

**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 15, 2025 in the 2nd Floor Grand Hall of the Grapevine Convention & Visitors Bureau, 636 South Main Street, Grapevine, Texas 76051. Present were:

Melva Stanfield	Chairman
Wendy Nelson	Secretary
Stephanie Wright	Treasurer
Balla Wright	Board Member
Courtney Fray	Board Member
Austin Kellerman	Board Member
David Stine	Board Member
Kim Hale	Board Member
Duff O'Dell	City Council Liaison

The above constitutes a quorum, Absent was:
Frances Jensen Vice-Chairman

With the following Convention & Visitors Bureau staff present:

Paul W. McCallum	Executive Director CVB
Paula Newman	Managing Director of Operations
David Klempin	Heritage Preservation Programs Manager
Kayce Vanderpool	Heritage Preservation Programs Secretary
Kimberly Wageman-Prack	Nash Farm Coordinator

1. CALL TO ORDER AND CITIZEN COMMENTS

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

Citizen Comments

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.

Six (6) Citizens submitted Citizen Appearance Request forms and came forward to speak.

John Gage, 2153 Pritchard Dr. Grapevine - regarding Nash Farm Facebook and Social Media Pages to remain intact and he shared some stories about how Nash Farm has shaped his family's future.

Kindal Kreamer, 205 E. College St. Grapevine - regarding Nash Farm Facebook page and Social Media. She said followers will miss out on what the farm is doing and info on previous events.

Ali Stiles, 2153 Willowood Dr, Grapevine - regarding Nash Farm Facebook and social media to remain as they are, she shared that technology is important and beneficial but it would be good to keep the Facebook page as it is.

Charlotte Mitchener, 1201 N. Hudgins St, Grapevine - requested Nash Farm Facebook needs to remain where everyone has access to older photos of the different activities at the farm for old and new visitors to see what happens at the farm. She shared that she lives near the farm and has spent a lot of good times at the farm.

Becky St. John 2702 W. Kimball Ave, Grapevine - regarding Nash Farm Facebook and Social Media at the CVB. She asked what will happen to the videos and photos that have been posted on the NF Facebook page. She also shared that this page already has a significant out reach to be marketed to tourism.

Elsa Huff, 633 Winterwood Dr, Grapevine – regarding the topic of the media page of Nash Farm. She shared that Nash Farm has history and uniqueness that needs to be preserved and shared. She is a Jr. at Grapevine High School and she recognizes the importance of modernization and technology. Nash Farm is extremely unique and deserves its own page, and not be combined with Christmas Capitol of Texas (CCOT).

2. WELCOME

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

3. PRESENTATION ON SOCIAL MEDIA

Paul W. McCallum introduced the CVB Marketing and Communication Team and said that this is a presentation, at the next meeting this topic will be an action item.

Ellen Stallcup the Director of Marketing at the CVB, Elizabeth Schrack the Director of Communications and Madelyn Winter Marketing & Social Media Specialist who handles the day to day social media at the CVB.

Ellen Stallcup spoke regarding the Social Media of Nash Farm. She shared information on the opportunity to extend the reach and awareness of Nash Farm through digital growth of social media platforms including both Facebook and Instagram. Grapevine is a cultural and heritage destination and this change would be extending the reach, brand and messaging to a vast audience. This would put the different CVB locations under one umbrella, and unite NF and GVRR on Visit Grapevine. She shared that nothing on Nash Farm's Facebook would be taken away. All the current info on the Nash Farm Facebook page would not be lost, you can still get the info.

4. MINUTES FOR APPROVAL

Wendy Nelson moved to accept the minutes from the December 11, 2024 regular meeting. Balla Wright seconded the motion.

Minutes approved with a vote of:

Ayes: 8 (Stanfield, S. Wright, Nelson, B. Wright, Fray, Kellerman, Stine, Hale)

Nays: 0 None

Absent: 1 (Jensen)

5. OLD BUSINESS

A. Membership Report – David Klempin

David Klempin presented the membership report for December. The December active memberships total is 169. In donations we received \$200. This total includes, \$100 Nash Farm Brick and a \$100 GHF donation in honor of the birthday of Balla Wright.

