

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Tuesday, December 13, 2016 at 7:00 p.m. at the Grand Hyatt DFW, 2337 South International Parkway, DFW Airport, Texas with the following persons in attendance:

Joe Szymaszek	Chairman
Dan Weinberger	Board Member
Cynthia Blankenship	Board Member
Jim Quinn	Board Member
Mark Terpening	Board Member
Iain Scouller	Board Member
Keith Spinden	Board Member
Debi Meek	Alternate Board Member

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

Sharron Spencer	Council Liaison
Bruno Rumbelow	City Manager
Paul W. McCallum	Executive Director
Lindy Bell	Assistant to the Executive Director

Absent: None

Special guests attending included Mayor William B. Tate and members of the City of Grapevine City Council.

### **CALL TO ORDER**

Chairman Szymaszek called the meeting to order at 7:15 p.m.

### **APPROVAL OF MINUTES**

Motion by Mark Terpening, seconded by Keith Spinden to approve the minutes from the November 19, 2015 meeting prevailed by the following vote:

Ayes: Quinn, Szymaszek, Terpening, Weinberger, Blankenship, Scouller, Spinden, Meek

Nays: None

## **OLD BUSINESS**

### **Introduction of New Staff**

Mr. McCallum introduced staff members new to the CVB since December 2015. They included Cody Jolliff, Breana Burkhart, Dwight Fegley, Kimber Foster, Keith Nolley, Megan Body and Matthew Keefover.

No action taken by the Board.

### **Legends of Grapevine Tourism and Hospitality Award**

Mr. McCallum announced the Class of 2017 *Don Bigbie Legends of Grapevine Tourism and Hospitality* award recipient, former Gaylord Texan General Manager, John Imaizumi. Mr. Imaizumi will be honored at a ceremony in February as set forth in the criteria for the award.

At 7:27 p.m. Chairman Szysmaszek suspended the Board Meeting.

At 8:25 p.m. Chairman Szysmaszek resumed the Board Meeting.

## **NEW BUSINESS**

### **Year End Review**

Mr. McCallum reported that during fiscal year 2016 print ad value totaled \$8,567,000 and electronic ad value was \$1,707,000 for a total of \$10,275,000. The website had a total of 2,254,000 visits.

Convention sales generated more than 900 leads for a potential economic impact of approximately \$590,382,000. 186 closings were booked for an economic impact of \$156,310,000.

Tourism sales generated approximately 46 leads for a potential economic impact of \$1,283,000. 56 bookings were closed for an approximate economic impact of \$388,000.

Ridership on the Grapevine Vintage Railroad was approximately 113,000 passengers.

In the Facilities Division, the Grapevine Convention Center, Palace Arts Center and Concourse booked a total of 692 events generating \$4,453,000 in economic impact.

The Festivals Division produced Main Street Fest with over 179,000 in attendance and GrapeFest with over 260,000 in attendance. Over 33,600 volunteer hours were logged relating to the year's festivals.

Destination Services assisted 82 groups with an economic impact of more than \$83,000,000. Grapevine shuttles carried more than 67,000 passengers.

Visitor Information Services welcomed over 119,000 visitors to the information center and distributed more than 1.1 million brochures. More than 60,000 volunteer hours were logged.

The Grapevine ticket line processed more than 41,000 transactions with 150,000 tickets sold and \$2,841,000 in revenue.

Heritage Programs and Preservation obtained 122 Certificates of Appropriateness. Nash Farm hosted 44 events with an attendance over 9,500 and 1,900 volunteer hours logged.

No action taken by the Board

#### **Staff Awards**

Mr. McCallum presented Directors Awards to Patricia Fisher and Brent Villard. Rookie of the Year award to Cody Jolliff, Nash Farm Manager; Unsung Hero award to Janice Dickerson, Market Research Analyst, Joey Wilkins Can Do award to Joey Schlapkohl, Ticket Line Manager, Employee of the Year award to Leigh Lyons, Director of Communications.

No action taken by the Board.

There being no further business to come before the board a motion by Jim Quinn, seconded by Dan Weinberger to adjourn the meeting at 9:14 p.m. prevailed by the following vote:

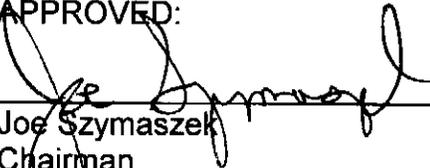
Ayes: Quinn, Szymaszek, Terpening, Weinberger, Blankenship, Spinden, Scouller, Meek

Nays: None

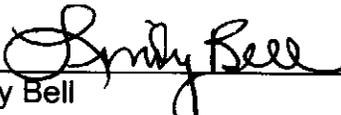
Board of Directors Meeting  
December 13, 2016  
Page 4 of 4

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS  
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS  
19<sup>th</sup> DAY OF JANUARY, 2017.

APPROVED:

  
\_\_\_\_\_  
Joe Szymaszek  
Chairman

ATTEST:

  
\_\_\_\_\_  
Lindy Bell  
Assistant to the Executive Director