

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, August 20, 2020 at 9:00 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
Dan Weinberger	Board Member
Cynthia Blankenship	Board Member
Chuck Pacioni	Board Member
Debi Meek	Board Member
Sharron Rogers	Council Liaison

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

Paul W. McCallum	Executive Director
Brady Closson	Deputy Executive Director
Lindy Bell	Assistant to the Executive Director
Absent:	Iain Scouller – Board Member

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 9:04 a.m.

Board Chair introduced and welcomed new Board member, Corinna Wenks, to the meeting and to the Board.

NEW EMPLOYEE INTRODUCTION

Mr. McCallum introduced new employee, Caroline Jerome, Communications Coordinator, to the Board.

OATHS OF OFFICE

Oath of office was administered to incoming Board member Corinna Wenks. Oaths of office were administered to returning Board members Joe Szymaszek, Cynthia Blankenship, Chuck Pacioni, Mark Terpening and Debi Meeks. Mark Terpening was re-elected as Board Vice Chair.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Mark Terpening approved the minutes from the June 18, 2020 meeting and prevailed by the following vote:

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

Nays: None

SALES AND MARKETING REPORT

Brady Closson reported that for July the Convention and Leisure Sales team had 54 sales leads representing over 79,000 potential room nights and potential economic impact of over \$35 million. There were nine definite bookings made representing 7,000 room nights and a potential economic impact of \$4.5 million. The sales team participated in four site inspections representing a potential of 1,578 room nights with an estimated economic impact of \$941,000.

The Visitor Information Center welcomed almost 2,700 visitors and Settlement to City museums hosted 178. Brochure distribution for the month of July exceeded 8,000 pieces.

The Convention Center, Palace Arts Center and Concourse hosted a combined 34 events with 13 new events booked for future dates.

Grapevine Vintage Railroad conducted 12 excursions which showcased the new onboard 'Great Train Heist' performance which has been well received. Train capacity was limited to allow for social distancing, however, there were over 1,300 passengers who rode the train in July.

The website welcomed over 138,000 unique visitors in July with a total website visitation over 191,000 and over 319,000 page views for the month. Top referring sites included M.facebook.com, Grapevinetexas.gov, DMagazine.com, and Tripsavvy.com. The top five landing pages included July 4th with over 60,000 visits, GrapevineTexasUSA.com with 47,000, Grapevine Vintage Railroad with over 7,500 and Grapevine Vintage Railroad one-hour excursions with over 3,000 visits.

Print Trade (GROUP) had zero insertions for July while Online Trade (GROUP) received 88,000 total impressions with two insertions. Platforms included CVENT with 30,000 and United States Association of Executives (USAE) with 58,000.

Print consumer publications had 28 insertions with a circulation of over three million while On-line Consumer Advertising exceeded three million impressions with 12 insertions.

TV and radio publicity had 3,263 spots or on air mentions in July. On Core market TV, there were 372 spots for almost five hours of Summertime in Grapevine promotion. Core market radio had over 1,300 spots for just under 11 hours and outer market TV had 1,567 spots for just under 13 hours of Summertime in Grapevine promotion. Total TV/radio promotion in July was 21 hours and eight minutes.

Regarding earned media, there were four media press releases distributed in July while print ads for July totaled six insertions worth over \$90,000 and a circulation exceeding 713,000.

Mr. Closson reported that the 'Come Together in Grapevine' promotion generated 120 lead opportunities representing 103,000 room nights and a potential total economic impact of \$55 million. A total of 12 leads were converted representing 7,500 future room nights. The promotion was also sent to leisure travel agents for a minimum of 20 rooms over 30 days booked for dates between July 1, 2020 and December 31, 2021. Rooms already contracted or negotiated were exempt. 424 room nights were booked in July as a result. 859 domestic tour operators were also informed of the program.

All site inspections conducted during July were conducted in person rather than virtual which is considered a positive sign.

