

**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, December 11, 2024 in the 2nd Floor CVB Boardroom of the Grapevine Convention & Visitors Bureau, 636 South Main Street, Grapevine, Texas 76051. Present were:

Melva Stanfield	Chairman
Wendy Nelson	Secretary
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
Stephanie Wright	Treasurer

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 5:05 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.

No Citizens Comments were made.

2. WELCOME

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

3. MINUTES FOR APPROVAL

Wendy Nelson moved to approve the minutes from the October 16, 2024 regular meeting. David Stine seconded the motion.

Minutes approved with a vote of:

Ayes: 7 (Stanfield, Nelson, B. Wright, Fray, Kellerman, Stine, Hale)

Nays: 0 None
Absent: 2 (Jensen, S. Wright)

Wendy Nelson moved to accept the minutes from the November 7, 2024 Annual Membership meeting. Kim Hale seconded the motion.

Minutes approved with a vote of:
Ayes: 7 (Stanfield, Nelson, B. Wright, Fray, Kellerman, Stine, Hale)
Nays: 0 None
Absent: 2 (Jensen, S. Wright)

4. OLD BUSINESS

A. Membership Report – David Klempin

David Klempin presented the membership report for November. The November active memberships total is 172. In donations we received \$2,800. This total includes \$2,500. from the Italian Car Fest, \$100.00 from Candlelight Tour of Homes ¼ page add sold, \$100.00 Palace Arts Center Brick and a \$100. GHF donation.

B. Sponsorship Report – Balla Wright

Previous Treasurer Balla Wright reported there is no change with a total of \$25,250.00. The committee is working on some new things for the sponsorships for next year.

C. Nash Farm Report – Melva Stanfield and Kimberly Prack

Melva Stanfield reported that the November 4th, First Friday “Skills and Trades” had 176 attendees; 2 groups brought 45 Special Needs Students and 8 Volksmarchers; a German walkers society; 7 school tours with 461 participants; casual visitation was 1031 with a total visitation at 1720; and with 10 volunteers totaling 65 hours.

So far in December, First Friday “Prairie Christmas” had 352 attendees; Farmstead Christmas had 208 attendees with McNeil High School Show Choir; a Media group with 12 toured the farm; 3 motor coach tours with 145 visitors; 23 people have made cookies; casual visitation to date is 212; still to come, is a Homeschool day on Dec. 13; 1 more motor coach tour this week and 1 more school will be visiting this week the total visitation to date is 940.

Kimberly Wageman-Prack said she has been recording the volunteer hours. Starting in January 2025 all volunteers will be logging their hours in the new log book. Prack reported that the visitation is lower for the month so far. Most of our visitors are local people who have been to the farm before.

Christmas Capitol of Texas activity is the Elf Adventure (\$10) at Ted Ware Plaza Museums. The Keeling House activity is running the printing press to print a card to be colored and write a message; the School House activity is custom cut ornament (a ball or train) branded for CCOT to be colored, the International Sister City Friendship Hall activity is a toy (cup & ball or Yo-yo). At the Cotton Gin they are making spun cotton snowmen, to be used as a pencil topper. As an outdoor activity there are large white bean bags, to be stacked and rolled on, a calming play area for kids and parents to unwind. There is also the Hometown Christmas in the lobby of the CVB. The last day is December 30, 2024. The Nash Farm Christmas activity is making molasses cookies on the historic stove priced at \$3.

David Klempin reported that Cody Scallions has resigned, his last day was Friday, December 6, 2024. He has taken a new job with the Office of Museums for the State of Louisiana in Baton Rouge. He is one of two Executive Directors, he will handle the Eastern part of the State. He had worked for that organization previously.

5. NEW BUSINESS

A. Upcoming Events and Activities – Kimberly Prack

Kimberly Wageman-Prack gave an update on activities planned for the new year. January they will be putting away Christmas decorations and they will be deep cleaning the farm. The first activity will be February 1st, a Bacon and Sausage Workshop, they are not planning on butchering at this Workshop.

B. January GHF Board Training:

Chairman Stanfield reminded the board of the dates for:

The GHF Board Bus Tour - Saturday, January 11, 2025 starting 9:00 a.m.

The GHF Board Strategic Planning Session – Saturday, February 8, 2025 starting at 10 a.m.

