

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, June 17, 2021 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
Chuck Pacioni	Board Member
Corinna Wenks	Board Member
Debi Meek	Alternate Board Member
Sharron Rogers	Council Liaison

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

Paul W. McCallum	Executive Director
Brady Closson	Deputy Executive Director
Donna Farmer	Assistant to the Executive Director

Absent:	Cynthia Blankenship	Board Member
	Iain Scouler	Board Member

### **CALL TO ORDER**

Board Chairman Joe Szymaszek called the meeting to order at 8:02 a.m.

### **APPROVAL OF MINUTES**

Motion by Corinna Wenks, seconded by Mark Terpening approved the minutes from the April 15, 2021 meeting and prevailed by the following vote:

Ayes: Weinberger, Pacioni, Meek and Rogers

Nays: None

### **SALES AND MARKETING REPORT**

Mr. Brady Closson reported for May 2021 the Sales team generated 79 Sales Leads with 92,639 Potential Room Nights, with a potential economic impact of \$56,086,024. 27 Definite bookings, representing 23,018 room nights, with an economic impact of \$10,823,204. 21 are in the year for the year, representing 15,200 room nights followed with 4 for 2022, 1 for 2023 and 1 for 2024.

Leisure & International Sales sourced 6 new lead opportunities with 54 potential room nights, with a potential economic impact of \$41,140. 5 new definite bookings, all day tours into Grapevine for 2022.

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Destination Services Assisted 10 conferences representing 5,276 delegates with information and registration assistance. Potential economic impact of \$5.2M. Brochure distribution in the month of May was approximately 5,725 pieces.

Visitor Information Center at Grapevine Main welcomed 4,896 visitors, CVB HQ welcomed 1,573 while Settlement to City Museums welcomed 184 visitors and the Cotton Belt Depot welcomed 1,124 for a total of 7,777 guests.

Grapevine Convention Center actualized 16 events in May, booked 5 future events representing 2,180 attendees with an Economic Impact of \$78K.

Palace Arts Center actualized 28 events in May, booked 8 future events representing 1,770 attendees with and Economic Impact of \$63K.

Grapevine Concourse actualized 0 events in May, booked 1 future event representing 150 attendees with and Economic Impact of \$5,400.

Grapevine Vintage Railroad produced 27 excursions in the month of May. Total passenger count for the month was 6,832.

Web Site unique visitors to the website (GrapevineTexasUSA.com) for May totaled 120,180 visits while total visitation to the website was 161,502 with over 353K page views for the month while average time on site was just under 2.19 minutes.

No Action was taken by the Board.

**ONGOING BUSINESS**

8:15 a.m. Mr. McCallum reported on the FY22 Budget. Advising that the budget was determined based on meetings with Hotel Managers/Controllers and proposed changes based on 2019 actuals. As a result, the following was proposed:

Proposed Revenue 2022 vs 2019 Actuals:

Occ Tax:	\$14,625,000 / -30% change from 2019 actuals
Facilities:	\$1,664,750 / +8% change from 2019 actuals
Festival & Events:	\$3,149,000 / -8% change from 2019 actuals

Mr. McCallum noted the importance that festival accounting within municipalities only deals with gross revenue.

GVRR: \$2,645,700 / 2% change from 2019 actuals

Mr. McCallum noted that the Grapevine Vintage Railroad is a self-funding account and has been since inception over 20 years ago. GVRR does have a surplus, however, does not receive revenue from the CVB so it's important to retain funds for operating expenses. In the last 15 months preparing for FRA regulatory PTC (Positive Train Control) GVRR has spent \$500,000; due to GVRR operating on Class 1 tracks. No subsidies to railroad other than 1<sup>st</sup> year of acquisition when proceeds were used from Festivals as it related to historic opportunity.

Total Revenue: \$23,032,818 / -21% change from 2019 actuals

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The City Manager and Finance team have signed off on the projected budget. The next steps now will be to present the entire budget to the City Council who will either reject or sign off at the Council meeting mid-July but must do so prior to September 15<sup>th</sup>.

The Marketing Committee will then plan to begin meeting sometime in August. Mr. McCallum reminded the Board that this was a brief overview of the proposed budget.

No action was taken by the Board.

Mr. McCallum reported on the Summertime in Grapevine promotions highlighting segments for Book your Staycation, Summerfest of More at Gaylord Texas Resort, Summer Camp-In at Great Wolf Lodge, LEGOLAND, SEA LIFE and Peppa Pig World of Play. He noted that although we are promoting DFW Surf it is currently closed due to high lake levels. Mr. McCallum promoted the success of the Grapevine Vintage Railroad as well as the summer schedule and continued briefing through the activities available throughout the City of Grapevine to include the art district, golf and other attractions. Mr. McCallum noted that the GrapeFest Golf Classis would not be held this year.

Mr. McCallum reported on the 37<sup>th</sup> Annual Main Street Fest wrap up sharing video recaps from the event. Many thanks to the sponsors including Bank of the West! Mr. McCallum noted that the post conversations with Main Street businesses spoke to high success as a result of the format in which the festival was delivered, many reporting record sales specifically on Saturday (due to weather). Various board members commended the CVB team on an outstanding outcome from the festival, highlighting the entertainment options and the overall format for the first festival post pandemic which spoke well of the multiple changes encompassed throughout the weekend.

