

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, October 20, 2016 at 8:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 South Main Street, Grapevine, Texas with the following persons in attendance:

Joe Szymaszek	Board Member - Chair
Jim Quinn	Board Member
Mark Terpening	Board Member
Dan Weinberger	Board Member
Iain Scouller	Board Member
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
Theresa Mason	Chamber of Commerce Liaison
Melva Stanfield	Heritage Foundation Liaison
Paul W. McCallum	Executive Director
Paula Newman	Managing Director, Administration/Operations
Brady Closson	Managing Director, Sales/Marketing
Shellie Johnson	Director of Finance

Absent:	Keith Spinden	Board Member
	Cynthia Blankenship	Board Member

### **CALL TO ORDER**

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

### **APPROVAL OF MINUTES**

Motion was made by Dan Weinberger, seconded by Jim Quinn to approve minutes from the September 22, 2016 meeting. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Quinn, Weinberger, Scouller and Meek

Nays: None

## **LIAISON UPDATES**

### **Heritage Foundation Activities**

Melva Stanfield reported on Heritage Foundation activities. The Tenth Annual Candlelight Tour of Homes will be Saturday, November 5<sup>th</sup>. The 2016 Tour centers around College Street with six homes and one business on the Tour. Tickets are available for \$15 per person.

### **Nash Farm**

The Barn Dance held Friday, October 14<sup>th</sup>, was a tremendous success. Boxed chicken dinners were served and a pie auction held garnering \$45 to \$100 per pie. 150 plus attended and enjoyed the festivities. The 2016 Fall Round UP was held the next day experiencing a large increase in crowd numbers from previous years. New activities including pie making were enjoyed and brought many first-time visitors. Bewitched by the Barn was held October 22<sup>nd</sup>. Balla Wright and the sponsorship committee provided assistance in obtaining sponsors for all activities. The Farm store has expanded to include more period children's toys and games

### **The Palace Arts Center**

"The Night of the Hunter" movie will be shown Friday, October 21<sup>st</sup>; "Poltergeist" will be shown Friday, October 22<sup>nd</sup>; "Young Frankenstein" will be shown Friday, October 28<sup>th</sup>. Ticket price for all movies is \$6.00 per person.

"Ali Azimi & the Need" will perform Saturday, October 29<sup>th</sup>. Ticket prices range from \$40 to \$130. Ali Azimi is an Iranian singer currently touring and recording with his English band, The Need.

A reminder was given regarding personalized bricks available to purchase for Recognition and Remembrance.

### **Chamber of Commerce**

Chamber liaison, Theresa Mason, reported that the Chamber's Job Fair was held Wednesday, October 19<sup>th</sup>. The monthly Economic Development meeting is getting larger with the next scheduled meeting Wednesday, October 26<sup>th</sup>. Leadership Grapevine is hosting an alumni reunion October 20<sup>th</sup>, as well as started a new pediatric service alliance meeting. The Chamber will be conducting a membership drive November 8<sup>th</sup>-10<sup>th</sup>. Giovanni Capriglioni will be the speaker at the Chamber's October luncheon.

## **SALES & MARKETING REPORT**

Mr. Closson reported numbers for the 2015/2016 fiscal year. The convention and leisure sales team had 936 sales leads and 186 bookings. Economic impact for the year totaled \$156,000,000. GrapeFest attendance was 260,151 and Main Street attendance was 178,672 for a total 2016 festival attendance of 508,263.

The Visitor Information Center welcomed over 119,000 guests and distributed over 1,170,000 brochures. Volunteer hours for 2016 totaled over 61,000.

Destination Services assisted 82 groups with an economic impact of over \$82,000,000. Shuttle ridership for the year is 4.7% higher than 2015 with a ridership of over 67,000 passengers.

The Convention Center booked 307 events for an economic impact of \$2,700,000. The Palace Arts Center booked 280 events future groups for an economic impact of \$1,200,000. The Concourse booked 105 events with an economic impact of \$520,000.

Total ridership for the Grapevine Vintage Railroad for 2016 was 113,000 passengers.

