

County of Tarrant  
City of Grapevine  
State of Texas

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, April 18, 2024 at 8:00 a.m. at the Stephen W. Stinson Boardroom of the Grapevine Convention and Visitors Bureau, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

Mark Terpening	Vice Chair
Dan Weinberger	Board Member
Cynthia Blankenship	Board Member
Debi Meek	Board Member
Mike Oakley	Board Member

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

Paul W. McCallum	Executive Director
Leigh Lyons	Assistant Executive Director
Becky Roberson	Executive Assistant
Leon Leal	Council Liaison
Kelly Schwartz	Chamber Liaison

Absent: Joe Szymaszek, Chuck Pacioni, Matthew Brink and Iain Scouller

### CALL TO ORDER

Board Vice Chairman, Mark Terpening, called the meeting to order at 8:03 a.m.

### NEW EMPLOYEE INTRODUCTION

Executive Director, Paul W. McCallum, welcomed Kaley Webster, Event Coordinator.

### APPROVAL OF MINUTES

Board Chairman Szymaszek called for a motion to approve the minutes from the March 21, 2024 meeting. With a motion from Debi Meek and seconded by Mike Oakley, the minutes from the previous meeting were approved.

## SALES AND MARKETING REPORT

Assistant Executive Director, Leigh Lyons, shared that National Sales Manager, Codi Missimo attended Pharma Forum in Tampa, Florida March 24-27. Sarah Vanderpol of Hotel Vin also attended. With over 200 planners in attendance at the event, Ms. Missimo had 26 one on one appointments and returned with two pieces of potential business. One request for proposal for 2026 with 1050 peak rooms and a second request for proposal for an Annual National Meeting in 2027 for 1800 peak rooms is currently being sourced.

Director of Leisure and International Sales, Heather Egan, attended Select Travel Conference in Buffalo, New York March 17-19. She hosted 32 appointments with tour operators, travel agents, and bank travel planners. As a member of the TACVB Board, Heather attended the TACVB Board Meeting and Retreat on March 20 & 21 in Fredericksburg. She also welcomed three motorcoach tours to Grapevine during March. Additionally, Ms. Egan hosted two travel professionals. Travel CTM of New Zealand visited March 3-5 and Infinity Holidays of New Zealand visited March 13-15.

Assistant Executive Director, Lyons reported on the 36<sup>th</sup> Annual St. Patrick's Day Sales Mission held March 13-15 in New York, New York. Four Grapevine hotels participated alongside Sales Staff. Representatives from Gaylord Texan Resort, Hyatt Regency DFW, Hilton DFW Lakes and Hotel Vin participated in the sales mission. Two separate events were attended by a total of 47 meeting planners, ranging from national associations and foundations to global firms. Staff returned with multiple requests for proposals for 2025, 2026 and 2027.

Ms. Lyons reported on media coverage for the month of March. TripAdvisor highlighted Grapevine as one America's twenty most kid-friendly places for a family vacation. Tech Advocate showcased Grapevine as one of seven towns with the best main streets. Travel Mole, one of the largest global online travel industry communities, touted Grapevine as the perfect base for FIFA World Cup fans. The online platform, Southern Living, listed Grapevine as one the fifteen best places to travel in the south this April. NBC 5 ran eclipse coverage one month out and then reported on local eclipse happenings. Community Impact highlighted seven things to do in Grapevine.

The Communications Team hosted two travel writers. Liz Mays of Get Lost in the USA and Adriane Berg of The Ageless Traveler spent time in Grapevine where they had the opportunity to visit family friendly venues, shopping venues and restaurants.

The Marketing Team had 14 posts on Facebook in March covering a variety of events. From those posts, we received 3.2 million impressions with over 54,000 likes or comments. Instagram had 64 total posts which included both stories and reshared content. From those, 256,000 impressions were garnered. LinkedIn had 8 posts with more than 7,500 impressions with 684 likes or comments.

Various ads that ran in print publications and on digital platforms showcasing Grapevine Vintage Railroad, family friendly attractions, meeting spaces, upcoming events were shared.

## ONGOING BUSINESS

Executive Director, Paul W. McCallum, reported that plans for the 40<sup>th</sup> Annual Main Street Fest A Craft Brew Experience presented by Bank of the West are well underway. He shared that the theme for the 40<sup>th</sup> annual festival was Down on Main Street. He also shared the many businesses that had committed to sponsoring festival activations.