Mr. McCallum reported on the Restoration of Museum properties with original consideration beginning during GrapeFest 2019 with a preview, however, later tabled due to the pandemic. Rendition/photo handouts were provided of the International Sister Cities Museum complex as a reminder of the location and the significance of the historic relevance to Grapevine. Mr. McCallum described why it is called a "International Sister Cities Museum" as the Sister Cities program will be based there; a particularly successful program for our students throughout the school district. The 2021 GrapeFest will signify the 25<sup>th</sup> Annual signing of the first Sister Cities relationship with Para De La Fuente, Mexico.

Due to the representation from multiple sister cities representatives expected we feel it is time to enhance the look of the museum complex. Bids were obtained for the various work needed to include both inside and outside of the complex. Restoration needs included overhauling of landscaping, interior and exterior structure repairs and exhibit details (murals, cases, etc.) resulting in a total restoration cost of \$69,245.00. Mr. McCallum respectfully requested the Board's approval with proceeds from the festivals preservation/restoration account which this project certainly qualifies for.

Chairman, Joe Szymaszek Motioned to Approve \$70,000 (rounded up) for the restoration project. Motioned first by Dan Weinberger, Second by Debbie Meek.

Ayes: Terpening, Pacioni, Wenks and Rogers

Nays: None

APPROVED 7-0

**NEW BUSINESS**

Mr. McCallum reported on the 35<sup>th</sup> GrapeFest providing an overview of expectation. Festival will be a four-days: Thursday through Sunday, September 16<sup>th</sup> through September 19<sup>th</sup>. Kicking it off Thursday at 11:00 am with a Mayoral Brunch, Friday and Saturday 11:00am – 11:00pm (closing 30 minutes earlier than previous yrs.), Sunday 11:00am – 6:00pm (opening 1 hour earlier than previous yrs.). The schedule is being adjusted based on market research of attendees. Consideration is being presented to merchants to expand into the sidewalks, however maintaining focus on the similar look and feel of a traditional GrapeFest with the center of Main Street show casing food vendors, although significantly reduced and a select number being considered and spaced out in the streets. People's Choice will be located this year in the Cotton Belt Depot; Liberty Park will host the Wine tasting with Barossa Valley and Napa Valley due to the partnership they hold. Barossa Valley has US Brand Ambassadors' shipping wine to the partners (due to remaining COVID restrictions outside of the US) utilizing representative within the states. All representatives currently within the US have partnerships with wineries which will stream the selection process for the CVB Team in regards to the selection.

GrapeStomp will return this year to GrapeFest. Two headliner band, previously contracted (Asia and Berlin) for the 2020 festival [cancelled] will perform on a larger stage, however not the "gigantic platform" a derivative from Main Street Fest best practices. These bands will be main acts for Friday and Saturday night activities with additional activations at both Liberty Park Plaza and the Gazebo fully throughout the festival also similar to Main Street Fest. Kids activities area, Italian CarFest and TNT Tennis and Pickleball Tournament will have a presence as well. The Midway and Carnival will return along with the GAP Art Show, civic and service organizations.

Contactless and digital payment system will be activated, however, is being reviewed considerably due to challenges experienced with Main Street Fest. The long awaited dedication of the Peace Circle will be held on Saturday, September 18<sup>th</sup>, representing eleven 1.25 life size bronzes with all eleven Indian Nations signing off of the representation to include interpretive markers. Representatives from each nation will be present with smoke ceremony, dancing and traditional Comanche drums with senior leaders playing, something that is very rare! The Dallas Metroplex holds one of the largest urban setting concentrations of Native Americans with over 40,000 living in the metroplex. Focus is driven on activating these individuals to both GrapeFest and the dedication. The Peace Circle dedication is expected to begin at 1:00pm that Saturday with more details to come.

Dan Weinberger requested a review of 3<sup>rd</sup> party meal delivery service access during the festival indicating the challenges experienced during Main Street Fest in effort to eliminate revenue loss to restaurants along Main Street during the closures. Mr. McCallum agreed that consideration would be taken and implemented.

Mr. McCallum discussed the '21 GrapeFest Admission Review indicating the last time a gate admission increased took place was in 2007. With today's number one focus for attendees, at any outdoor event or festival, being safety and security the cost is rising considerably. Given events throughout the Country over the last several years where individuals used the opportunities to create havoc and injury. The key now is to continue hardening the parameters and creating an even stronger safety and security presence, while maintaining an environment known for Grapevine festivals by our attendees. Mr. McCallum noted that it cost more to go to the movies vs a festival in Grapevine [GrapeFest] which offers attendees live entertainment on 4 stages, a full range of Wine related activities, festival dining options and much more, were the value is certainly present.

