

**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 19, 2025, in the 2<sup>nd</sup> Floor Grand Hall of the Grapevine Convention & Visitors Bureau, 636 South Main Street, Grapevine, Texas 76051. Present were:

Melva Stanfield	Chairman
Frances Jensen	Vice-Chairman
Stephanie Wright	Treasurer -by Zoom
Balla Wright	Board Member
Courtney Fray	Board Member
Austin Kellerman	Board Member
Duff O'Dell	City Council Liaison

The above constitutes a quorum, absent was:

Wendy Nelson	Secretary
David Stine	Board Member
Kim Hale	Board Member

With the following Convention & Visitors Bureau staff present:

Paul W. McCallum	Executive Director CVB
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.*

No Citizens in attendance.

**2. WELCOME**

Chairman Stanfield welcomed the CVB staff and the GHF Board members. She thanked everyone for braving the below freezing weather to attend this meeting tonight.

**3. MINUTES FOR APPROVAL**

Courtney Fray moved to accept the minutes from the January 15, 2025 regular meeting. Balla Wright seconded the motion.

Minutes approved with a vote of:

Ayes: 6 (Stanfield, Jensen, S. Wright, B. Wright, Fray, Kellerman)

Nays: 0 None  
Absent: 3 (Nelson, Stine, Hale)

#### **4. PRESENTATION ON SOCIAL MEDIA**

Ellen Stallcup the Director of Marketing at the CVB, came forward to speak regarding an update for Nash Farm Facebook page and Instagram. She said that after researching and listing to the NF supporters, the NF Facebook and Instagram pages will remain as independent pages separate from the CVB. The marketing team will continue posting the weekly activities and events on the pages and they will also post the events on the VisitGrapevine page. She did ask the GHF Board to share, like, comment and tag on all posts and share on their own social media accounts to bring greater recognition to Nash Farm, the Palace and Grapevine events.

#### **5. OLD BUSINESS**

##### **A. Membership Report – David Klempin**

David Klempin presented the membership report for January. The January membership total is 170. In donations we received \$6,300.

##### **B. Sponsorship Report – Stephanie Wright**

Treasurer Stephanie Wright reported that the 2025 Sponsorship form was updated and has been sent to the renewing sponsors.

We have confirmed that the Mission Sponsors are Wright Construction and NBT Financial Bank, all the previous sponsors are committing to sponsoring again this year.

Stephanie Wright shared that Grapevine Golf Cars would like to have more visibility during the Spring Fundraiser Dinner and asked to bring a golf cart to the Farm for more recognition than just a sign, discussion was held.

Balla Wright moved to approve the request to have a Golf Cart at Nash Farm during the Spring Fundraiser Dinner, Kellerman seconded the motion.

vote for the request was approved

Ayes: 6 (Stanfield, Jensen, S. Wright, B. Wright, Fray, Kellerman)

Nays: 0 None

Absent: 3 (Nelson, Stine, Hale)

Discussion about using golf carts to transport guests to and from their cars was held. Stephanie Wright brought up possible issues regarding the street legality and it could require Police protection or notice. She will research the possibilities and report back.

Stephanie Wright said she has reached out to a new possible sponsor, Beth Marie's Ice Cream, to sponsor the Ice Cream Social and is still waiting for a reply. Austin Kellerman suggested that local owners like Kilwin's Ice Cream could be willing to consider sponsorship. Stanfield suggested that local owners could be generous and willing to be sponsors.

##### **C. Nash Farm Report – Melva Stanfield and Kimberly Prack**

Melva Stanfield reported that in January casual visitation was 683 and the total visitation for the month was 683; there were 10 volunteers totaling 37 hours for January.

Kimberly Prack said that in January, due to the extreme cold weather, the farm was closed for 2 days. The farm did not have any activities or events planned for January, they deep cleaned and performed maintenance during this time after the CCOT and Christmas activities.

