

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, February 17, 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
Cynthia Blankenship	Board Member
Corinna Wenks	Board Member
Sharron Rogers	Council Liaison
Iain Scouller,	Board Member
Chuck Pacioni	Board Member

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

Paul W. McCallum	Executive Director
Brady Closson	Deputy Executive Director
Diana O'Bryan	Festivals Admin.

Absent: Debi Meek, Alternate Board Member

CALL TO ORDER

Board Chairman Joe Szymaszek called the meeting to order at 8:03 a.m.

APPROVAL OF MINUTES

Motion by Corinna Wenks, seconded by Dan Weinberger approved the minutes from the January 20, 2022 meeting and prevailed by the following vote:

Ayes: Szymaszek, Terpening, Pacioni, Scouller and Rogers

Nays: None

Mr. McCallum introduced and read bios for four new employees of the CVB, Madelyn Winter, Tristen Vinson, Krystal Gonzalez and Edward Beaty.

SALES AND MARKETING REPORT

Mr. Brady Closson shared with the Board there was 146 lead opportunities sourced to Stakeholder hotels, 19 definite conversions and 2 sales missions.

Codi Missimo attended the Southwest Showcase tradeshow in Austin, which was held at Palmer Events Center. There were 360 attendees total (218 suppliers and 142 planners). Four hotel partners joined Codi in the booth which were Dana Gibson with Hilton Garden Inn Silver Lakes, Susan Servin with Gaylord Texan, Amy Gamble with Great Wolf Lodge and Debra,

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Freeman from the Hyatt Regency DFW. The CVB received 5 RFP's totaling 2350 total room nights and \$1,122,515.00 estimated economic impact. The RFP's are the following,

Tx Library Assn 2022 Board Retreat, 20 room nights.

Tx Independent Automobile Dealers Assn July 2024 Annual, 1400 rm nights

Tx Conference of Urban Counties, Jan 2024, 260 rm nights

Tx Assn of Counties Feb 2024, 430 room nights

Tx Indigent Healthcare Assn, 240 rm nights

Also, good FAM potential: 4 very interested attendees that are interested in joining our Main Street Fest FAM, including Dir of Events with Texas Trial Lawyers Assn, which Gaylord Texan would love to host. In addition to the tradeshow, we co-hosted a North Texas CVB reception following the tradeshow. There were 8 CVBs that co-hosted: *Grapevine, Irving, Denton, Allen, Frisco, Plano, Ft Worth and Dallas*. There were 99 people in attendance, which consisted of 53 planners.

Texas Dental Association: They have a meeting that has been placed in San Antonio repeatedly and looking for something new. 200 rooms peak, and next open is 2023 and RFP to be sourced in next 30 days.

Association of Certified Fraud Examiners

Gaylord has a bid out on their Annual 2026 Conference with 7570 total room nights, and would book the house with 1800 peak rooms.

Religious Conference Managers Association – Ellie George

RCMA Emerge Annual Conference was in Sacramento, CA. This was their 50th anniversary. The conference reported 210 planners and 258 suppliers registered this year. Masks were mandatory at the conference, at the conference center, off-site venues and in the hotel. Grapevine was part of the co-op booth with Team Texas. To keep costs down, we each had 6' table for our brochures but no décor. Only pipe & drape between us. Team Texas was comprised of (12) cities; Arlington, College Station, Corpus, Dallas, Denton, Fort Worth, Frisco, Grapevine, Irving, Lubbock, Plano and San Antonio.

Mr. Closson spoke about our International & Leisure Sales.

- Hosted Brian Kim, Director/General Secretary of the Greater Dallas Korean American Chamber of Commerce, on a site visit to prepare for hosting the 21st World Korean Business Convention Selection Committee. If selected, this conference will take place October 2023 and is estimated to bring in 2,250 TRN and an EEI of \$741,750.
- Selection Committee met in Grapevine over the week of February 8-10, 2022 and stayed at the Gaylord Texan.
- Received word from the Selection Committee that the two finalist destinations are
 - Atlanta and Grapevine, TX

Mr. Closson concluded with the following upcoming Missions planned for the Sales Team.

Heather Egan will attend Go West Summit – Reno, NV on February 13-17, 2022

By matching tour operators from around the globe with western U.S.-based suppliers in a one-on-one, business-friendly environment, Go West Summit is an event where exciting, profitable, and lasting relationships are born.

Heather Egan will attend RTO Summit East – New York, NY on February 28 – March 2, 2022

Source Market breakdown: Europe 68%, Latin America 40%, Asia 26%

Codi Missimo will attend Meet New York 2022 – New York, NY on March 2, 2022. Qualified senior executives and planners are hosted complimentary to attend cutting edge industry education, a mini tradeshow and cocktail reception, and all under the NYC theme of Broadway.

Codi Missimo will attend 34th Annual St. Patrick's Day Sales Mission – New York, NY on March 17-18, 2022.

Mr. Closson showed the board a slideshow of 22 articles that ran in the month of January that featured the City of Grapevine. Another article "12 Bucket List Worthy Restaurants to Try In Texas listed Rioja Rooftop Bar at Hotel Vin as number one.

Mr. Closson shared that the CVB hosted travel writer Penny Sadler who writes for a digital publication Travel Awaits, focuses on experiential travel for the 50+ y/o demographic with disposable income. The publication gets 6 million unique visitors monthly to their site.

Old Business:

Mr. McCallum presented a request for a grant for Historic Preservation projects in the amount of \$52,500. The grant will cover several projects including the following. Nash Farm 1869 Farmhouse wood repairs including ramps, porches, minor siding, trim, paint and a complete restoration of the balcony. The cost for this project is estimated at \$18,000.

