

**STATE OF TEXAS
COUNTY OF TARRANT
CITY OF GRAPEVINE**

The Grapevine Heritage Foundation (GHF) held their monthly meeting at 5:00 p.m. on Wednesday, October 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
Frances Jensen	Vice-Chairman
Wendy Nelson	Secretary
Stephanie Wright	Treasurer
Balla Wright	Board Member
Courtney Fray	Board Member
David Stine	Board Member
Austin Kellerman	Board Member
Duff O'Dell	City Council Liaison

The above constitutes a quorum.

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
Hugo Gardea	Assistant Heritage Preservation Programs Manager
Shadi McOsker	Nash Farm Manager
Kim Hale	Nash Farm Education Coordinator
Kayce Vanderpool	Heritage Preservation Programs Admin. Assistant

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 citizen comments.

2. WELCOME

Chairman Stanfield welcomed everyone.

3. MINUTES FOR APPROVAL

Courtney Fray moved to accept the minutes from the September 24, 2025 regular meeting. David Stine seconded the motion.

Minutes approved with a vote of:

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

Nays: 0 None

Absent: 0 None

4. OLD BUSINESS

A. Membership Report – David Klempin

David Klempin presented the membership report for September. The active memberships total is 176. There was \$6,810. in donations received, which include sponsorship payments of \$4,250.

B. Sponsorship Report – Stephanie Wright

Treasurer Stephanie Wright reported the Nash Farm Sponsorship total has not changed, we are at \$29,250. We are waiting for one more outstanding payment. She met with Kayce Vanderpool this week to update the 2026 Sponsorship form. They made some changes including, removed the First Friday Sponsorship and added Barn Dance & Pie Auction Sponsorship. This would give us an opportunity to find new sponsors.

C. Palace Theatre Report – Frances Jensen

Frances Jensen reported that the Palace Theatre, the First Friday Movie for October was Hocus Pocus, it had 325 people in attendance.

Hitchcock Day had 95 people attend, with *Psycho* and *The Birds*. *Young Frankenstein* is coming up this Friday and *Halloween Town* will be played on October 31 at 4 p.m., with upcoming tribute concerts Johnny Cash - Walk the Line and the Beach Boys – Endless Summer.

November's First Friday movie will be (1940) *His Girl Friday*. The 21st of November is a significant day because it is the 85th anniversary of the Palace Theatre. Frances Jensen plans to have retro candy and some posters with facts about the Palace and 40's tidbits. She is hoping for a photo booth to create a fun celebration. Frances Jensen said regarding the concession there is always a really long line and people are waiting in line for a long time. Mr. McCallum said that this is an experience at a historic theatre and we offer cheap prices for the concessions, we have been keeping an eye on this issue. Paula Newman said she would get together with the Palace staff to discuss the issue and possibly shift staff during peak times.

The Christmas Movies begin November 21 starting with the (1947) *Miracle on 34th Street* and November 29 showing *Elf* and *Home Alone*.

D. Nash Farm Report – Melva Stanfield and Shadi McOsker

Shadi McOsker reported for September, First Friday, Gadgets and Gears with 194 attendees; the ItalianCarFest saw about 1,500 guests; this was a successful event, everyone enjoyed the event with great weather; there was 6 farm tours with 85 guests; 1 school group with 93 attendees; 1 rental, the Mustang Steve car show with 476 guests; Casual visitation was 1,670; total visitation was 2,431; 5 volunteers worked 15.09 hours.

To date in October, First Friday was Cowboy Cooking with 300 attendees; Harvest Moon Dinner was sold out with 80 tickets, plus 7 special guests, we secured a donation to help with equipment; the Barn Dance had a total of 138 tickets sold, with a successful pie auction bringing in \$2,000.; Fall Round Up drew in about 1,500 people; Homeschool day was sold out with 350 tickets were sold with about 200 additional parents and under 3 who attended; There was 3 school tours with 101 attendees; the casual visitation so far in October is 1,392 bringing the total visitation to 4,199.