So far in February, Nash Farm hosted the Sausage and Bacon Workshop with 8 participants that processed 30 pounds of sausage and bacon. There was one unscheduled group of 28 people. The casual visitation is 491 and the total visitation to date is 522.

Kimberly Prack gave a Nash Farm update; they tilled the garden and will be planting potatoes and onions in the big garden. The house maintenance is moving forward. So far, we have booked 14 tours for the spring with around 100 people for each one. We have three Home School Days scheduled: March 14<sup>th</sup>; April 18<sup>th</sup>; April 23<sup>rd</sup>.

Spring Break will have a different theme each day:

**Friday, March 14** – Home School Day

**Saturday, March 15** – Sheep and Fleece – Make your own toy sheep with wool sheered from the farm's sheep.

**Sunday, March 16** – Fun and Games – Play 19<sup>th</sup> century games like tops and marbles.

**Monday, March 17** – Squeaky Clean – Create your own soap balls – authentic to what was used during the Victorian era.

**Tuesday, March 18** – Cowpokes and Cowpeas – Decorate your own bandana and learn how to tie a buckaroo knot - the real cowboy way to tie a bandana.

**Wednesday, March 19** – Waste Not, Want Not – Make a sachet and plant a black-eyed pea garden to grow your own.

**Thursday, March 20** – Spring Has Sprung – Create prints using a hectograph and gelatin, just like they did on the farm in the 19<sup>th</sup> century.

**Friday, March 21** – Corn and Chickens – Make your own feed for the Farm's chickens and create toy chickens.

**Saturday, March 22** – Dairy Fun – Get hands-on with dairy making by churn your own Farm-fresh butter and also Biscuits and Butter Workshop Day in the kitchen with butter and cheese demonstrations on the porch.

**Sunday, March 23** – Pic-Nic Fun – Enjoy historic games and a relaxing afternoon picnic on the Farm.

We are working on the summer program, "All Tracks Lead to Grapevine". Nash Farm will lean into paleontology and archology, there is plenty of space for the programs.

Kimberly Prack is planning interpretative training sessions for the NF staff and volunteers: April 11, Interpreter training- Jon Failor from Washington on the Brazos State Historic Site in Washington Texas. April 25, Jason Harris from Kingfisher, Oklahoma will present a Chuck Wagon Workshop.

Kimberly Prack reported that the Media Department has done a fantastic job reaching out to her asking for dates and wording on the events and posting them online.

#### **D. Consider Social Media plan for GHF- Paul W. McCallum**

Frances Jensen asked if the Palace Theater could have a dedicated Facebook page since NF has one. Mr. McCallum said the Palace Theater is included on the VisitGrapevine page. The

Palace Theater is a 7 day a week attraction of Grapevine on Main Street, and it has seen a jump in the attendance now that Social Media is more involved. It is managed and operated by the CVB. If Palace Theater wants a "Friends of the Palace Theater" page that would be welcome.

The CVB has 9 departments, and the Marketing and Commutation team does an incredible amount of work to bring visitors to Grapevine. The Palace is a contributing draw to business on Main Street and has an important economic impact.

Courtney Fray asked if there is a formal relationship between the CVB Board and the Palace Theater. McCallum said not really, the CVB took over the Palace's bank note (almost \$3 million) and it became an asset of the CVB. We don't have any interest in separating the idea that it belongs to the Heritage Foundation. It's in the best interest of both the facility and community to keep the perception in place.

Austin Kellerman asked how Nash Farm is different from the Palace. Mr. McCallum said the effort and time put into Nash Farm to keep it running. There is not a year that goes by that we don't put \$200,000 to 300,000 for upkeep into the Palace Theater.

Courtney Fray said she would like to form a GHF committee to help with Social Media Content and Marketing, we could provide content and photos so we can help cross-promote.