Construction of a period appropriate corral fencing to allow better animal education, the cost for the construction will be \$9,500. National Livestock Conservatory also contributed a small amount of \$2,000 to this project.

Cotton Belt Railroad Windmill Tower restoration for a total amount of \$7,500. The repairs would consist of wood repairs and painting, renting a lift for one week and logo painting. Mr. McCallum stated that when staying in a room on the North side of VIN Hotel and looking out the window you see the windmill and it is an ugly site.

Nash Farm Cemetery Wall Restoration and stabilization at the cost of \$5,000. The repairs consist of applying mortar to the back of the dry stack wall. Mr. McCallum stated this is an important element list with the State of Texas.

Nash Farmhouse Furnishing restoration and upholstery of furniture used for exhibits. Mr. McCallum state that this exhibit is now open to the public.

Adding additional lighting in the kitchen education space at a cost of \$2,500.

Additional lighting in the freight and baggage rooms at the Cotton Belt Depot, the cost being \$4,000. Mr. McCallum state that this space will hold new educational programs and will sell merchandise that will cover some of the costs.

Chairman, Joe Szymaszek Motioned to Approve the \$52,500 which he then changed to \$50,000 grant total.

Ayes: Dan Weinberger, Ian Scouller Chuck Pacioni and Corrina Wenks

Nays: None

APPROVED 8-0

Hotels & Attractions

Daddy & Daughter Railroad event was held on Saturday, February 12 and a second excursion will be held on Sunday, February 20, 2022. Grapevine Railroad resumed their excursions to the Fort Worth Stockyards last weekend, February 19, 2022 with 3,000 riders. The Grapevine wine trails had a big weekend.

Two Grapevine businesses have closed, Hole in the Wall and Snooty Pig.

Rocket Fizz gave feedback to the CVB that over The Christmas Capitol of Christmas span they turned their store six times, which has never happened before. They almost had to close the store because they were running out of product.

Mr. Closson stated that Quantas Airlines and Air France are back to flying to DFW Airport. Corrina Wenks stated that Finland Airlines is also back to flying to DFW. These airlines being back at DFW can bring new international visitors and exposure to Grapevine.

Sharron Rogers asked if the 30th annual New Vintage Wine and Gallery Trail and the blessing of the vines would be held at the Plaza. Mr. McCallum confirmed that it will be.

Dan Weinberger wanted confirmation that Day Out with Thomas has been moved to October, Mr. McCallum confirmed that it has been moved to October. That is a Mattel move not the City of Grapevine.

New Business

Mr. McCallum presented a request to lease the building at 204 W. Dallas Road Grapevine, TX 76051, east of the round house. The house would be used by the train mechanics and storage of mechanic equipment Mr. McCallum suggested a three-year lease. There was a discussion about signing a three-year lease vs. a five-year lease and was there an option to purchase after the lease term.

Mr. McCallum informed the board about Main Street Fest 2022. The huge focus of the fest is street theatre. Getting away from a "big" stage we will now have 3 ground stages. Those stages being in the Plaza area, the gazebo and Liberty Park. A Circa de Soleil type live act will be in the Foust lot. Mr. McCallum stated that the theme of the fest will be "Where Fun Comes to Play." The festival chairs will be Bruce and Rene' Herndon. Mr. McCallum presented a request to raise the admission fee by \$2 therefore the price would be \$9, seniors and kids' admission would be \$5 and weekend pass would be \$20 for admission. Corrina Wenks suggested that we take admission to an even \$10. There was a discussion about the psychology of \$9 dollars is not a full bill and feels better than an even 10 dollars. Mr. McCallum discusses food and beverages prices. It is proposed to raise the draft beer price to 6 dollars, wine to 7 dollars and raise water to \$2.50. Sharron Rogers says that water needs to stay at 2 dollars. Cynthia Blankenship asks what do other festivals charge and Mr. McCallum tells the board our prices are very competitive to other festivals. Mark Terpening discusses putting all ticket prices to an even number of tickets. Corrina Wenks would like to make each ticket worth a dollar rather than .50. This would cut down on number of tickets that you had over at each vendor. Handing a whole sheet at one time to a vendor seems like a lot. It is discussed that food vendors would not like the dollar cost because a lot of them have a .50 price. Magic Money was brought up and Mr. McCallum reminded the board what that looked like in 2021. There were a lot of issues with it and when the technology gets better we are willing to revisit having an electronic money system again in the future.

Ayes: Joe Szymaszek, Dan Weinberger, Sharron Rogers, Chuck Pacioni, Mark Terpening

Nays: None

APPROVED 8-0

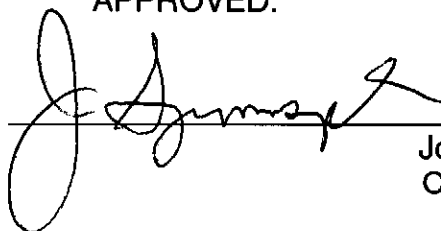
There being no further business to come before the Board a motion by Chairman Szymaszek, seconded by Corrina Wenks to adjourn the meeting at 9:12 a.m. and prevailed by the following vote: Dan Weinberger, Cynthia Blankenship, Sharron Rogers.

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVETNTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CIRY OF GRAPEVINE, TEXAS ON THIS 22ND DAY OF FEBRUARY, 2022.

ATTEST:

APPROVED:



Joe Szymaszek
Chairman