B. Sponsorship Report – Stephanie Wright

Treasurer Stephanie Wright reported that in this new year, 2025 she will be out collecting updated sponsorship commitments from the previous year's sponsors. She said that she will be meeting with Kayce Vanderpool to work on some changes to the Nash Farm Sponsorship Form for the new year.

Balla Wright reminded to the board that we need to set a meeting for the sponsorship to get things rolling if someone wants to join the committee get signed up.

C. Nash Farm Report – Melva Stanfield and Kimberly Prack

Melva Stanfield reported that the December 6th, First Friday "Prairie Christmas" had 363 attendees; The Farmstead Christmas had 216 people; making molasses cookies there were 198 batches of cookies were made; there were 5 groups that brought 289 visitors; and 4 busses bringing 204 people to the farm; casual visitation was 955 with a total visitation at 2071; and with 60 volunteers totaling 120 hours for December.

Kimberly Prack said the weather for the Farmstead Christmas was cold and rainy which affected the attendance. The cookie baking was popular again this year. We focused on the events at the beginning of the month during the rest of the month is was an easy Christmas experience and enjoyable for those who visited.

For January we are training staff and working with the new staff members who are learning about work on the farm and cleaning and getting ready for 2025.

D. February GHF Strategic Planning Session- Melva Stanfield

Melva Stanfield reminded that the Planning Session is scheduled for Saturday February 8, 2025 starting at 9 a.m. at the Grand Hall of the CVB.

6. NEW BUSINESS

A. Upcoming Events and Activities – Kimberly Prack

Kimberly Wageman-Prack gave an update on activities planned for 2025.

2025 Events at Nash Farm

February 1 Bacon and Sausage Workshop

March 7 First Friday Spring on the Farm

March 17-21 Spring Break

March 22 Biscuits and Butter Workshop

April 4th First Friday Spring Fling

April 12 **Spring Fundraiser Dinner**

April 18 Home School Day

April 26 **Spring into Nash**

May 2 First Friday Pickles and Preserves

June 7 Dairy Day

July 12 Ice Cream Social
September 5 First Friday Gadgets and Gears
September 6 **Harvest Moon Supper**
October 3 First Friday Cowboy Cooking
October 10 **Barn Dance and Pie Auction**
October 11 **Fall Round-up**
October 13 Home School Day
October 25 Bewitched by the Barn
November 7 First Friday Sheep to Shawl
November 8 Tatting Workshop
December 5 First Friday Prairie Christmas
December 6 **Farmstead Christmas**

7. LIAISON REPORTS

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

Paul W. McCallum reported that we are interviewing applicants for Manager for the Farm program and we are still taking applications but the concern is, most of people applying are not qualified for this position.

B. City Council Liaison Update – Duff O’Dell

Councilwoman Duff O’Dell reported that the City Council has kicked off the new year, they are still looking for a great opportunity for the Old Police Department site. It will be a parking lot until the opportunity comes to build something that will last. The most current news is that Mayor Pro Tem Darlene Freed has decided not to run for reelection. That position and several positions on the Council will be open and people are filing applications for the open position.

8. ADJOURNMENT

David Stine moved to adjourn the meeting, Wendy Nelson seconded the motion. The meeting was adjourned at 6:08 p.m. with the following vote:

Adjournment approved with a vote of:

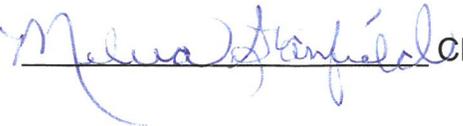
Ayes: 8 (Stanfield, S. Wright, Nelson, B. Wright, Fray, Kellerman, Stine, Hale)

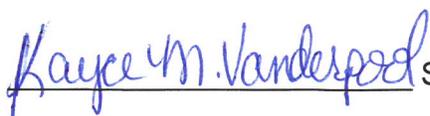
Nays: 0 None

Absent: 1 (Jensen)

The next regular meeting will be held February 19, 2025 at 5:00 p.m.

PASSED AND APPROVED JANUARY 15, 2024 MINUTES BY THE GRAPEVINE HERITAGE FOUNDATION, ON THIS THE 19TH DAY OF FEBRUARY, 2025.

APPROVED:  CHAIRMAN

ATTEST:  SECRETARY