

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 10, 2025 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 Chairman
Iain Scouller	Board Member
Dan Weinberger	Board Member
Mike Oakley	Board Member
Debi Meek	Board Member

Absent: Cynthia Blankenship, Jeff Babcock and Chuck Pacioni

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

Leon Leal	Council Liaison
Sue Wykes	Chamber Liaison
Paul W. McCallum	Executive Director
Becky Roberson	Executive Assistant

### CALL TO ORDER

Board Chairman, Joe Szymaszek, called the meeting to order at 8:03 a.m.

### APPROVAL OF MINUTES

Board Chairman Szymaszek, called for a motion to approve the minutes from the previous meeting. With a motion from Debi Meek and seconded by Mike Oakley the minutes from the March 13, 2025 meeting were approved 5-0.

### SALES AND MARKETING REPORT

Executive Director McCallum presented a mid-year sales report. Sourced room nights were up 3% from year over year. Sourced group leads for the 2025 fiscal year were also

strong. Definite room nights were up 9% year over year. Definite bookings sourced for the fiscal year to date were up 15%. The Smith Travel Report for February shows that occupancy in Grapevine is holding steady and the average daily rate year to date are up \$5.09.

Director McCallum reported on the 37<sup>th</sup> Annual St. Patrick's Day Mission which took place in New York on March 17 and 18. Multiple stakeholder hotel partners joined staff on this mission. Gaylord Texan Resort, Hyatt Regency DFW, Hilton DFW Lakes, Hotel Vin and Hilton Garden Inn Grapevine at Silverlakes Crossings were represented. More than seventy planners attended one of the two mission events. The team secured three requests for proposals. Two requests are for 2025 and one is for 2028.

National Sales Managers, Connie Ash and Tanja Nichols attended the Conference Direct APM Trade Show in Philadelphia on March 16 – 20. Staff hosted thirty-eight appointments as well as a North Texas client event with Visit Frisco and Visit Irving. The team secured five requests for proposals, ranging from 2027 to 2029.

National Sales Manager, Codi Missimo attended Pharma Forum in Boston on March 23 – 27. Representatives from Hotel Vin and Hyatt Regency DFW also attended. Pharma Forum is a hosted buyer event which brings together meeting planners from the pharmaceutical, medical and biotech industries with Convention and Visitors Bureaus and hoteliers. The team met with fifty-eight planners and secured two requests for proposals, both for 2026.

National Sales Manager, Eleanor George attended Christian Meetings and Conventions Association in Colorado Springs. This is a faith-based conference that is a hosted buyer show. Ms. George conducted thirteen appointments and returned home with four potential leads and one client interested in attending the upcoming Main Street Fest Sales Familiarization Tour in May.

Leisure and International Sales Director, Heather Egan hosted multiple guests in March. She welcomed fifteen members of Qantas flight crew to the Historic Main Street District. Joe O'Sullivan of Travel Marketing in New Zealand was hosted for a two-day site visit. She then hosted two sales agents with Figi Airways for a site visit. Ms. Egan showcased all that Grapevine has to offer whether visitors are here only for a layover or for multiple days.

Director McCallum gave an overview of the press releases that staff produced throughout March. Several press releases went out to local, regional, national and international media contacts. Media releases covered the Spring Wine Trail, women-owned Grapevine businesses on Main Street, Spring Break activities in Grapevine, spring in Grapevine, Grapevine Vintage Railroad's Jazz Wine Trains, Easter in Grapevine and more. Staff also passed along stakeholder releases including Gaylord Texan's announcement of the summer activation - Universe of Light, Train-A-Palooza, MoneyShow at Hilton DFW Lakes,

Hoewa'a Outrigger Canoe Club Season Opener and the St. Patrick's Day Car Show & Corgi Parade at British Emporium.

Three media clips were shared. Good Morning Texas on WFAA Channel 8 visited Nash Farm. This six-minute story highlighted various activities for Spring Break including Nash Farm, Grapevine Vintage Railroad, Meow Wolf, Gaylord Texan, Great Wolf Lodge and Historic Main Street. After receiving the press release, NBC5 featured Hoewa'a Outrigger's season opener at Grapevine Lake. The third news clip was from FOX4 and featured British Emporium. The station ran several short pieces on British Emporium's St. Patrick's Day Corgi Parade and Car Show.

