

County of Tarrant  
City of Grapevine  
State of Texas

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, August 15, 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:

Joe Szymaszek	Chairman
Mark Terpening	Vice Chair
Dan Weinberger	Board Member
Iain Scouller	Board Member
Debi Meek	Board Member
Chuck Pacioni	Board Member

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

Paul W. McCallum	Executive Director
Leigh Lyons	Assistant Executive Director
Josh Hernandez	Communications Coordinator
Becky Roberson	Executive Assistant
Leon Leal	Council Liaison
Kelly Schwartz	Chamber of Commerce Liaison

Absent: Matthew Brink, Cynthia Blankenship and Mike Oakley

### CALL TO ORDER

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

### NEW EMPLOYEE INTRODUCTION

Executive Director McCallum introduced C.J. Gardner, Website Manager, Catherine Haberman, Theatrical and Events Coordinator, Lauren Price, Destination Services Administrative Assistant, and Katy Hintze, CVB Secretary.

### OATH OF OFFICE

Joe Szymaszek, Mark Terpening, Chuck Pacioni and Debi Meek were sworn in as returning board members.

### ELECTION OF VICE CHAIR

Board Chairman Szymaszek thanked Mark Terpening for his steadfast service as Vice Chair and recommended that he continue in this capacity. With a motion from Iain Scouller and seconded by Dan Weinberger, followed by a unanimous vote, Mark Terpening was reelected as Vice Chair.

### APPROVAL OF MINUTES

Board Chairman Szymaszek called for a motion to approve the minutes from the June 20, 2024 meeting. With a motion from Mark Terpening and seconded by Dan Weinberger, the minutes from the previous meeting were approved.

### SALES AND MARKETING REPORT

Assistant Executive Director, Leigh Lyons, shared that Director of Leisure and International Sales, Heather Egan, attended the Brand USA Canada Mission with 37 USA destination partners. Grapevine CVB partners with Brand USA because Brand USA promotes US destinations to international tour operators and travel agents. The mission included tour operator and travel agent appointments in Toronto, Montreal and Calgary.

Heather Egan also attended the Governor's Office of Economic Development and Tourism Travel Texas UK Travel Trade & Media Mission and Germany Travel Trade & Media Mission as a part of the Travel Texas team in June. In the UK, Travel Texas set up six appointments and Mrs. Egan and a representative from Lubbock added an additional six appointments and travel agent training sessions throughout the week. Over the five- day UK Mission, Mrs. Egan had the opportunity to network and have individual appointments with more than 170 media and travel trade contacts. From London, the Travel Texas team went to Glasgow where there were 15 scheduled appointments with travel media. From Glasgow, she went to Hamburg where Executive Director McCallum joined the mission. Together they conducted travel agent training for 55 CANUSA travel agents and participated in a podcast interview with FW Travel Talk. From Hamburg, the team went to Berlin, held additional sales calls, conducted two travel agent training sessions, hosted a media event and participated in two marketing meetings with Get Your Guide and My Postcard. On the final day in Berlin, Grapevine and San Antonio partnered with USA Reisen to host a consumer travel event. Approximately 70 of USA Reisen's top travelers were in attendance with many sharing that they are coming to Grapevine in 2025.

Mrs. Lyons reported that Codi Missimo, Connie Ash and Joe Thompson Convention Sales team attended CVENT in June. CVENT is the industry leader for event management and registration software for global meetings, events, and hospitality management. This show consisted of education sessions, training camps, networking, and a tradeshow including one-on-one pre-scheduled appointments. Three Grapevine hotel partners joined. Team had 51 appointments and returned with eleven leads and two requests for proposals.

Codi Missimo attended conducted a Sales Mission in New York July -23-26. Representatives from Gaylord Texan and Hyatt Regency also attended. Mrs. Missimo hosted a client luncheon in Midtown Manhattan with five targeted meeting planners. She attended two client receptions, one with EventFluence and another hosted by MPI. Mrs. Missimo, along with representatives from Gaylord Texan and Hyatt Regency, also attended the MPI Greater New York Chapter Golf Outing.

Over the past months, our hotel partners were expressing some softness in the hotel convention bookings for the remainder of 2024 and 2025. In June, Managing Director, Joe Thompson, and the Convention Sales team launched a blanket incentive promotion for 2024/2025 to boost convention group bookings. As a result, the team has booked more than 11,000 room nights for 2024 and 2025 with an economic impact reaching into the millions.

