

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 20, 2023 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	Board Chair
Dan Weinberger	Board Member
Cynthia Blankenship	Board Member
Debi Meek	Board Member
Corinna Wenks	Board Member
Iain Scouller	Board Member
Mike Oakley	Board Member

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

Leigh Lyons	Managing Director of Sales, Marketing & Communications
Becky Roberson	Assistant to the Executive Director
Sharron Rogers	Council Liaison

Absent: Chuck Pacioni and Mark Terpening

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion by Cynthia Blankenship and seconded by Mike Oakley, the minutes from the February 23, 2023 meeting were approved.

NEW EMPLOYEE INTRODUCTION

Leigh Lyons, Managing Director of Sales, Marketing & Communications, introduced Renee Weiler, Scott Shinn, Steve Phillips, Jamie Faschingbauer, Claire Jarrell and Bailey Templin.

SALES AND MARKETING REPORT

Mrs. Lyons shared an overview of the 35th St. Patrick's Day Sales Mission that took place in March. The Sales Team was joined by seven stakeholders, including six hotel partners and representatives from Meow Wolf. There were 76 attendees and to date, two RFPs have been received. Both of the RFPs are for 2023, one in August that has a projected economic impact of \$117,000 and another in October with a projected economic impact of \$247,000.

A sales representative attended the Meet New York event where she met with multiple planners. The Reverse Mexico Familiarization Tour, a partnership with the Governor's Office of Economic Development and Tourism, took place here in Grapevine. Nineteen travel, trade and media professionals were welcomed from Mexico. Other Texas participants were Plano and Fredericksburg.

She also shared that American Express Global Business Travel, a group that was recently here for a conference, used their time to not only learn but give back. While convening at Hilton DFW Lakes, the 250 attendees partnered with US Hunger Relief and made 30,000 pre-packaged meals that went to families in need right here in the North Texas area.

Hotel occupancy for the month of March was 83.2% with an average daily rate of \$215.80. As comparison, March 2022 saw an occupancy rate of 79.2% and an average daily rate of \$205.17.

ONGOING BUSINESS

Mrs. Lyons shared that Heather Egan, the Director of International Sales and Tourism has forty individuals scheduled to visit Grapevine in May as part of familiarization tours. She, along with other CVB representatives, stakeholder reps, a city council member and CVB Advisory Board member, will also attend IPW in San Antonio. IPW is a top industry event for travel trade leaders throughout the world. Grapevine is partnering with Meow Wolf specifically at this upcoming event to highlight the grand opening of the newest location right here in Grapevine.

Mrs. Lyons went on to share that the Barossa Valley Mission was currently underway. The City Manager, Mayor Pro Tem, Executive Director of the CVB and the Sister City Representative were in the Barossa Valley at the invitation of Barossa Mayor Bim Lange. This mission is the next step in establishing the Sister City relationship between Grapevine and Barossa.

NEW BUSINESS

Mrs. Lyons shared that the Grapevine High School Ex-Students had requested a grant-in-aid to go towards the Homecoming event that would take place in either September or October of 2023. This group of former students is an active group that meets formally and informally throughout the year. Homecoming is the highlight of the year and brings former students back to Grapevine to share in the football game, parade on Main Street and other festivities around town. As this event brings guests to the heart of Grapevine for dining, shopping and often

times, hotel stays, Chairman Szymaszek stated his support and asked for a motion to approve the grant-in-aid of \$5,000.

Motion: Cynthia Blankenship

Second: Corrina Wenks

Approved 7-0

Mrs. Lyons shared that the City Council approved Johnson Consulting to oversee a feasibility study for the Convention Center. One goal is to determine if and how much the Convention Center can expand and if there is enough business to warrant an expansion. Then the question of what would an updated expansion detail. The members discussed the logistics of expanding the facility as it can only be expanded to the east. They agreed that the building was currently outdated and could use some improvements if the market analysis showed it to be a profitable move.

HOTELS/ATTRACTIONS/ACTIVITIES

Mrs. Lyons shared that the 39th Annual Main Street Fest -a Craft Brew Experience presented by Bank of the West was one month away. The theme of the festival is Texas on Tap. The festival posters have arrived and will soon be going up around town. Advertising is being pushed out to make the public aware. She showcased an ad for Main Street Fest in the May issue of Texas Monthly and an article about Grapevine in the Summer Travel section.

She explained that the Craft Brew Experience is moving to the Cotton Belt Depot District to accommodate larger guest numbers and is sponsored by Karbach Brewing Company. The Craft Brew Experience would highlight fifty breweries with one hundred brews. This is the largest number of breweries to date. Liberty Park Plaza will host Taste of Texas, sponsored by Gaylord Texan Resort. This ticketed event will host twenty Texas breweries. There will also be a VIP area with special touches. Hop and Sting Brewery is sponsoring the Gazebo Stage. The Main Stage will showcase musical acts and has a new sponsor this year, Arca Continental Coca Cola Southwest Beverages. There will be a Brews and Bites workshop, sponsored by Shannon Brewery and supported by Main Street Bakery, in the Grand Hall of the CVB Headquarters and will teach patrons how to pair signature brews with a variety of meals.

In a strategic effort to engage families, Chicken N Pickle will operate an installation of pickle ball courts just outside of the CVB on Hudgins Street and will host games for festival guests. Another exciting addition is a rock climbing wall at Wall Street and Main Street. Merlin Entertainment will support an activation in Kid Zone featuring a water touch pool by Sea Life Aquarium and activities by Legoland and Peppa Pig

Mrs. Lyons shared happenings in the local market. Crush It! is undergoing an expansion. Son of a Butcher has opened and is reporting a strong opening. Meow Wolf has announced the fifteen food vendors. Buzzed Bull Creamery, HTea0 and Judy Pie are three local contributors. Our

Marketing Team is partnering with Meow Wolf to help them achieve success within the local market and beyond.

Grapevine Vintage Railroad hosted a sold out Kiss Me I'm Irish event in March. All three Jazz Wine Train events sold out and the first Friday evening event was a huge success. This is the first year that a third Jazz Wine Train was added. This decision was due to the popularity of the event in past years. The beloved train heist has returned to Grapevine Vintage Railroad excursions.

Grapevine Main Live! is returning to Peace Plaza with eight live musical shows beginning Friday, May 5.

The board praised the CVB on the inaugural Art Patron Party held with the 31st New Vintage Wine and Gallery Trail April 15 and 16.

ADJOURNMENT

Chairman Szymaszek called for a motion to adjourn the meeting at 8:51 a.m.

Motion: Debi Meeks
Second: Cynthia Blankenship
Approved 7-0

ATTEST:

APPROVED:



Becky Roberson
Executive Assistant



Mark Terpening
Vice Chairman