### ONGOING BUSINESS

Director McCallum gave an update on the 41<sup>st</sup> Annual Main Street Fest – A Timeless Texas Tradition, presented by Bank of the West. Kubota has recently become a partner and will offer an activation in the Cotton Belt District. This all-new activation will feature a variety of All Terrain Vehicles, Rough Terrain Vehicles, lawn mowers and tractors. Festival goers will be able to get close to, touch, and explore the vehicles. This element adds to the branding of Main Street Fest as a family focused timeless Texas tradition.

Advertising for the 41<sup>st</sup> Annual Main Street Fest – A Timeless Texas Tradition, presented by Bank of the West was shared. The Dallas Morning News Texas Rangers Preview Special Section featured a full color, full page ad. A full-page ad was placed in the April issue of Texas Monthly magazine. A thirty second tv ad aired during the Dallas Mavericks and Los Angeles Lakers game. This ad will continue to run on broadcast channels in Dallas Fort Worth, Wichita Falls, Tyler, Longview, and Waco. It will also run across digital channels in the above-mentioned markets and in the outer markets of Houston, Austin, San Antonio, Oklahoma City and Shreveport. There is a modified version of the ad which focuses on the live music component of the festival. Both television ads were shared.

Headliners were announced. Neal McCoy, who released fifteen studio albums and thirty-four radio singles, will headline the Friday night show. Saturday night will feature Downtown Fever presented by Emerald City. The high energy band is made up of dynamic, local musicians that play a wide variety of well-known songs that encourage festival goers to dance and sing along.

Director McCallum gave a brief update on Grapevine Fairway Events Center. He shared that work continues for the indoor meeting space and the outdoor pavilion. Director McCallum shared that the first event hosted at the newly renovated center would be the Destination Grapevine Texas Women's Open Awards Reception that was scheduled for May 30 in the Byron Pavilion. He also shared the new logo and explained the intent for a clean and crisp logo. The bright green pays homage to the green of the golf course and the

font is intended to be easy to read, even at a distance. The logo received positive feedback.

#### NEW BUSINESS

Director McCallum reported that city departments were working together to strengthen the perimeter of festivals. Currently, the city owns two Archer Rapid Security Barrier Gates. These gates are wide enough for a firetruck to drive through when open. Once closed, if a vehicle attempts to drive through the barrier gate, the vehicle will be incapacitated. The approximate cost per gate is \$13,000 - \$15,000. In a consorted effort to bolster the festival perimeter and protect the historic district and its guests, Director McCallum requested the use of festival proceeds to purchase two Archer Rapid Security Barrier Gates.

Following discussion, Board Chairman Szymaszek called for a motion to approve \$30,000 for the purchase of Archer Rapid Security Barrier Gates to be used to strengthen the festival perimeter.

Motion: Iain Scouller

Second: Mike Oakley

Approved: 5-0

Director McCallum reported that Grapevine had been awarded the designation of a Tourism Friendly Texas Certified Community. This new program from the Governor's office was designed to encourage communities across Texas to pursue tourism as an economic development strategy and provide resources and recognition for those efforts. The program is open to local governments or non-profit organizations that serve as the lead for tourism promotion and development efforts in the community. The program aims to educate local leaders on the importance of tourism as a tool for economic development and job creation, strengthen relationships with existing community partners, and encourage participation in state programs available for tourism development. The Convention and Visitors Bureau Team spent several months working towards this accreditation.

#### HOTELS/ATTRACTIONS/ACTIVITIES

Chamber Liaison, Sue Wykes shared upcoming chamber affiliated events including the annual luncheon honoring Grapevine Colleyville ISD teachers, an upcoming fundraiser, and a scheduled cleanup at Lake Grapevine by the Grapevine Young Professionals.

#### ADJOURNMENT

Board Chairman Szymaszek called for a motion to adjourn the meeting at 9:04 a.m.

Motion: Mike Oakley

Second: Mark Terpening

Approved: 5-0

ATTEST:

A handwritten signature in blue ink, reading "Becky Roberson", written over a horizontal line.

Becky Roberson

Executive Assistant

APPROVED:

A handwritten signature in blue ink, reading "Joe Szymaszek", written over a horizontal line.

Joe Szymaszek

Chairman