He respectfully requested to increase the adult admission *only* from \$9 to \$11 per adult with Children 6-12yrs remaining at \$5 and Children 5 and under Free. Board deliberated various pricing/increase options with consideration of the overall impact to families, along with the review of the proposed \$2 increase.

Chairman Szymaszek recommended approval of the \$2 increase with additional recommendation for final approval to be presented to City Council; Mark Terpening second the motion.

Ayes: Weinberger, Pacioni, Wenks, Meek and Rogers

Nays: None

**APPROVED 7-0**

Mr. McCallum reported on the Grapevine Visitors Shuttle Service returning with *modified* service, that began Friday, June 4. Shuttle service originally included two modified routes both originate from Grapevine Main Station (TEXRail platform), located at 815 S. Main Street, in Historic Downtown Grapevine.

Route one known as the Texan Route has continuous service, focusing on the Highway 26 eastbound corridor, with service to Gaylord Texan, Great Wolf Lodge, Grapevine Mills, a consolidated stop servicing Hilton DFW Lakes, Homewood Suites, Hyatt Place, Springhill Suites and a consolidated stop at Bass Pro Shop outside the Uncle Buck's entrance servicing Embassy Suites, Residence Inn, Courtyard/Townplace Suites and Hilton Garden Inn from SilverLake Crossings development (then returning to Historic Downtown Grapevine's Grapevine Main Station (TEXRail platform)).

This route schedule runs from 10 a.m.- 8 p.m. with service provided Thursday through Sunday alternating every 30 minutes.

Route 2 known as the Restaurant Route has subsequently been cancelled due to lack of demand. The initial schedule for this route was a continuous loop, servicing Historic Downtown Grapevine restaurants and retailers while also incorporating restaurant row.

As a courtesy to our guests and for a limited time, the Grapevine Visitor Shuttle will be extended on a *complimentary* basis to all riders. Allowing for guests to step on-and-off the shuttle to actively move throughout the city. Routes will constantly be reviewed, based on usage and increasing visitor demand and will be adjusted, modified or expanded as necessary.

Mr. McCallum explained that the CVB is currently exploring the idea of Guided Tours [Historic district, Public Art, Log Cabin, Botanical Gardens, Nash farm, Delaney Vineyard, founders, plaza, 911 Memorial, Gaylord Texan, Lake Grapevine]. The discovery of interest for curated tours is increasing as a result from our Visitors Information Center tours in Harvest Hall which are selling very well. As a result, we believe there is enough interest to deploy a shuttle on certain days of the week to offer a guided tour of Grapevine. Further consideration regarding times, pricing and logistics are still being considered at this time.

Chairman Szymaszek requested if the board had any questions regarding the proposed shuttle services.

No action was taken by the Board.

Mr. McCallum reported on the Brick Kiln lots on Hudgins. These are two wooded lots located at the south end of the Morehead Branch of Denton Creek, located on Hudgins Street between Main Street and Ball Street. The concept is to create a walking connection between Main Street and Nash Farms. Mr. McCallum provided the Board members handouts of the aerial map indicating the location(s) point to point along with various supporting photos and documentation to further illustrate the concept. In addition, he provided details on the research to purchase the two, unbuildable, lots totaling 13,887 square feet for both.

The lots would be used to present the original old school brick kilns, which are known to have been on these specific lots in the late 1800's, early 1900's, and produced the bricks that built many of the Main Street buildings.

Mr. McCallum is proposing the purchase of the two vacant lots [520 West Hudgins, 7,425 sq. ft and 522 West Hudgins 6,462 sq. ft] to create another point of interest between Main Street and Nash Farms. A structure would be built for historic interpretation of the original brick kiln production. In addition, nine known stills were recorded here in Grapevine and the CVB has procession of the last known original still that revenueurs took an ax to. The idea is to maintain the brush within the woods on one of the lots creating a walking trail to view a historic representation of the brick kiln and still that were once in full production and the history relevance to Grapevine. Post pandemic an offer was made based on an official appraisal received for both lots noted in the amount of \$13,900 where the current owner Tim Buchanan of Buchanan Investments expressed his willingness to sell. Mr. McCallum respectively requested the board's approval of the purchase of said two lots in the amount of \$13,900.

Chairman, Joe Szymaszek Motioned to Approve \$13,900 for the purchase of both lots noted above [520 West Hudgins, 7,425 sq. ft and 522 West Hudgins 6,462 sq. ft].

Motioned first by Mark Terpening, Second by Corinna Wenks.

Ayes: Weinberger, Pacioni, Meek and Rogers

Nays: None

APPROVED 7-0

In respect of time the Board bypassed the report for Hotels/Attractions/Activities utilizing the time to briefly discuss the current COVID regulations and the effects on the various industries that each board member represents.

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There being no further business to come before the Board a motion by Chairman Szymaszek, seconded by Chuck Pacioni to adjourn the meeting at 9:30a.m. prevailed by the following vote:

Ayes: Terpening, Weinberger, Wenks, Meek, Rogers

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS 15th DAY OF JULY, 2021.

APPROVED:



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Joe Szymaszek  
Chairman

ATTEST:



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Donna Farmer  
Assistant to the Executive Director