The website had 2.2 million unique visitors.

For marketing, there were 440 print ads, 2,430 radio/TV ads and 32.2 million digital ad impressions. Media value totaled over \$10,000,000.

Administration sold over 150,000 tickets via TicketLine or 41,000 transactions generating \$2,840,000 in revenue. Over 7,600 invoices were processed.

No action taken by the Board.

## **OLD BUSINESS**

### **GrapeFest**

Mr. McCallum reported on the 30<sup>th</sup> Annual GrapeFest festival held in September. Attendance was over 260,000. Five pre-event activities were held with food and wine pairings. The GrapeFest Golf Classic had over 80 golfers. Lunch was sponsored by Weinberger's Deli and dinner by Bartley's Barbecue. Proceeds went to support the AJ Harper Scholarship fund for area students. The 13<sup>th</sup> Annual Italian CarFest presented by Boardwalk Maserati Ferrari and Dallas Lamborghini was held at Nash Farm. There were 89 vehicles and two-wheelers.

The Texas Wine Tribute and Gala was held September 10<sup>th</sup>. The Tall in Texas award was presented to Homestead Winery, Gabe and Barbara Parker. Proceeds from the event's silent auction will benefit Metroport Meals on Wheels.

Multiple GrapeFest events and sponsors were recognized for their contributions to the success of the event. Funds raised by 30 civic groups and organizations totaled more than \$220,000. 2,691 volunteers provided over 18,594 hours of time. Delegates from West Lothian, Scotland and Parras de la Fuente, Mexico attended GrapeFest, and Parras de la Fuente participated in a ceremony celebrating 20 years of Grapevine and Parras de la Fuente twinning. The Tower Gallery hosted an art show featuring art from Parras de la Fuente students with 13 pieces sold during the Festival.

The volunteer appreciation dinner was held October 12<sup>th</sup> with over 550 volunteers attending.

No action was taken by the Board.

## **NEW BUSINESS**

### **Christmas Capital of Texas**

Mr. McCallum discussed several of the numerous events planned during Christmas Capital of Texas. Events of all varieties will be held for families and friends across Grapevine during the holiday season. A new addition is Captain Christmas, a life-sized animatronic reindeer in the Visitor Information Center lobby telling about Grapevine Christmas activities.

No action was taken by the Board.

## **HOTELS/ATTRACTIONS ACTIVITES**

Mr. Closson announced that The Colony is getting a new hotel. Frisco is developing several new hotels increasing their room count from 2,007 to 4,400 rooms over the next couple of years. Frisco's largest hotel is the Omni. Flights being added to DFW include two new seasonal flights, May to September 2017, by American Airlines to Amsterdam and Rome. Etihad is adding a daily flight to Abu Dhabi.

Mr. Szymaszek commented that Tanger Outlet has broken ground on their new facility near Alliance Airport. Tanger will be in direct competition with Grapevine Mills Mall.

No action was taken by the Board.

**ADJOURNMENT**

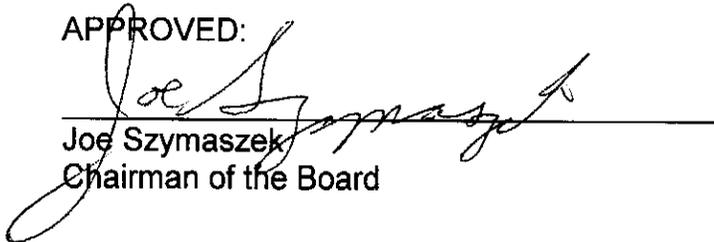
Next meeting to be held November 17<sup>th</sup>. There being no further business to come before the Board, a motion by Dan Weinberger and seconded by Mark Terpening to adjourn the meeting at 9:01 a.m. prevailed by the following vote:

Ayes: Szymaszek, Terpening, Meek, Scouller, Weinberger and Quinn.

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS  
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS  
17TH DAY OF NOVEMBER, 2016.

APPROVED:



Joe Szymaszek  
Chairman of the Board

ATTEST:



Shellie Johnson  
Director of Finance