

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, 2022 at 7:00 p.m. at Hyatt Regency DFW Innovation AB Ballroom, 2334 N. International Pkwy Dallas, Texas with the following persons in attendance:

Mark Terpening	Board Vice Chair
Dan Weinberger	Board Member
Iain Scouller	Board Member
Mike Oakley	Board Member
Debi Meek	Alternate Board Member

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

Sharron Rogers	Council Liaison
Paul W. McCallum	Executive Director
Becky Roberson	Assistant to the Executive Director

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

Absent: Joe Szymaszek, Chuck Pacioni, Corinna Wenks and Cynthia Blankenship

CALL TO ORDER

Board Vice Chair, Mark Terpening called the meeting to order at 7:18 p.m.

APPROVAL OF MINUTES

Motion by Dan Weinberger and seconded by Debi Meek, the minutes from the November 17, 2022 meeting were approved.

SALES AND MARKETING REPORT

Vice Chair Terpening stated that the Sales and Marketing Report was sent to board members prior to the meeting and was also in the board packet that was provided in a hard copy form that evening.

Vice Chair Terpening called for a motion to suspend the meeting for dinner.

Motion: Dan Weinberger

Second: Mike Oakley

Ayes: Scouller, Meek and Rogers

Nays: None

Approved: 6-0

Meeting suspended at 7:20 p.m.

Vice Chair Terpening resumed the meeting at 8:27 p.m. by thanking Mayor William D. Tate, members of the City of Grapevine City Council, CVB Board members and CVB staff for attending the meeting, especially in light of the tornadoes that touched down in Grapevine that morning.

ONGOING BUSINESS

Mr. McCallum introduced A Year in Review video that addressed the transition from the previous three years and the rebound from Covid. He further shared the commitment of all staff to continue the growth and success for our stakeholders.

Some statistics shared in the video were the occupancy rate of Fiscal Year 2021 of 53.3% to Fiscal Year 2022 of 71.5%, an increase of 34%. Average Daily Rates for Fiscal Year 2021 showed a 13% increase from 2021 to 2022. The revenue per available room was up 52% from 2021 to 2022. The Smith Travel report showed Overall Room Revenue for Fiscal Year 2022 was up 53% from 2021. The General Fund Sales Tax was up 17% in 2022 from 2021. GrapevineTexasUSA website statistics were highlighted. Users were up 21% from 2021 to 2022. Unique users were up 20% from 2021 to 2022 and Page Views showed an increase of 21% from 2021 to 2022. Grapevine Vintage Railroad experienced significant growth in overall attendance of 49% from 2021 to 2022. The Palace saw substantial growth in attendance of 76% in 2022 over 2021.

He also shared the many events hosted at Grapevine Main and Peace Plaza throughout 2022: Mardi Gras on the Plaza, the movie series: Pictures on the Plaza, Summer Splash Bash, Mutt Madness, National Superhero Day, the Grapevine Main Live concert series and Celebra Grapevine.

Thanks to CVB team members, Grapevine has received both media and print coverage throughout a very successful year. Some highlights came from Good Morning Texas, Good Day, Texas Today, CBS DFW and FOX 4.

And because the CVB is always looking head, the group was reminded that many exciting ventures are coming to our city. Chicken N Pickle will open in January and Meow Wolf is slated to open its doors this summer.

Mr. McCallum introduced the CVB hires from the calendar year. Those included were Rich Lopez, Leigh Lyons, Kim Dobecka, Danielle Wheeler, Amber Mataviesko, Joel Straus, David Taylor, Denton Bricker, Chris Laugenour, Cody Scallions, Margaret MacGregor, Latonjia Williams and Becky Roberson. He further emphasized the excitement of getting closer to being fully staffed.


He then presented the following staff awards: Rookie of the Year Award to Denton Bricker, Director of Festivals and Events, Joey Wilkins "Can Do" Award to Joe Thompson, Director of Sales, Unsung Hero Award to Brian Gentry, Director's Award to Megan Matthews, Event Coordinator and Employee of the Year, Heather Egan, Director of Leisure and International Sales.

There being no further business, Vice Chair Terpening called for a motion to adjourn the meeting at 9:07 p.m.

Motion: Mike Oakley
Second: Debi Meek
Ayes: Scouller, Weinberger and Rogers
Nays: None
Approved 6-0

ATTEST:

APPROVED:



Becky Roberson
Executive Assistant



Joe Szymaszek
Chairman