

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, January 19, 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
Mark Terpening	Board Vice Chair
Dan Weinberger	Board Member
Mike Oakley	Board Member
Iain Scouller	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
Leigh Lyons	Director of Sales, Marketing & Communications
Becky Roberson	Assistant to the Executive Director

Absent: Chuck Pacioni, Cynthia Blankenship and Corinna Wenks

CALL TO ORDER

Board Chairman, Joe Szymaszek called the meeting to order at 8:04 a.m. Chairman Szymaszek then congratulated Dan Weinberger on the recent accolade of Weinberger's Deli being named Best Deli in Texas by Eat This Not That and shared that Travel.com named Gaylord Texan one of the ten best all inclusive weekend getaways in Texas.

NEW EMPLOYEE INTRODUCTION

Executive Director, Paul W. McCallum, introduced Rich Lopez, Superintendent of Train Operations, Gayla Lavery, Accountant II, and Nancy Siron, Accounting Assistant.

APPROVAL OF MINUTES

Motion by Debi Meek and seconded by Iain Scouller, the minutes from the December 13, 2023 meeting were approved.

SALES AND MARKETING REPORT

Director of Sales, Marketing and Communications, Leigh Lyons, shared that the sales team had attended Connect DC, Northstar Destination and US Sports Conference trade shows and held multiple local site visits for prospective clients. Upcoming sales missions include Southwest Showcase in Austin, Religious Conference Management Association in Chattanooga, Tennessee and the annual St. Patrick's Day Sales Mission in New York City.

Smith Travel Report for December 2022 showed Grapevine stakeholder hotels to have a 71% occupancy rate over 67% occupancy rate in 2021. To offer a comparison, Dallas had a 50.5% occupancy rate for December 2022 and Fort Worth had a 62.2% occupancy rate. The average daily rate showed more than \$20 jump from 2021 to 2022 for December.

Mrs. Lyons also shared that the "Over the Top" marketing, which includes ads run locally, throughout the state and parts of Louisiana and Oklahoma, showed great promise. The Marketing Team used print, video, digital and billboards as part of the larger campaign.

Both digital and print coverage in the international market highlighted Grapevine. Articles in Germany and United Kingdom linked Grapevine to the famous Route 66.

Mrs. Lyons shared the new Grapevine Today and the board members got a sneak peek of not just the current cover but also the summer and winter covers.

ONGOING BUSINESS

Mr. McCallum gave a Christmas Capital of Texas (CCOT) overview. In mid-December, many Main Street merchants reported that visitors were from out of town and out of state. In addition to the out of area marketing campaign, the NBC TODAY Show national coverage is believed to be a contributor to bringing visitors from greater distances than typically seen. Coverage from the "Merriest Main Street" segment that featured Grapevine reported over two million impressions. The data received to date showed some states had jumps as high as 4000% increase in inquiries on the Thursday that the segment was aired. Carol of Lights, the Merry and Bright drone shows, the addition of Peace Plaza Ice Rink, classic movies and live performances at the Palace Theatre, Christmas Wine Trains and North Pole Express all reported robust attendance. Area stakeholders, including some restaurants, reported the most profitable month in the history of the establishments. Ad campaigns that showcased CCOT were shared.

There was also a discussion of the increased police presence on Main Street along with the added barricades made for improved foot traffic for guests. Many board members stated that these components greatly improved the pedestrian experience. Mr. McCallum praised the multiple departments of the City of Grapevine that came together to fully support the mission.

NEW BUSINESS

Mr. McCallum shared that preparation for the 35th Annual St. Patrick's Day Sales Mission was well underway. He shared the plans for the save the dates, invitations and follow up that would include three mailings in addition to one-on-one calls. The attended goal is 75 attendees.

HOTELS/ATTRACTIONS/ACTIVITIES

Meow Wolf art is being installed currently with an intended opening date set for summer. It was reported that with prior Meow Wolf openings, once the installation was within sixty days of completion a firm opening date would be announced to the public.

ADJOURNMENT

Motion to adjourn the meeting at 9:17 a.m.

Motion: Dan Weinberger

Second: Mark Terpening

Ayes: Oakley, Scouller, Meek, Rogers and Szymaszek

Nays: None


Approved 7-0

ATTEST:

APPROVED:



Becky Roberson
Executive Assistant



Joe Szymaszek
Chairman