

**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, February 16, 2022, in the 2nd Floor Grand Hall of the Grapevine Convention & Visitors Bureau, 636 South Main Street, Grapevine, Texas 76051. Present were:

Curtis Ratliff	Chairman
Melva Stanfield	Vice Chairman
Balla Wright	Treasurer
Sue Franks	Member
Becky Hummer	Member
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Duff O'Dell	City Council Liaison

Absent were:

Janet Perkins	Secretary
Courtney Fray	Member
Frances Jensen	Member
Wendy Nelson	Member

The above constituting a quorum,

With the following Convention & Visitors Bureau staff present:

Paul W. McCallum	Executive Director, Grapevine Convention & Visitors Bureau
David Klempin	Heritage Preservation Programs Manager
Cody Jolliff	Manager of Heritage Museums & Education Programs
Kimberly Prack	Heritage Museums & Education Programs
Donna Farmer	Acting 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 January 19, 2022, regular meeting. Melva Stanfield seconded the motion, which prevailed unanimously in the following vote:

Ayes: 5 (Ratliff, Stanfield, Wright, Franks, Hummer)

Nays: 0 None

4. OLD BUSINESS

Membership Report – David Klempin

The membership was reported as 164 active paid memberships to date with 50 more notices ready to go out. Mr. Klempin reported that memberships are going well. Because of COVID, several members did not renew the prior year. Through Kayce Vanderpool's recordkeeping, notices for two years back were sent out and 100 renewals came back in. Several moved up in membership levels. Staff will be sending out renewal notices each month. The Foundation did increase the membership level fees, and now more money is coming in. A \$50 donation was received, and extra money is also coming in with memberships.

Sponsorship Report – Balla Wright

Treasurer Balla Wright reported all sponsors are returning and a couple more are pending. We are currently at \$21,000 in sponsorships. Cody Jolliff added that there is homework for everyone as related to sponsorships. He distributed materials regarding who is committed, the goals being set forth, and a potential donor pool. Duff O'Dell asked if there is confusion between Nash Farm sponsorships and membership donations. Cody Jolliff stated that we do not have sponsorships for the Foundation – only for Nash Farm. We now have several opportunities available at the farm and want to push forward with sponsorships and get new sponsors involved. He explained that Southwest Dairy is a sponsor, and they are being asked to come on as a Mission Partner for the entire year. As a Mission Partner, partners are recognized throughout the year and receive notices of events, etc.

Duff O'Dell asked about Kubota and their potential interest in Nash Farm. Balla Wright asked if we are reaching out to people who are not sponsors – to include local businesses. Mr. McCallum stated that he would ask Abby Morales, the CVB Sponsorship Manager, to develop a local list of potential business contacts including the correct contact person. ServePro was discussed. Their corporate headquarters is moving to Grapevine from Keller into a new 31,000 sq. ft. Grapevine facility. The owners are young. Sue Franks stated that we must have a good contact for them. Duff O'Dell asked again about Kubota; Mr. McCallum reported that we had talked to them three times and they are tough. The requests go to Japan for approval; their local leaders are here only about two years. There is a new Kubota director here now, and we will contact them again.

Balla Wright asked about the new hotels in Grapevine and their sponsorship possibilities. She said they send their customers to Nash Farm as a great place to go. Mr. McCallum explained there are five full-service hotels who we can contact, but the small hotels really have no local budgets at all. He will ask Abby Morales to contact the General Managers at the five full-service hotels regarding sponsorship.

Sue Franks asked about Master Made Feed as a sponsor. Mr. McCallum stated that they are in-kind sponsors, probably at the \$5,000 to \$7,500 level through vet supplies, etc. Melva Stanfield noted this is good for their size of business. Mr. McCallum stated that they should be recognized for their support.

Nash Farm Report – Vice Chairman Melva Stanfield

Vice Chairman Melva Stanfield reported the January *First Friday* program on Chicken Noodle Soup was attended by 36 participants; there was one group tour in January and 771 casual visitors for a total of 823 visitors. In February to date, the Knit, Net & Knots class was attended by 67 visitors. The Victorian Valentines event was attended by 7 visitors. There was one group tour of 29 visitors and 198 casual attendees, for a total of 301 visitors for the first half of February 2022.

