

**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 18, 2023 in the 2nd Floor CVB Boardroom of the Grapevine Convention & Visitors Bureau, 636 South Main Street, Grapevine, Texas 76051. Present were:

Melva Stanfield	Chairman
Balla Wright	Treasurer
Frances Jensen	Member
Wendy Nelson	Member
Austin Kellerman	Member
David Stine	Member
Duff O'Dell	City Council Liaison

Absent was:

Sue Franks	Member
Courtney Fray	Member

The above constituting a quorum,

With the following Convention & Visitors Bureau staff present:

Paul W. McCallum	Grapevine CVB Executive Director
David Klempin	Heritage Preservation Programs Manager
Cody Scallions	Heritage Museums & Education Programs Manager
Kayce Vanderpool	Heritage Preservation Programs Secretary

1. CALL TO ORDER AND CITIZEN COMMENTS

Chairman Melva Stanfield called the meeting to order at 5:00 p.m.

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.

2. WELCOME

Chairman Stanfield Welcomed the CVB staff and the GHF Board members.

3. MINUTES FOR APPROVAL

Balla Wright made the motion to accept the minutes as written from the October 19, 2022 regular meeting. Frances Jensen seconded the motion, which prevailed unanimously in the following vote:

Ayes: 7 (Stanfield, Wright, Jensen, Nelson, Kellerman, Stein, McCallum)
 Nays: 0 None

4. OLD BUSINESS

A. Membership Report – David Klempin

David Klempin presented the membership report. The current membership has 164 active members. We received \$5,100.00 in donations for November with \$3,000.00 from the Italian Car Fest, a 2021 Sponsorship of \$2,000.00 and a NF brick. We had \$3,035.00 in donations for December with 2 NF and 2 PAC bricks and the End of Year letters that Kayce Vanderpool took the initiative to send out bringing in \$2,620.00.

B. Sponsorship Report – Balla Wright

Balla Wright reported we are currently at \$26,750.00 in sponsorships for 2022. We are now in 2023 to start all over again, she has 3 companies already committed to be sponsors again for the new year they are Wright Construction, National Bank of Texas and Regional Lock and Storage. If you have someone that would like to sponsor please get in touch with Balla.

C. Nash Farm Report – Cody Scallions

Cody Scallions reported that November’s First Friday program was “Waste not want not” it was attended by 260; Homeschool Days had 320 participants; 1 bus tour with 27 attendees; the annual GHF meeting had 63 guests; casual attendance as was 540; Total guests for November was 1,147. Our First Friday theme for December was “Prairie Christmas” with 274 in attendance; Victorian Tours had 40 people in attendance; the Farmstead Christmas welcomed 141 to the farm; the Parlor Social had 20 attendees; they had 4 bus tours with 177 folks from Kansas, Oklahoma, Arizona and New Mexico. 468 visitors made cookies and Christmas ornaments on the weekends; the casual attendance was 648; with a total attendance for December at 1,270.

5. NEW BUSINESS

A. Election of Officers – Chairman Stanfield said the open chairs to be filled are Vice-Chair, Secretary and Treasurer and the floor was opened for the nominations.

Vice-Chair- Wendy Neslon nominated Francis Jenson to serve as the Vice-Chair, no other nominations were made. David Stine seconded the motion.

Ayes: 7 (Stanfield, Wright, Jensen, Nelson, Kellerman, Stein, McCallum)
 Nays: 0 None

Secretary- Balla Wright nominated Wendy Nelson to serve as Secretary; no other nominations were made, seconded by David Stine.

Ayes: 7 (Stanfield, Wright, Jensen, Nelson, Kellerman, Stein, McCallum)
 Nays: 0 None

Treasurer- Frances Jensen nominated Balla Wright to return as Treasurer; no other nominations were made, seconded by David Stine.

Ayes: 7 (Stanfield, Wright, Jensen, Nelson, Kellerman, Stein, McCallum)
 Nays: 0 None

Chair Melva Stanfield announced we now have our slate of officers and welcomed them to the Executive Board. Francis Jensen as Vice-Chair, Balla Wright as Treasurer and Wendy Nelson as Secretary with a round of applause from the assembled meeting.

