

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, November 14, 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
Dan Weinberger	Board Member
Chuck Pacioni	Board Member

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

Becky Hummer	Heritage Foundation Liaison
Steve Brown	Chamber of Commerce Liaison
Paul W. McCallum	Executive Director
Lindy Bell	Assistant to the Executive Director

Absent:	Iain Scouller – Board Member
	Debi Meek – Board Member
	Brady Closson – Deputy Executive Director

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 8:01 a.m.

NEW EMPLOYEE INTRODUCTIONS

Mr. McCallum introduced two new employees. Kelly Galizio, Accountant II, and Tony Adamo, Marketing and Special Promotions Manager.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Mark Terpening approved the minutes from the October 17, 2019 meeting and prevailed by the following vote:

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

Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Heritage Foundation Liaison Becky Hummer reported that the Foundation's Annual Meeting was held Thursday, November 14. Due to extreme cold weather, members met inside the Nash Farm house and were treated to a delicious dinner served with Nash Farm hospitality. Chairman Ratliff and Board members reported on events from the previous year highlighting the successful bringing together of the depot and museums yielding an increase in attendance. A successful combining of Nash Farm and the Italian CarFest was also recognized. The *2019 Nash Farm Special Recognition* award was presented to Willhoite's restaurant for its year round support of events. Eric Parker accepted the award on behalf of Willhoite's.

Nash Farm and Heritage Museums

Ms. Hummer reported that Bewitched by the Barn had a tremendous turn out of 250 guests while Settlement to City Museums *Trick or Treat* evening had 222 costumed visitors. *Christmas on the Farm* will be held throughout December and will consist of Victorian Christmas traditions which include cookie baking and ornament making activities. Decorating the Farmhouse will be held for the First Friday event December 6th while Saturday, December 14th, guests will be invited to join farmhands for a family celebration of the season. A Christmas Parlor Sociable will be held December 12th with coffee, tea, sweets, parlor games and conversation.

Chamber of Commerce

Grapevine Chamber liaison Steve Brown reported that the final fund raising event for the new office space was held Thursday, November 7th. Fund raising will continue with the goal of \$1.1 million almost obtained. Project completion date of December 9th is on schedule but may be earlier thanks to the excellent work of Trinity Construction.

SALES AND MARKETING REPORT

In the absence of Brady Closson, Mr. McCallum reported that for November the Convention and Leisure Sales team had 132 sales leads with 23 definite bookings representing 24,786 room nights and an economic impact of almost \$10 million. Sales team participated in 9 site inspections. The sales team participated in three missions: Codi Missimo with Connect Texas in Grapevine, Ellie George with Connect Faith in Grand Rapids, Michigan and Connect Tech & Pharma held in Dallas with Connie Ash participating.

Connect Texas held in early October had 28 one-on-one appointments realized. Six targeted meeting planners were hosted on the open night during the event. These efforts resulted in four request for proposals. Connect Faith held the end of October realized 39 scheduled appointments resulting in two requests for proposal with

additional requests for proposal, four interested FAM attendees and a future lead generation of 12. Connect Med/Tech saw 35 one-on-one appointments resulting in four requests for proposal. Additional breakfast appointments were held and six meeting planners hosted.

The Visitor Information Center welcomed almost 2,500 visitors, with brochure distribution for the month of October over 34,800 pieces.

Destination Services assisted 10 groups representing almost 10,000 delegates with potential economic impact over \$16 million.

The Convention Center, Palace Arts Center and Concourse hosted a combined 72 events with 11,880 in attendance. 35 future events were booked during the month anticipating 5,400 attendees.

Grapevine Vintage Railroad conducted 18 excursions for the month.

The website welcomed approximately 92,470 unique visitors in October with a total website visitation over 135,000.

Online Trade (GROUP) received more than 160,000 total impressions with two insertions. Print Trade (GROUP) had 1 insertion with a circulation of more than 10,000.

Print consumer publications had 27 insertions with a circulation of over half a million.

On-line Consumer Advertising exceeded 3 million impressions with 4 insertions. Included were Shop Across Texas, Simpleview, Tax-Free Shopping and TourTexas.com.

Four media releases were distributed. Print and online ad value for October totaled a circulation of almost 3 million.

There were two TV segments: A Texas Wine Experience on KXAS-DAL on NBC, a GrapeFest follow up and KTXA-DAL CBS-digital covering Halloween at Sea Life Aquarium with a 142-second spot.

A very positive on-line *Southern Living* article was discussed with hard copies of the magazine scheduled to hit newsstands November 15th. Additional Christmas Capital of Texas of articles will be coming in *Texas Parks & Wildlife* and *Country Living*. The *Country Living* article ranks Grapevine as number four nationally for Christmas destinations.

No action was taken by the Board.

OLD BUSINESS

Don Bigbie Award

Mr. McCallum discussed the Don Bigbie Legends of Tourism award being particular to the Convention & Visitors Bureau to recognize those who have made significant contributions to the tourism industry in Grapevine. Following a brief discussion, Vice Chair Mark Terpening nominated Dr. Curtis Ratliff as the 2020 award recipient. Cynthia Blankenship seconded the motion.

Mr. McCallum will inform the Board as soon as Dr. Ratliff is notified.

Ayes: Szymaszek, Terpening, Pacioni, Weinberger and Blankenship

NEW BUSINESS

Grants In Aid Request

Mr. McCallum presented the request from Melange Musical for a Grants In Aid funding request of \$7,100. After discussion, Cynthia Blankenship proposed funding the grant in the amount of \$5,000 for two concerts with the caveat there be an increase in attendance to be considered for any additional future funding. The Board further stipulated that a suggestion be made to Melange Musical to obtain a sponsor for the events and obtain a partner such as Bingham Family Vineyards who shares an interest in music to conduct a wine and cheese tasting event in tandem with the concert. Motion was seconded by Dan Weinberger.

Ayes: Szymaszek, Terpening, Pacioni, Weinberger and Blankenship

Nays: None

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. McCallum reported that American Airlines is beginning two new non-stop international flights to Auckland, New Zealand and Haneda Airport in Tokyo, Japan. Chair Szymaszek reported that the Kate Spade store is open at Grapevine Mills and doing well. Chair Szymaszek further reported that Grapevine Mills has a 95% occupancy rate with a major entertainment announcement coming by year end. Gaylord General Manager Chuck Pacioni reported that ICE! was opening Friday, November 15th with expected attendance of 360,000.

American Way magazine, produced by American Airlines, has a two-page spread on Grapevine in the current issue. The editorial also contains good background information regarding Grapevine. Kubota was mentioned as having its North American headquarters in Grapevine.

Mr. McCallum reported there will be more activities in the North Pole neighborhood on non-train days. The Christmas Capital of Texas brochure is currently at the printer and expected any time and will be immediately distributed.

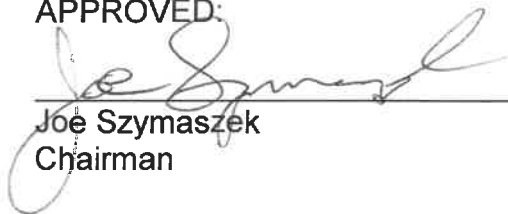
There being no further business to come before the Board a motion by Mark Terpening, seconded by Cynthia Blankenship to adjourn the meeting at 9:15 a.m. prevailed by the following vote:

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

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
10th DAY OF DECEMBER, 2019.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Lindy Bell
Assistant to the Executive Director