Mrs. Lyons shared data from the Smith Travel Report. Hotel occupancy for June 2024 was 79.8%, which was down 2.9% year over year. The average daily rate for June was \$210.23, down \$1.45 year over year. It was discussed that US hotel projections are softening for 2025 due to economic uncertainty, the upcoming election and continued geopolitical tensions. Upscale hotels are expected to outperform select service hotels as consumers will spend up for a luxury experience, but will cut back on incidental and food and beverage spending. Occupancy is mostly flat due to softening leisure demand and increased competition from short term rentals in this segment. Group and individual business travel are projected to be up, but will not be able to offset the decline in leisure demand. Grapevine remains number one in the competitive market set.

Director of Communications, Elizabeth Schrack, attended the Travel Texas Media Mission in New York in June. The Communications team partners with Travel Texas on specific media missions to create interest in national media coverage for Grapevine. The focus of this mission was a networking event for top journalists based in the New York Market. Mrs. Schrack met with a variety of publication representatives including the Today Show, New York Times, Conde Nast and several freelancers.

Staff hosted two Travel Texas Fam tours. One focused on guests from Germany, Netherlands and Austria. The second had visitors from across the US. We have already seen some coverage come in as a result.

The CVB Communications team produced eighteen press releases throughout June and July covering new restaurants, Vetro, the Bushong cabin, GrapeFest International Wine Experience and more. June viewership of the official Visit Grapevine website was reviewed along with data from social media, such as Facebook and Instagram. Mrs. Lyons also shared several ads, articles and newscasts highlighting summer events, restaurant openings, and hotel partner activations.

#### ONGOING BUSINESS

Director McCallum gave an update on the Concourse project. He shared that after a competitive bid process, Fransen Pittman had been selected as the contractor and construction

manager for the project. The team will present the bid from Fransen Pittman to City Council for approval on September 3 and if the bid is approved at Council, Fransen Pittman could begin work as early as September 4.

Director McCallum also gave a brief update on the Bushong Cabin. After a bid process, Ware Brothers was selected as the contractor for the restoration. Funds from festivals proceeds will be utilized to cover the restoration costs.

#### NEW BUSINESS

Director McCallum reported that tickets for ICE! at Gaylord Texan Resort went on sale July 25. This year's theme is Rudolph the Red-Nosed Reindeer. He shared that a new storyline for Santa's North Pole Express was in the final phase. Prior to boarding, guests will be entertained by an all new pre-show featuring singing of songs and high-quality entertainment. Santa and Mrs. Claus will be on board this season and tickets will go on sale September 25 at 10 a.m. Also new this year, visitors will enjoy an expanded Christmas market and enhanced food and shopping opportunities in the Christmas Village and Christmas Market.

The Carol of Lights will take place at the Town Square Gazebo on Monday, November 25. The Peace Plaza Ice Rink will return for the third year and will operate from November 22 through January 7. Prices will remain \$20 for a one-hour session that does include skate rental. The drone shows are scheduled to take place on Monday, December 2 and Monday, December 9.

Director McCallum shared Grants-in-Aid proposals. In observation of Hispanic Heritage Month, Celebra Grapevine is offering a community collaborative event to celebrate the contributions of the Latino population within the City of Grapevine, highlight local talent, as well as establishing a platform for the cultural arts and learning. The program, set for October 12, from 2:00PM to 6:00PM, will include displays from the countries represented in the City, GCISD students, group performances of Flamenco, Mexican Line, Peruvian, Afro Puertorican, a Selena cover band, and food popular in the Latino culture. The theme is The Music that Unites Us. The event will be marketed in Grapevine and neighboring cities, and will be advertised in all of the Dallas Fort Worth metroplex. This will be a family friendly event. Celebra requested \$25,400 to cover costs for salaries, professional services, supplies and materials, publicity and promotion, printing and other associated costs. After some discussion, it was clarified that grant funds are not used to provide salaries.

Board Chairman Szymaszek called for a motion to provide a grant to support the Celebra event in the amount of \$15,400.

Motion: Iain Scouller

Second: Mark Terpening

Approved: 5-0

Debi Meek refrained from the vote as she is a partner of Celebra, providing insurance for the event.

Grapevine High School Ex-Students requested \$3,000 to cover costs associated with the Homecoming Parade which will be held on Wednesday, October 16 at 6 p.m. It was reported that funds would assist with signage for Grapevine High School Hall of Fame Inductees, Coming Home Queens, special honorees, and mums or boutonnieres for the honorees. Monies would also be used for decorations and program production for the Annual Homecoming Banquet which will be held on Saturday, October 19. Discussion included the benefit to local restaurants, retail businesses and hotels as former students return to Grapevine for the homecoming activities. There is an additional benefit as these events continue to add value to the historical preservation of Grapevine traditions.