B. Board Member Responsibilities and Participation- Melva Stanfield spoke about the GHF Board getting more involved and suggested the board members put more Nash Farm events and other GHF events like Spring into Nash, Fall Round-Up, Farm Suppers and the Candlelight Tour of Homes on their agendas and fill some of the spots and manage an area of the events. Spring into Nash is scheduled for April 22. Wendy asked if we could make a list of the annual events with the level of priority showing the need so they can get it added to their calendar at the beginning of the year. The Chairman invited them to come to the NF monthly meetings and get more involved. Duff O'Dell mentioned that you can bring your neighbors and friends to volunteer while getting them more involved. Young and older are always welcome.

Chairman Stanfield is wanting to get committees going again, sponsorship with Balla as the chair, membership is looking for a chair and Candlelight tour every other year will need a chairman, she is also looking at a Community Out-Reach to get the people of Grapevine re-educated. We could provide a little education to keep the community engaged in the historic district and Historic Main Street. To show why we love Grapevine and its heritage. Let's see where your interests really lie and we can go from there.

C. Consider Nash Farm Equipment Shed Extension- Cody Scallions and David Klempin presented the plan to consider an extension to the existing equipment shed by adding a wagon shed. What we are looking at is extending the equipment shed another 30 feet by 16 feet to match the current shed. We will use the same materials to keep with the continuity and look of the current equipment shed. With board and batten materials, cedar posts, along with crushed limestone and the same corrugated steel to cover the top of the shed. The reason we are requesting this consideration is to further progress the interpretive and educational programs at the farm.

We have some very significant artifact pieces that the farm has become in possession of. The Eddie Sandoval Chuck Wagon that is a one of a kind wagon that can not stand out in the elements and needs to be protected but also needs to be explored in an interpretive manner where we can invite people to come out and see what it is. This will offer us the area for families to explore the heritage that Grapevine has. We are also seeking another significant Farm Wagon that will be paid for by an anonymous donor.

The shed will serve two purposes, the first to provide shelter to the new wagons and also become an interpretive learning environment on beautiful days we can roll them out to have a staging area for the programs. This extension does not block off any areas of the property.

Duff O'Dell asked if it was big enough because every now and again we are blessed with another piece of equipment. Yes, with the 30'x16' it will be big enough to have room for future donations.

Frances Jenson asked how long will it take to construct. After going through the normal channels hopefully 4 to 6 months.

Balla asked who would construct it. The CVB will help with the planning and process and possibly use the same people who helped build the current shed.

David Stine asked what is the proposed cost. Estimated at \$45 to \$65 thousand dollars.

Duff O'Dell asked where does that money come from to pay for it. The money comes out of grant funds of the CVB.

The Chuck wagon is museum quality, it is an artifact that we must preserve. The new barn will be able to close to protect the wagons with limestone on the ground it won't flood and will provide a perfect foundation for the wheels. This initiative has been approved with the Nash Farm Committee.

Getting it approved at the GHF Board is the next step next. David Stine made a motion to accept as presented the concept for the Wagon Shed Extension. Wendy Nelson seconded the motion. Which was approved unanimously in the following vote:

Ayes: 7 (Stanfield, Wright, Jensen, Nelson, Kellerman, Stein, McCallum)
Nays: 0 None

D. Nash Farm Upcoming Events and Activities – Cody Scallions

With the Spring into Nash planning Cody would like to get the board more involved. A handout was provided with a list of the previous year's activities listed. Each board member is asked and take a personal interest to learn about, organize and run the activity during the event. What he wants is 8 to 10 good activities (carpentry/wood or leather working).

Balla brought up that the companies providing the Sponsorship should have signage by each sponsored event (wagon rides, pony rides, dairy displays). We want to rotate the activities each year. Cody would like to have the Spring into Nash event planned by the end of February so we can have everything needed before the day of the event.

Chairman Melva Stanfield mentioned that we will have a GHF table to share our interest with the people, not just for memberships but volunteer opportunities, and get more community involvement.

The activities are not for profit but the ticket cost is to cover the cost of the activities. Mr. Klempin said that the annual appeal letter mentioned the events that we held this past year and it brought in more money and awareness of the GHF activities. The newsletters and calendars, we have done in the past provided information about the activities.

The newsletter needs to be revamped and started back up again. Leroy the cat stories are the most popular. We could give the history of the preservation and great stories from the buildings in town. Frances Jenson said the Newsletter is easy to put together and has worked with the CVB staff during the process. We can talk about the sponsors and they can be in the newsletter. We need to make a committee to get it completed. Austin Stine offered to put

together the newsletter information. CVB Director stated that as representatives of the City of Grapevine we must have correct and properly edited information that gets put out to the public.

