund.

Grants In Aid Request – Grapevine High School

The Grapevine High School Ex-Students Association requested funds in the amount of \$2,500 for the annual Homecoming Parade. After a brief discussion, motion was made by Dan Weinberger, seconded by Debi Meek to approve the funds. The motion prevailed by the following vote:

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

Nays: None

Peace Circle Up-Date

Mr. McCallum stated that in the interest of time, the up-date on the Grapevine Main Peace Circle will be deferred until another meeting.

Chuck Pacioni left the meeting at 9:00 a.m.

SALES AND MARKETING REPORT

Meetings & Incentives Worldwide

Mr. Closson reported that 91 buyers attended this event held in Chicago. Multiple stakeholders participated in the event including Great Wolf Lodge and Hyatt Regency DFW. Toyota of North America is reportedly interested in holding a two-day event at the Hyatt Regency DFW.

Connect Marketplace

Two Grapevine Convention and Visitors Bureau sales managers, Eleanor George and Connie Ash, conducted a total of 76 one-on-one appointments with meeting planners at this event. A total of five requests for proposal opportunities are expected.

Sales and Marketing Report

Mr. Closson reported that for August, the Sales team had 101 sales leads sourced to stakeholder hotels and assisted with 13 definite bookings with an economic impact of over \$48 million. The sales team participated in the following sales missions: Meetings and Incentives Worldwide and Connect Marketplace.

Brochure distribution for the month of August was over 175,000 and the Grapevine Vintage Railroad had 23 excursions.

Print consumer publications had 11 insertions with a circulation of approximately 430,000.

Print ad value for August had 15 insertions worth \$332,000 including the *Dallas Morning News* with a circulation of 176,000, *Fort Worth Star Telegram's* Cruisin Through the Month with a circulation of 61,000 and the *Austin American Statesman's* Savor September edition with a circulation of over 100,000. Online ad value for August had 25 placements including AustinChronicle.com of five pages, 10best.com with eight pages and Travelawaits.com with a nine-page insertion.

No action was taken by the Board.

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson reported that the Kate Spade store at Grapevine Mills has started construction. It will be located near Saks Off Fifth. The Goofy Turtle toy store has completed its build out and is slated to open September 29. LA Burger and Sauce'd Pizza, both on North Main, are now open. Meat U Anywhere has been voted one of the 50 best barbeque restaurants in the United States, coming in at number 46. Piaf Restaurant opened its balcony during GrapeFest with the remainder of the restaurant to open in a few weeks.

Mr. Closson extended appreciation to the entire Board for their support of GrapeFest and their participation and work at many of the events.

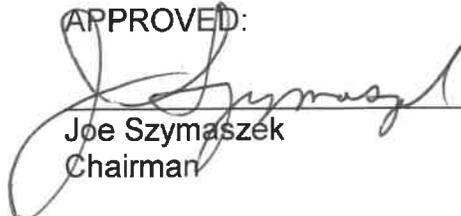
There being no further business to come before the Board a motion by Mark Terpening, seconded by Iain Scouller to adjourn the meeting at 9:10 a.m. prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Meek and Scouller

Nays: None

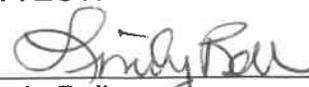
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
17th DAY OF OCTOBER, 2019.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director