Vice Chair Melva Stanfield reported that the cedar gate posts have been worked on and are swinging better. Ware Painting was selected through the bid process as the contractor for painting the exterior of the farmhouse; painting will be completed this spring. Wood repair on the farmhouse is underway; and repair to the white picket fence is nearly complete.

New promotional photographs were taken inside the farmhouse today for use on the website and in social media. Staff is working on plans for Spring Into Nash, including several new activities.

5. NEW BUSINESS

Kimberly Prack presented a report regarding who is coming to the farm and how many visitors are from Grapevine. The fees for visiting the farm have not changed in several years. Looking at data, only 2 percent of Grapevine schools are in the low-income range. Only 8 percent of tours are from Grapevine schools. Twenty percent of all schools that visit Nash Farm are in the low-income range or are Title One schools.

Cody Jolliff stated that Nash Farm works with Grapevine schools and other school districts. Staff pulled data over a four-year period to determine who is attending the various types of events. Twelve percent were homeschoolers. First Friday has 3 percent participation from Grapevine schools. In the special category – showing other needs listed on the registration form – there are very few requests for fees to be adjusted or lowered. One school asked for a special rate for its Title One school.

Proposed Increases: Cody Jolliff stated staff suggests that we keep the admission fee of \$3 per visitor for Title One Schools. For other schools, the rate would increase to \$6 which is the bottom of the rates charged at other heritage sites in the Metroplex for tours. This would give a 50 percent discount rate to Title One schools. First Friday events and Homeschool Tours would become \$6, up from \$3. For two events (Ice Cream Social and Victorian Christmas tours) the rate would become \$10. Dallas Heritage Village has an almost identical ice cream social and they charge \$15. Nash Farm has been at a sell out with the Ice Cream Social for four to five years. Victorian Christmas tours would become \$10. These are fees based on what others are charging in the Metroplex. At Fort Gibson ten years ago, they charged \$10 for their holiday event, and the average household income is much lower in that region than here in the Grapevine region.

Duff O'Dell asked if the rise in prices will make the mark – is this going to make a difference? Cody Jolliff answered yes. He reminded the board that programming has been brought up to a higher standard, and this price is very fair. There is also daily programming at Nash Farm. Melva Stanfield asked if at the social events there is a cutoff for age. Cody Jolliff stated that for children three or under, it is free for everything.

Balla Wright moved that the ticket prices be \$5 across the board and that social activities be raised to \$10 (Ice Cream Social and Victorian Christmas tours). Melva Stanfield asked if it would be \$5 for the low-income Title One schools. Balla Wright stated that they would remain at \$3. Cody Jolliff explained that the \$6 events would be Victorian Valentines, Vintage Baseball, Dairy Day and the Christmas Open House. These would rise from \$3 to \$6. These events have lots of make/take activities. The only discount would be to Title One schools for the basic school tour. Chairman Ratliff asked Balla Wright to restate her motion. Balla Wright moved that the \$6 proposed events be \$5 across the board with a discount given to Title One schools only for \$3 per student. The fee for Social Events would be \$10. Becky Hummer seconded the motion which carried unanimously.

Ayes: 5 (Ratliff, Stanfield, Wright, Franks, Hummer)

Nays: 0 None

6. DISTRIBUTION OF LIAISON REPORT

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

Executive Director Paul W. McCallum reported that the CVB Sales staff has been on missions in Austin, Sacramento and Los Angeles. The travel/tourism industry is now holding meetings, and there are no issues regarding “pandemic” or “Covid” being raised. Site inspections are going forward and travel writers are coming to Grapevine. Grapevine is welcoming motor coach tours and providing step on guides. Grapevine just had a site visit from a motor coach tour and Cody Jolliff helped with that. Heritage-centered activities are very popular. The American Bus Association was here in early January. They report that heritage-centered activities are returning to importance in travel.

The CVB team is working on the New Vintage Wine & Gallery Tour which will take place in April. Work on Main Street Fest is well underway with Bruce and Renee Herndon serving as co-chairs of the festival. The focus of Main Street Fest will be street performers and street theater. There will be small interactions with the crowd in Liberty Park Plaza and at the Gazebo which was very popular last year and worked great.