Connect Marketplace is scheduled for October 19-21, two weeks prior to the Meeting Planners International conference to be held in Grapevine. Connect is the first industry conference Grapevine sales team members will attend in person since the start of the pandemic. Mr. McCallum added that Grapevine sales team members have continued to work steadily throughout the pandemic supporting hotel sales teams in whatever capacity needed. The Wood Advertising Agency leveraged media buys at 40% of regular advertising cost during prime time hours for a reduced cost with the emphasis on staycations.

No action was taken by the Board.

OLD BUSINESS

MPI/WEC Grapevine Update

Mr. McCallum provided an update of Meeting Professionals International/World Education Congress event coming to Grapevine November 3 -6. Registration as of August 10 is 688 of which 53 are virtual registrants. All 16,000 MPI members will be able to view the conference virtually even if not officially registered. A major marketing push will be launched September 1 with the hope of obtaining over 1,000 registrants. A great experience for all participants is anticipated with extra work ongoing to provide a secure, safe environment.

Global Biorisk Advisory Council (GBAC) Update

Mr. Closson reported that the Grapevine City Council approved the GBAC certification process, and it has been a month since the final contract was executed and venues identified for processing. Gaylord Texan was the first facility with Shelly Robb championing the process through to its completion. 20 elements are completed and now waiting for notification of completion. All Convention & Visitor Bureau facilities are moving through the certification process. Mr. Closson also reported that International Congress and Conventions Association (ICCA) with which Grapevine is affiliated has also recently partnered with GBAC.

GrapeFest and Texas Wine Tribute Update

Mr. McCallum reported that with the 34th Annual GrapeFest cancelled, Steve and Maggie Haley have agreed to chair the 35th Annual GrapeFest in 2021. Mr. McCallum also expressed appreciation and gratitude to presenting sponsor, Bank of the West, who remains very involved and offered sponsorship dollars to help with events for Christmas Capital of Texas as well as North Pole Express. Several other sponsors have also agreed to transfer 2020 sponsorship funds to 2021.

Mr. McCallum also reported that the 2020 Texas Wine Tribute honoring Ed and Susan Auler and Fall Creek Vineyards has been postponed until April 2021.

Approval FY 2020/2021 Board Meeting Schedule

Mr. McCallum presented the proposed Board meeting schedule for 2020/2021. Motion was made by Cynthia Blankenship to approve the meeting schedule as presented. Motion was seconded by Chuck Pacioni.

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

Nays: None

NEW BUSINESS

Christmas Capital of Texas Update

Mr. McCallum informed the Board that work has been ongoing in regard to Christmas Capital events. The Carol of Lights tree lighting, conducted by the Parks and REC Department, is currently still scheduled for Monday, November 23rd. The Parade of Lights is currently scheduled. The final decision to proceed will be made by the Chamber of Commerce.

North Pole Express is scheduled with certain changes made from how the event has been conducted in the past. There will not be a show at the conclusion of the train excursion; instead, there will be three Santas on board the six cars on the train, not seven as in previous years with the length of the excursion being increased from 45 minutes to 90 minutes. The North Pole Forest experience will also be enlarged and

enhanced this year. The current plan allows space for 27,000 passengers. Tickets are expected to go on sale soon. Scheduling of Christmas light installation is currently underway.

Gaylord General Manager Chuck Pacioni reported that in lieu of ICE! this year, Gaylord will be enlarging its Lone Star Christmas event including a new Christmas tree in the atrium. Gaylord has contracted with Warner Brothers movies to create an exciting Christmas movie experience with walk-through vignettes. In addition, there will be a large new Christmas light experience walk through experience on Convention Drive. It is anticipated that the new offerings will draw a large crowd.

No action was taken by the Board.

9:50 a.m. Board member Cynthia Blankenship left the meeting.