C. February GHF Strategic Planning Session- David Klempin

David Klempin shared that the Jan 11th Shuttle bus tour will point out the properties and districts, sharing the background of the Township. Sallie Andrews and David Klempin will present the tour, it will be informative and fun. We will drive around and get out at different spots, and the tour will include coffee, pastries and lunch.

We will ask for everyone's suggestions and ideas to consider for the February 8th Strategic Planning meeting to help chart the course for the next 5-years plan, and work on any changes that could be made.

Courtney Fray shared that she has a local contact, Lisa Harrington with a consulting company Abiding Strategy. She works with boards as a facilitator who could assist the GHF Board with the Strategic Planning meeting.

D. Consider the Texas Main Street America Program's, Transformation of Strategy statement.

"As Preservation Advocates, we support the Transformational Strategy Developed by Historic Preservation Staff to (1) promote Grapevine Main Street business growth and (2) facilitate façade restoration."

David Klempin said that the Grapevine Heritage Foundation Board serves as the Grapevine Main Street America Board, this transformational strategy was developed by staff to support the new model of the Main Street America Program guideline reporting standards and the Texas Historical Commission. Economic development strategy is intended to transform the district, to include community input, market research, to be measurable to track the progress and achievable in 3 to 5 years.

During the 2024 Site Accreditation Meeting, it was important that we maintain our status since we have maintained our Nationally Accredited Status since 2006, both State Wide and Nationally. There are new procedures that we must follow as we submit our reports quarterly. This statement is a new addition to the reporting.

David Stine asked questions regarding the Strategy statement. Paul W. McCallum said that since 1984 Grapevine has supported the restoration of the original historic façades on Main Street and we will continue to support the historic preservation of each of the unique buildings.

Kimberly Hale said that the Main Street America is part of the National Trust of Historic Preservation. Grapevine being accredited could lead to more funds to aid and to apply to our programs, due to the 40 percent of towns being cut from the program.

A motion was made by Kimberly Hale to adopt the Transformational Strategy Statement as developed by Historic Preservation Staff. Courtney Fray and Balla Wright seconded the motion.

Motion was approved with a vote of:

Ayes: 7 (Stanfield, Nelson, B. Wright, Fray, Kellerman, Stine, Hale)

Nays: 0 None

Absent: 2 (Jensen, S. Wright)

6. LIAISON REPORTS

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

Paul W. McCallum reported this year 2024 herald's 50 years since the Convention & Visitors Bureau was established in Grapevine. In 1974 the City Council adopted the hotel tax, kick starting economic development in the early years. That has helped us provide all the great opportunities like the Main Street Program, GHF, HPC and the Historic Overlay preserving the buildings.

This past month has been all about Christmas Capitol of Texas and is decorated ready to celebrate Christmas. Travel Journalists are coming from around the world bringing more people in the market, to stay longer and spend more money. It is showing in the local businesses reporting increased numbers in sales. We have an increase of motor coaches on Main Street, we are working on parking solutions, pedestrian access and safety.

Newsweek named Grapevine the #1. Best Christmas Town in the US. Vogue rated us in the Top 10 Christmas Cities to visit for a true Christmas experience. The Sales Team is bringing in meeting planners to experience everything Grapevine has to offer, bring in large groups for future bookings that will drive hotel occupancy. We are also working on bringing in international guests to Grapevine.

B. City Council Liaison Update – Duff O'Dell

Councilwoman Duff O'Dell reported that the City Council is looking for great opportunities for the Old Police Department they are currently using it for parking. The council is always looking for areas that need invigorating. The Council approved a new hotel with 201 rooms for the crossroads area that will be in walking distance of many restaurants near Red Robbin and Highway 114. Councilwoman said all the accolades from the magazines and news articles are very exciting.

7. ADJOURNMENT

Courtney Fray 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: 7 (Stanfield, Nelson, B. Wright, Fray, Kellerman, Stine, Hale)

Nays: 0 None

Absent: 2 (Jensen, S. Wright)

The next regular meeting will be held January 22, 2025 at 5:00 p.m.

PASSED AND APPROVED DECEMBER 11, 2024 MINUTES BY THE GRAPEVINE HERITAGE FOUNDATION, ON THIS THE 22ND DAY OF JANUARY, 2025.

APPROVED: Melva Stanfield CHAIRMAN

ATTEST: Kayce M. Vanderpool SECRETARY