Preparation is on for Spring Into Nash. Grapevine had a very successful Sweetheart Wine Trial and five Sweetheart Wine Trains over Friday and Saturday. The official commencement of the Grapevine to Fort Worth Stockyards excursions begins this weekend and pre-sales are robust.

The City has had a difficult time with staffing due to Covid. Coca Cola even ran an ad for hiring people during the Super Bowl. The CVB is finding that applications are coming in now from well-qualified people. Three positions have been filled, and two internal promotions have been made. The CVB has 15 more positions to fill.

The CVB's grant program during the last quarter of 2021 and the first quarter of 2022 has benefited Nash Farm in a strong way, with funding for work on the farmhouse, cemetery, fences, gates, etc.

\$74,000 has been granted. The CVB Board recognizes the importance of keeping the farm in good shape. This amount was funded through a series of grants. Other preservation projects funded include work on windmills and watertowers, work on the Cotton Belt Depot and the Palace Theatre. Overall, an immense amount of funding has been spent.

We appreciate the \$5 per person fee that was approved today. Supplies are going up, and our visitor numbers, which used to be in the hundreds, is now in the thousands. This increase will help pay for the supplies. The increase will also take some of the worry from staff and volunteers. We will also be spending more money this year to catch up on maintenance from the pandemic months.

Sue Franks commented that they were at the Gaylord Texan last week for a dinner at Old Hickory, and there was a lot of activity at the hotel. The food was excellent, and they seemed to be doing well. Mr. McCallum stated that we are still in a time of boom or bust at the hotels, and it makes us realize that we have to get back to business.

City Council Liaison Update – Council Member Duff O’Dell

Council Liaison Duff O’Dell reported that zoning cases coming before City Council reflect expansion and growth. Mac’s on Main is taking on more space, which is a welcome thing. In January and February, the Grapevine Historical Society has been getting ready for March 2 – Texas Independence Day. On the Saturday closest to that date, March 5, there will be a celebration on the Plaza in front of Grapevine Main, near the Peace Circle. It is open to the public. Derrick Birdsall, the Director of the Sam Houston Memorial Museum in Huntsville, will be speaking. The theme of the event is “From San Jacinto to the Grape Vine Prairie.” At noon there will be a chili luncheon in the Treaty Room. The luncheon is free, but is limited to 75 people, so registration is required on the Historical Society website.

Last month Jeffrey Smith, who was originally from Grapevine, spoke to the Grapevine Historical Society. He restored the Isis Theater in Fort Worth and did an amazing job. He shared the background of the project – and also stated that there is a ghost inside the Isis Theater, which is always interesting.

Mr. McCallum stated that he is glad to hear about the expansions, because over the pandemic months Grapevine lost a lot of restaurants. Duff O’Dell stated that there is a good schedule of folks to come before the Planning & Zoning Commission and that Chicken & Pickle is coming along well.

Mr. McCallum stated that for the Grapevine Historical Society’s Texas Independence Day event, it is a coup to have the director of the Sam Houston Memorial Museum come. That museum is actually the Presidential Library of Sam Houston. It has an archive of his documents from throughout his career. Getting Derrick Birdsall is a big coup. Duff O’Dell said that when she presented him with his Peace Medal in September at the dedication of the Peace Circle, she hooked him for this event! She is very glad he will be one of the featured speakers on March 5th.

7. ADJOURNMENT

16 February 2022

There being no further business, a motion was made by Balla Wright and seconded by Melva Stanfield to adjourn the meeting at 5:47 p.m.

The motion prevailed by the following vote:

Ayes: 5 (Ratliff, Stanfield, Wright, Franks, Hummer)

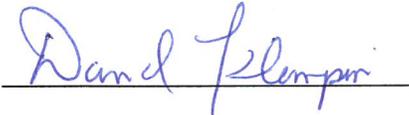
Nays: 0 None

PASSED AND APPROVED FEBRUARY 16, 2022, MINUTES BY THE GRAPEVINE HERITAGE FOUNDATION, ON THIS THE 20th DAY OF APRIL, 2022.

APPROVED:

 CHAIRMAN

ATTEST:

 SECRETARY