Chamber of Commerce Fundraiser

Mr. McCallum reported that the Convention & Visitors Bureau is assisting the Chamber of Commerce with the creation of a fundraising wine calendar for 2021. As the majority of regular Chamber fund raising events have been cancelled, the Chamber is needing a source of revenue. A wine calendar is being produced with sponsorships sold for the different months and calendars will be sold for \$100 each. Based on Monday 'Pick Three' numbers, the purchaser will have 52 chances to win a designated case of wine for that week. Texas wines will be featured in October for Texas wine month. 1000 calendars will be available for purchase. Board members will sell the calendars beginning in October.

No action was taken by the Board.

LIAISON UPDATES

Heritage Foundation Activities

Mr. McCallum reported that the Heritage Foundation met yesterday evening where the Membership Committee reported its recent findings. It was determined to rebrand with more focus and emphasis on Nash Farm. It was also determined to increase annual dues by a small amount.

Nash Farm and Heritage Museums

Mr. McCallum reported that the 1920's Ice Cream Social on July 11 was a great success with 200 tickets permitted and was a great example of social distancing. Most attendees were dressed in period appropriate clothing to complete the scene.

The Grapevine Pioneers Passport has been a success throughout the summer and has been paired with "A Story Book Adventure" exhibit in the Visitor Information Center's Tower Gallery.

The popular First Friday program, "MeMe's Pickles," August 7, hosted 121 guests. Nash Farm continues to be a popular destination with guests looking for outdoor spacious areas to visit.

Upcoming events include the inaugural Harvest Moon Dinner scheduled at the Farm on Friday, October 1, to kick off Texas Wine Month. On Saturday, October 7, Nash Farm will host two sessions of its annual "Fall Round Up!" in order to better control attendance numbers.

Chamber of Commerce

Chair Joe Szymaszek provided the Grapevine Chamber update. The Chamber has resumed in person board meetings and luncheons. The "Spirit(s) of Grapevine" wine calendar is underway and will be available for sale in October. The speaker for the September membership luncheon will be Donald Driver, a former Green Bay Packer player and author.

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson reported that the ribbon cutting for Hotel Vin is scheduled for Thursday, September 3. Invitations will be sent soon. The retail portion of Peppa Pig opened August 14. Hours are Thursday through Monday, 10:00 a.m. through 4:00 p.m.

A new piece of public art, the Kugel sphere, has been installed at the corner of Wall and Main Streets. Its dedication is scheduled for Sunday afternoon, September 20. The Grapevine Farmers and Artisans market is open 8 to 4 each weekend and the Palace Theatre continues to play classic movies with Sandlot and an Alfred Hitchcock double feature playing this weekend. Staff have been working on plans for all Fall events as well as North Pole Express. Mr. Closson reported that Thryv Hotel has closed permanently.

Chair Szymaszek reported that the AMC Theaters located at Grapevine Mills is opening 13 of its 30 screens with reduced occupancy today with a throwback admission of 15 cents. 187 of 190 stores at Grapevine Mills are now open. Tax free weekend was different from previous years but still strong.

Board of Directors Meeting
August 20, 2020
Page 7 of 7

Mr. Closson reported that the Visitor Information Center will be moving to Grapevine Main when it opens. Staff in that location will be handling ticket sales for the train and other events as well as tickets and screening for visits to the observation tower.

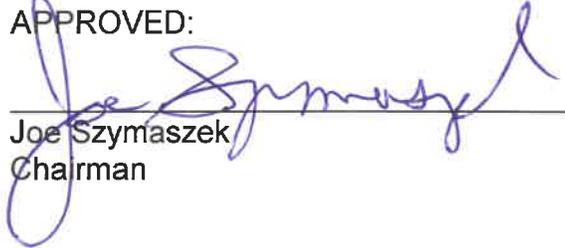
There being no further business to come before the Board a motion by Dan Weinberger, seconded by Debi Meek to adjourn the meeting at 10:18 a.m. prevailed by the following vote:

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

Nays: None

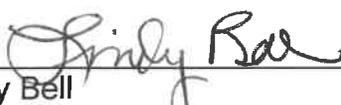
PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
24th DAY OF SEPTEMBER, 2020.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director