Melva spoke about the Historic Preservation Commission (HPC) Training rescheduled for Feb 25, 2023. GHF is so close to the HPC you are all encouraged to attend the training, it could be very beneficial to each of you.

6. LIAISON REPORTS

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

CVB Director McCallum reported Christmas Capitol of Texas was a huge success. In a meeting with the merchants they mentioned that last year was a wonderfully successful year and this year they did 25% more business. They appreciated the heavy security presents, it made it a safer place for all. The Carol of Lights attendance was 17,500 people, Drone show Dec. 3 had 4,600 people and Dec. 17 show had 7,700 people. The North Pole Express had 60,000 riders, the Wine Trains -were all sell outs.

Gaylord Lone Star Christmas and Ice attendance was close to 1 million. This year Gaylord started earlier and went longer than normal. Grapevine Mills and Bass Pro visitor numbers were in excess of 2 million, Peace Plaza had 22,000 Ice Skaters.

The Palace Theater showed 27 movies with 7986 tickets sold, we had 25 live performances with 8,525 paid attendance. We had 26 sessions of Crafts and Cartoons – with 1203 children 14 of the sessions were sold out.

This success was achieved with Over The Top advertising (OTT), with print media, digital video, we marketed and had visitors from OKC, Shreveport, Louisiana, Ada, Oklahoma Houston, Austin, Abilene, San Antonio, and many more. The businesses asked the people where they came from and it was all over not just the DFW area.

The Today Show was incredible. Daniel Horsch and the marketing team were the main driver to get the Today Show to Grapevine. The Digital Analytics showed the volume of visitors to our website after the show aired. The numbers showing a massive excess of viewers from all over the United States, just amazing. The businesses rang the cash register bells and it was a successful season for all. Melva said hats off to all the staff and volunteers that make it a wonderful Christmas for Grapevine.

B. City Council Liaison Update – Council Member Duff O'Dell

Council Member Duff O'Dell reported that we did have 2 incidents; 1 on Main Street, and a reckless driving incident on New Year's Eve on Dallas Road. Council approved an electronic sign for Dallas Road in the grassy landscaped area past Piece Plaza Circle to bring people into the Harvest Hall, many people think it is City Hall.

The grand opening of Chicken and Pickle January 19th, they can handle up to 2000 people. Monday Jan. 23 The Garden Club will be celebrating their 100th anniversary.

Roy Stewart a long time City Council member that helped start the education foundation and a long-time member of the school board passed away, the services will be held 10:30 a.m. Friday Jan. 20, 2023 at the First Baptist Church with a reception following at Stewart Hall in the Rec Center.

March 4th is the 100th Anniversary of the Grapevine Library. There will be many events all day long, for kids and adults.

March 4th 10:00am to 4:00pm is Texas Independence Day 200th anniversary of the Texas Rangers Law Enforcement. The events coordinator is bringing the road show to the parking lot of Master Made Feed. Saturday, March 15th.

The Daughters of the American Revolution Texas state chapter will be holding their annual meeting at the Hyatt Regency DFW and plan to do a proclamation in front of the Victorian Cabin. They are working with the CVB to have a bus excursion to Grapevine's Main Street with docents from Nash Farm, the Heritage Foundation and the Historical Society. The 75th Anniversary of the Ground breaking of Lake Grapevine. With a photo of Mayor Tate at age 5 throwing the first fish into the lake.

7. ADJOURNMENT

There being no further business, a motion was made by Frances Jenson and seconded by Austin Kellerman to adjourn the meeting at 6:14 p.m.

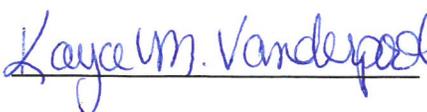
Ayes: 7 (Stanfield, Wright, Jensen, Nelson, Kellerman, Stein, McCallum)
Nays: 0 None

PASSED AND APPROVED FEBRUARY 15, 2023 MINUTES BY THE GRAPEVINE HERITAGE FOUNDATION, ON THIS THE 15TH DAY OF FEBRUARY, 2023.

APPROVED:

 CHAIRMAN

ATTEST:

 SECRETARY