Duff O' Dell said she thinks it is important for the GHF Board to understand the business aspect of the CVB, what it is doing and what the staff does for the economy of Grapevine. There is a local interest in Palace and Nash Farm that transcends beyond the local clientele, and we coordinate and work together. A dedicated Facebook page for the Palace could appease the local community.

Stephanie Wright asked about the weekly posts, that is 52 posts, that is a lower number of posts than what was posted in 2024. Mr. McCallum said that is the minimum, on busier weeks they could post more. The GHF Board could not post directly on the Facebook page. The committee could provide content items, and the Marketing and Communications team could post the content.

Ellen Stallcup said the Marketing and Communication team would welcome posts from the board and they could repost the items and collaborate.

Chairman Stanfield said that the GHF board is different, since they are required to be a member and to invest financially to be on the board and are required to go out and work. The GHF Board Members should get heads up on any changes.

Mr. McCallum said he takes full responsibility. He did not ask the right questions, and didn't realize that there would be a noticeable difference to the Nash Farm Facebook page and all that was involved. Since that time, he has learned and now understands the changes suggested. The Nash Farm Facebook Page will remain intact. The Marketing team will post regularly on both the Nash Farm page and VisitGrapevine page.

#### **E. February GHF Strategic Planning Session draft plan of Feb. 8, 2025- Melva Stanfield**

Melva Stanfield would like to share the final draft of the plan that was agreed upon during the Planning Session from February 8, 2025. Including the Mission 3-year plan, (Protectors, Education and Preservation) and all the assignments for each board member. Stanfield would like to form small groups to keep this Strategic Plan moving forward.

Melva Stanfield would like to offer Lisa Harrington the facilitator, an in-kind membership so moving forward she could be connected with the GHF Board.

## **6. NEW BUSINESS**

### **A. Upcoming Events and Activities – Kimberly Prack**

Kimberly Wageman-Prack said the Nash Farm Brochure will be ready to print in time for the Spring Events. Stanfield said we hope to get started on the 2026 Calendar soon.

## **7. LIAISON REPORTS**

### **A. City Council Liaison Update – Duff O’Dell**

Councilwoman Duff O’Dell reported that the City Council has been working with Coury Hospitality for the past couple of years to expand the Hotel Vin. They will build a new hotel to be called the Vin Reserve, it will be adding 120 rooms on Dallas Road. They will have a beautiful outdoor pool in the back and a big ballroom/event center. The Hotel Vin has far exceeded their revenue expectations and anticipate this extension will do the same. Several of the City Grapevine Officials and CVB will leave for Austin to attend the Tourism Dinner tomorrow. There are two candidates running for the open City Council seat, there will be an election in May.

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

Paul W. McCallum reported that the big focus at the CVB is on the New Vintage Wine and Gallery Trail, Blessing of the Vine, Main Street Fest and Grapefest. This first quarter of the year is where the Sales Department is traveling to the meeting planners and tour operators’ events to help drive Convention Groupe Business and Leisure Travel Business, both National and Internationally. Mr. McCallum shared the Spring Break in Grapevine Brochure that was just delivered. It will be distributed at 3 different Visitor Centers in Grapevine and at the reception desk of 20+ hotels in town where the brochure is handed out physically. It is distributed to the Texas Travel info centers at the main entry points of Texas. It will also be delivered by Certified Brochure Distribution along all the major highways, Oklahoma City, Austin, Houston, West and all over, there is also an electronic version online. Nash Farm is the first item on all the brochures distributed.

## **8. ADJOURNMENT**

Balla Wright moved to adjourn the meeting, Courtney Fray seconded the motion. The meeting was adjourned at 6:18 p.m. with the following vote:

Adjournment approved with a vote of:

Ayes: 6 (Stanfield, Jensen, S. Wright, B. Wright, Fray, Kellerman)

Nays: 0 None

Absent: 3 (Nelson, Stine, Hale)

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

February 19, 2025

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

APPROVED: \_\_\_\_\_ CHAIRMAN

ATTEST: \_\_\_\_\_ SECRETARY