

**STATE OF TEXAS  
COUNTY OF TARRANT  
CITY OF GRAPEVINE**

The Grapevine Heritage Foundation (GHF) held their regular scheduled monthly meeting at 5:00 p.m. on Wednesday, January 19, 2022 in the 2<sup>nd</sup> Floor Grand Hall of the Grapevine Convention & Visitors Bureau, 636 South Main Street, Grapevine, Texas 76051.

Curtis Ratliff	Chairman
Melva Stanfield	Vice Chairman
Balla Wright	Treasurer
Janet Perkins	Secretary
Courtney Fray	Member
Becky Hummer	Member
Frances Jensen	Member
Wendy Nelson	Member
Duff O'Dell	City Council Liaison

The above constituting a quorum with all present.

With the following Convention & Visitors Bureau staff present:

Paul W. McCallum	Executive Director, Grapevine Convention & Visitors Bureau
David Klempin	Heritage Preservation Programs Manager
Donna Farmer	Administrative

**1. CALL TO ORDER**

Chairman Ratliff welcomed all and called the meeting to order at 5 p.m.

**2. CITIZEN COMMENTS**

There were no citizen comments registered.

*Any person who is not scheduled on the agenda may address the Grapevine Heritage Foundation under Citizen Comments by completing a Citizen Appearance Request form. In accordance with the Texas Open Meetings Act, the Advisory Board is restricted in discussing or taking any action during Citizen Comments.*

**3. APPROVAL OF MINUTES**

Balla Wright made the motion to accept the minutes as written from the October 2021 regular meeting. Melva Stanfield seconded the motion, which prevailed in the following vote:

Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Fray, Hummer, Jensen and Nelson)  
Nays: 0 None

Janet Perkins made the motion to accept the minutes as written from the November 2021 regular meeting. Courtney Fray seconded the motion, which prevailed in the following vote:

Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Fray, Hummer, Jensen and Nelson)  
Nays: 0 None

#### **4. OLD BUSINESS**

##### **Membership Report - Janet Perkins**

The membership renewals were sent out, approximately 100 in January. Currently have received \$4,000 in donations; \$3000 in November 2021 for the Harvest Moon Sponsorship and \$1000 in December 2021 for the Nash Farm Christmas sponsorship.

##### **Sponsorship Report – Balla Wright**

Treasurer Balla Wright requested the Board members assistance in obtaining sponsorships.

##### **Nash Farm Report – Vice Chairman Melva Stanfield**

Vice Chairman Melva Stanfield reported the November *First Friday* program was attended by 34 participants; the *Homeschool Days* event hosted 376 visitors; 6 group tours with 274 visitors; regular attendance hosted 660 adults / 476 children for a total attendance of 2,129 in November.

December *First Friday* program was attended by 440 participants (1 session); Victorian Christmas tour hosted 338 visitors; Farmstead Christmas hosted 528 visitors; *Homeschool Days* event hosted 171 visitors; Parlor social hosted 15 visitors; 2 group tours with 147 visitors; regular attendance hosted 936 adults / 669 children for a total attendance of 3,264 in December.

Cody Joliff added that 2021 was the largest calendar increase thus far with 29,608 attendance at Nash Farm contributing the increase to a combination of weather and increase with advertising/marketing programming along with added events. He further noted that there is significant maintenance being quoted and/or scheduled to include gates, painting and overall needed repairs.

Cody Joliff provided the 2022 calendar of events to the board members highlighting projected changes.

#### **5. NEW BUSINESS**

Cody Joliff proposed to the Board a request for increase in fee schedule. He provided and reviewed a market/metroplex comparison. Mr. Joliff detailed the reasoning for consideration of the fee schedule and the increase in consumables, live stock feed and overall expenses for the farm. The comparison showed that Nash Farm is currently the lowest on the scale for fee schedule compared to the competitive market. There was detailed discussion between board members weighing the pros and cons of the requested increase, \$1 across the board. Melva Stanfield suggested looking for additional sponsorships, potentially smaller ones to cover cost vs that of an increase rate. Board members and CVB staff continued discussion on the impact of a rate increase which included sharing ideas of potential options in place of the increase. An option was tabled to profile the visitors to the Farm for the next 3-6 months to further discuss the impact once the market profile is complete.

Janet Perkins motioned to table the rate increase until 2023 budget discussion were scheduled or until collateral is ready to reprint which ever comes first. Wendy Nelson seconded the motion, which prevailed in the following vote:

Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Fray, Hummer, Jensen and Nelson)  
Nays: 0 None

**DISTRIBUTION OF LIAISON REPORT**

**Grapevine Convention and Visitors Bureau Liaison Report – Paul W. McCallum**

Executive Director Paul W. McCallum reported December was a great month with Christmas Capital of Texas (CCOT) sharing the changes necessary due to the overwhelming attendance numbers throughout the Main Street district; estimated to be 2.5M during the entire event. Mr. McCallum highlighted the success of the recent ABA conference held in Grapevine in January; 30 Cities partnered to support the event with over 1800 attendees. This resulted in 37 sales leads, 8 bookings, 4 cancellations for Grapevine; there are several conferences on the calendar for the sale team in the coming weeks. Current focus is being given to the preparation of New Vintage, MSF and the 34<sup>th</sup> St. Patty’s Day in NYC. Mr. McCallum noted that staff is also focusing on filling all open positions within the CVB for a target of full staffing levels.

**City Council Liaison Update – Council Member Duff O’Dell**

Council Liaison Duff O’Dell reported the continued impact of COVID and City Council, GCISD and school closures as a result. Delany Vineyard has official broke grown for the development planned. She noted the continued supply chain challenges that are impacting various City operations. There are new owners for the Dalton Oil building. The Historical Society is preparing for the Texas Independence Day celebration, March 5<sup>th</sup> which will be held at the Peace Circle, lunch is planned with a maximum attendance of 75.

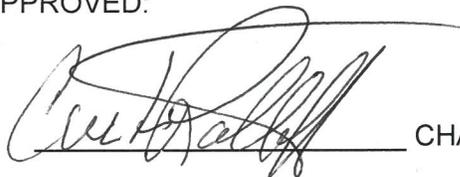
**ADJOURNMENT**

Janet Perkins, seconded by Balla Wright, made the motion to adjourn the meeting at 5:51 p.m. The motion prevailed by the following vote:

- Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Fray, Hummer, Jensen and Nelson)
- Nays: 0 None
- Absent: 1 (Franks)

PASSED AND APPROVED JANUARY 19, 2022 MINUTES BY THE GRAPEVINE HERITAGE FOUNDATION, ON THIS THE 16<sup>th</sup> DAY OF FEBRUARY 2022.

APPROVED:



CHAIRMAN

ATTEST:

Dana Klemper SECRETARY  
for Donna Farmer