Board Chairman Szymaszek called for a motion to support Grapevine High School Ex-Students in the amount of \$3,000.

Motion: Dan Weinberger

Second: Debi Meek

Approved: 6-0

Airport Cities VFW 10454 is committed to providing services, aide, and programs to active service members, veterans and their families. Each year, Airport Cities VFW 10454, in partnership with the City of Grapevine, hosts a Veterans Day Event to pay tribute to our veterans. The date for this year's parade and fair is Saturday, November 9. This event brings the community together to honor our veterans, educate the public and showcase musical performances, food, historic military vehicles and various activities. Airport Cities VFW 10454 requested a sponsorship of this event in the amount of \$2,500.

Board Chairman Szymaszek called for a motion to support Airport Cities VFW 10454 grant request of \$2,500.

Motion: Iain Scouller

Second: Debi Meek

Approved: 6-0

#### HOTELS/ATTRACTIONS/ACTIVITIES

Grapevine Chamber of Commerce Liaison, Kelly Schwartz, shared that Leadership Grapevine introduced the largest class to date, with 41 participants. She reported that the monthly chamber luncheon would take place later that day and Grapevine City Manager, Bruno Rumbelow, would be the guest speaker.

Mrs. Lyons shared that Hoppin' Brands is set to bring self-pour beer options and food to Grapevine in October. The Charlotte, North Carolina-based company will open in a location inside The Shops at Grapevine Mills Crossing shopping center. Hoppin' will use a self-serve technology that will be linked to a wristband, which is connected to a debit or credit card. The cost is determined by the ounce and a pre-loaded amount for two or three drinks is loaded to the wristband. The Grapevine location will have a full cocktail bar and kitchen.

Winestein's Tasting Room is set to open in Grapevine this fall. During the Grapevine City Council and Planning and Zoning Commission joint meeting on July 16, both boards approved a conditional use permit for possession, storage, retail and on- and off-premise consumption of wine. Michael and Maranda Einstein will offer wine-tasting events, serve tasting flights and wine by the glass and offer retail sale of bottles.

Richard Wales, General Manager of Hotel Vin, has been named the 2024 General Manager of the Year by Marriott International. The prestigious award reflects Mr. Wales' outstanding leadership.

Weinberger's Deli was named Best Deli in D Magazine's August issue.

Fiji Airways will be launching a new flight from Nandi to DFW International Airport beginning December 10, 2024. The flight will be the first flight to the interior of the United States. Currently Fiji Airways flies to San Francisco, Los Angeles, Vancouver and Honolulu.

Mrs. Lyons reported on a variety of upcoming events, including the Grapevine Main Live! Fall Concert Series at Peace Plaza which will run Friday evenings from August 30 to October 25. The 38<sup>th</sup> Annual GrapeFest – A Texas Wine Experience, presented by Bank of the West will take place September 12, 13, 14 and 15. Heritage Preservation Staff will oversee the Harvest Moon Supper at Nash Farm on Saturday, September 21 and the Barn Dance at Nash Farm on Saturday, October 11. October 12 will bring Celebra to Peace Plaza and Fall Roundup will be celebrated at Nash Far. Day Out with Thomas returns October 11-13 and 18-20. The 27<sup>th</sup> Annual Butterfly Flutterby will take place Saturday, Oct 19. Grapevine Vintage Railroad's Witches Brew Train is scheduled for Friday, October 25 and the Trick R Treat Train is set for Sunday, October 27. On Saturday, October 26 the Southwest Bluegrass Club will host Grape Jam, a Bluegrass Festival to celebrate the club's 50<sup>th</sup> anniversary.

ADJOURNMENT

Board Chairman Szymaszek called for a motion to adjourn the meeting at 9:08 a.m.

Motion: Dan Weinberger

Second: Mark Terpening

Approved: 6-0

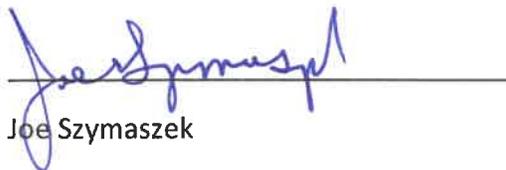
ATTEST:



Becky Roberson

Executive Assistant

APPROVED:



Joe Szymaszek

Chairman