

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 18, 2022 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
Dan Weinberger	Board Member
Iain Scouller	Board Member
Cynthia Blankenship	Board Member
Sharron Rogers	Board Member
Debi Meek	Alternate Board Member
Mike Oakley	Alternate Board Member

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

Paul W. McCallum	Executive Director
Brady Closson	Deputy Executive Director
Becky Roberson	Assistant to the Executive Director

Absent: Corinna Wenks and Chuck Pacioni

CALL TO ORDER

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

OATH OF OFFICE & NEW BOARD MEMBER INTRODUCTIONS

Mike Oakley was sworn in and introduced as a newly appointed Alternate Board Member. Cynthia Blankenship, Joe Szymaszek, Mark Terpening were sworn in as returning Board Members.

APPROVAL OF MINUTES

Motion by Mark Terpening and seconded by Debi Meek, the minutes from the June 16, 2022 meeting were approved.

SALES AND MARKETING REPORT

Brady Closson, Deputy Director of the CVB, shared that June and July sourced leads and bookings continue to be strong. Leads sourced for June and July show an increase over 2019 and definite bookings were just four below those of 2019. Year to date leads sourced and definite books are a little behind those of 2019. Destination Services assisted more conventions this past June and July as compared to 2019.

The Sales Team has had an eventful summer with Staff covering a variety of meetings throughout the continental US. Ellie George attended The Smart Meetings in Washington DC where she hosted multiple appointments and generated three strong potential FAM leads as well as three verbal confirmations for future RFPs in 2023 and 2024. Codi Missimo was in New York for the Meeting Professionals International Greater New York Chapter. She conducted independent sales calls, attended industry meetings, hosted a hole at the golf tournament, networked with over 90 potential clients and returned with one RFP. Mr. Closson shared that the Sales Team has four upcoming missions scheduled in September and October.

FISCAL YEAR 2023 MARKETING COMMITTEE

Mr. Closson announced and thanked Corinna Wenks for chairing the CVB 2023 Marketing Committee. He shared that the first meeting would be a high level overview of the upcoming fiscal year and would be held on August 30, 2022. The second meeting is scheduled for September 20, 2022 and will cover the marketing plan for stakeholders to review.

ONGOING BUSINESS

An update on the 26th Annual GrapeFest was shared with the board members. It was reported that VIP tickets for People's Choice and Liberty Park Plaza were selling well. The pre-sale tickets for the VIP Wine Tasting Experience event at Liberty Park Plaza has sold out. An entertainment updated was given. Dates, times and performers were shared. It was announced that Taylor Dane and Jack Ingram would be the festival headliners. Many of the other musical acts will be tribute bands as they have proven to be quite popular. It was also noted that in years past that a third party was tasked with securing musical talent for festivals, but now the Festival & Events Team does it. That change has proven to save funds overall.

Mr. McCallum, Executive Director of the CVB, unveiled the official poster of the 36th Annual GrapeFest. The posters have been sent to Visitor Information Centers throughout the state, to wineries throughout the state and to local stores and merchants.

He informed the board members that the Festivals & Events Director and Team were designing new signage that will add a greater sense of arrival at both the south and north ends of the festival grounds. The goal is to create a cohesive design that will better direct and inform festival patrons.

Mr. McCallum also expressed the need to modify the fencing around Grapevine Main/Harvest Hall/Hotel VIN from that which was utilized at Main Street Fest. He explained that the fencing will leave Peace Plaza open to all guests, both those attending the festival and those not. A plan is also in the works to add large banners to the exterior of the building highlighting the restaurants inside. In addition, tents will be added to Peace Plaza. This will be two-fold, the idea is to encourage patrons to linger a while and to provide shade.

NEW BUSINESS

Mr. McCallum shared that as Grapevine continues to progress our open areas are disappearing. So much of our brand is the small town, hometown America feel with strong ties to our agricultural heritage. The J. I. Case Steam Traction Engine, 1932 Grain Truck and Miss Grapevine are integral components that remind those local and the visiting guests just how important our agricultural roots and heritage are. These three examples show up again and again in the history books as they were used daily in the prairie that is now Grapevine. The goal is to showcase this history on Historic Main Street. Mr. McCallum proposed that the roofline of the Founders Building be dropped two feet to accommodate an expansion on the street side. The idea is to build a simple structure and encase the expansion in glass so viewing of the agricultural machinery is available day or night. This would also provide a shaded area to view Nat and Willy. Board member, Sharron Rogers, asked about the projected costs and Mr. McCallum explained that preliminary research estimated the project costs to be between \$150,000 and \$200,000.

HOTELS/ATTRACTIONS/ACTIVITIES

Brady Closson closed the meeting with an overview of local hotels, attractions and activities. He reported that based on Smith Travel Research, the year to date occupancy is over 70% from 2021 and the average daily rate is eclipsing the 2019 comparison. The sales pipeline for the current year and future years through 2026 show great promise.

Hilton DFW Lakes has begun a multi-million dollar renovation to include all 394 guestrooms and will include specific public spaces throughout the property.

Summer Splash Bash at Peace Plaza ended August 13th as did the Hunt for the Golden Treasure at SeaLife. Both events proved quite successful. Summerfest of More at Gaylord Texan continues through September 5th.

North Pole Express tickets sales are strong, having sold 60% in the first day of sales and 84% sold to date.

September 10th from 10:00 a.m. – 2:00 p.m., Grapevine Mills will host Touch A Truck.

ADJOURNMENT

Motion to adjourn the meeting at 9:26 a.m.

Motion: Mark Terpening

Second: Dan Weinberger

Ayes: Scouler, Blankenship, Rogers, Meek and Oakley

Nays: None

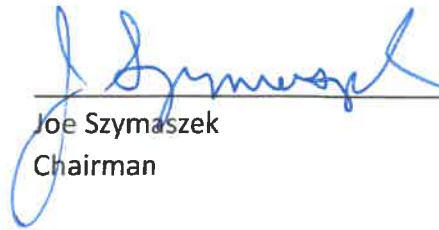
Approved 7-0

ATTEST:

APPROVED:



Becky Roberson
Executive Assistant



Joe Szymaszek
Chairman