He announced that The Craft Brew Experience will return to Liberty Park Plaza and is sponsored by Gaylord Texan Resort. The Craft Brew Experience will feature over 40 craft brews and live music. KidZone is moving back to the parking lot at Napoli's and is sponsored by 121 Community Church, Merlin Entertainment, Cook Children's, Dairy Max, and Meow Wolf, with 121 Community Church providing the majority of the volunteers. Texas on Tap will move to the Town Square Gazebo area and feature Karbuch Brewing, sponsored by Ben E. Keith. The Main Stage is sponsored by ARCA Coca Cola Continental Southwest Beverages and there will be live music all three days. Artists on Tap is sponsored by Meow Wolf. Hop & Sting is a featured beverage booth sponsor. Rock n' Brews is sponsoring the food pairings that will be served with the craft brews from Rollertown Beerworks at the Brews and Bites activation in the Convention and Visitors Bureau. Randolph-Brooks Federal Credit Union is sponsoring Armed Forces Day on Saturday, May 18. Gates are sponsored by Baylor, Scott & White. Booths are sponsored by Frost Bank. TexRail is once again the official Commuter Rail of Main Street Fest. Verizon, Fox Rental, Grapevine Golf Cars billyGo DFW, and Schaeffer Kubota are participating or in-kind sponsors. The Cotton Belt Country Club sponsored by Whataburger is located in the Historic Cotton Belt Railroad District, offers guests access to nine holes of miniature golf, a virtual golf simulator sponsored by Direct Impact and a members-only clubhouse. A membership gives the purchaser access to the Clubhouse, three beverages, the three games and the commemorative ball marker. The Caddy Shack Snack Station will feature pimento cheese sandwiches and other light snacks. There will also be yard games and a putting green for kids in front of the Founders Building.

Director McCallum also shared the names of the new artisan, marketplace and food vendors. The list of new artisan and marketplace vendors include a wide variety of goods, from jewelry to handmade fishing lures. It was reported that two popular food vendors were returning to the 40<sup>th</sup> Annual Main Street Fest after a break of a few years.

## NEW BUSINESS

Director McCallum reported that staff was preparing for the upcoming fiscal year budget, which runs from October to September. He shared the timeline that City Finance had established for city departments including that the initial draft for the 2024/2025 budget is due May 17. He shared that the Convention and Visitors Bureau had not proposed any capital projects in recent years.

## HOTELS/ATTRACTIONS/ACTIVITIES

Kelly Schwartz, Grapevine Chamber of Commerce liaison, shared an update of recent and upcoming chamber events. Mrs. Lyons shared updates on a myriad of Grapevine business. She

reported that Gaylord Texan Resort recently celebrated its 20<sup>th</sup> Anniversary. Meow Wolf issued a call for visionary artists, fashion designers, and out-of-the-box creatives to participate in its inaugural Trashion Show, set to captivate audiences on July 11 in a celebration of sustainability and creativity. Hilton DFW Lakes has done a renovation to Bonnie & Clyde's, primarily on the patio area, including outdoor heaters and sun shading. Hilton DFW Lakes has also converted some of their tennis courts to pickleball courts. Grapevine Main Live at Peace Plaza will begin May 3 and run through June with the first band being Windy City, a Chicago tribute band. DFW Airport has reopened their North long-term parking lots. DFW Airport will see three new Frontier routes open in mid-June. Flights between DFW and Sacramento, California, will start June 13 and operate four times weekly. Beginning June 14, the carrier will begin service from DFW to St. Louis three times weekly as well as from DFW to Seattle four times weekly. 3 Barrels Beer Garden will hold their ribbon cutting tonight at Ferrari's, serving a bar style menu of starters, salads, pizzettas, pastas, signature cocktails, wine and beer. The Grand Reopening of Crush It is tentatively set for June 28. Buffalo Wild Wings will open at their new location this week. Tropical Smoothie Café on Northwest Highway is now open. And Whoa Zone at Meadowmere Park will be returning for the summer season.

ADJOURNMENT

Board Chairman Szymaszek called for a motion to adjourn the meeting at 9:09 a.m.

Motion: Mike Oakley

Second: Cynthia Blankenship

Approved 5-0

ATTEST:



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Becky Roberson

Executive Assistant

APPROVED:



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Joe Szymaszek

Chairman