Melva Stanfield brought up that Nash Farm requested extra help to assist at the First Friday event for October. She thanked the volunteers that answered the SOS call for last minute help, some GHF Board members, friends, spouses and other volunteers showed up to assist with the event. Shadi McOsker said that her staffing is short right now and they are accepting new applicants. She is hoping to hire more part-time staff and build up a new volunteer list to alleviate this issue. Mr. McCallum brought up the idea that we need to build a friends-of-the-farm volunteer group as a resource.

David Stine asked about a re-evaluation of Nash Farm for another Full Time Staff to be hired. Mr. McCallum said that they have evaluated this option during the Budget Planning Session. Full-time staff positions are requested during the City Budget process. The CVB has added one new full-time position in the past five years. When we see the need, we have been able to shift the title and rewrite the job description to what is needed. No new FTE's have been approved for CVB. If possible we will move an existing FTE to a job description rewrite and add to another division that way. We are currently interviewing to replace part-time staff that have recently left. Once we are finally staffed with part-timers we will be able to meet Nash Farm's needs.

Kim Hale shared that if anyone wants to volunteer, go to the Nash Farm website to Become a Farm Hand to sign up to be a regular volunteer. Shadi McOsker said that we have many volunteers that will work at the event on weekends, most are school groups that need volunteer hours and they come to Shadi McOsker to sign up for those event shifts.

E. Update on the GHF Strategic Planning assignments and committees- Melva Stanfield and David Klempin

Chairman Stanfield asked for an update on their assigned projects.

Protectors - Courtney Fray shared a video for our GHF Messaging and Speaker's Bureau to be used for our outreach. We want to get it approved and show it at the Palace.

Increase to Sell Out – Stephanie Wright said we need to use the CVB Marketing resources to let the public know if an event is sold out.

Porch Party – Austin Kellerman would like to have something more to hand out more than a brochure.

Wendy Nelson – Tie to Festivals- Austin Kellerman said they need to refine an elevator pitch before going to the next meeting. Wendy Nelson said they could have practice sessions for the board members to review their body language to make sure everyone is comfortable with the script/speaking points.

Melva Stanfield - Branding – Melva Stanfield said we need GHF Board shirts, let's get something designed and approved to help with our branding.

Kim Hale – Funding they have not met this month.

5. NEW BUSINESS

A. Consider date for annual GHF membership meeting and take any necessary action- Melva Stanfield and David Klempin.

Melva Stanfield suggested we change the date of the GHF Annual Membership Meeting and bring back the awards presentation along with the dinner. Duff O'Dell suggested having the meeting at the Palace and showing the new video on the big screen. We are looking at the dates to make sure we aren't conflicting with any of the other City events.

Something that falls in the last weeks in January or February usually on a Thursday. Jan 15 or 22 or 29 February 5.

We will look at a Strategic Plan update meeting in February. To see where we are and see if anything needs to be adjusted.

And we need to take the annual GHF Board photo to be ready for the 2026 calendar. We could meet November 5 at 5 pm. Location TBD.

November 19, 2025 at 4 p.m. next board meeting.

6. LIAISON REPORTS

A. City Council Liaison Update – Duff O'Dell

Councilwoman Duff O'Dell said that National Night Out was very successful, there was 33 different events throughout Grapevine and each of the Council members attended a few of the events throughout the city.

The GCISD committee was formed to make recommendations regarding budget shortfall and the problems we are facing due to low enrollment in the schools. We have to make some changes and many people showed up at the council meeting to speak, sharing many different suggestions.

The City Council and Planning & Zoning Commission are updating some ordinances to help keep Grapevine beautiful. They must make the ordinance objective as clear as possible.

The Historical Society will have their Annual Banquet, Monday, November 3, 2025 in the Grand Hall of the CVB and they will be inducting two new Lifetime Members, Margaret Harding and Debbie Meek.

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

Mr. McCallum reported that September, October, November and December in Grapevine is an extremely busy time of year. We had many events at Nash Farm, but we also had 11 other events in Grapevine that the CVB produced.

When there is a downturn in the economy, everything we do in Grapevine is of great value to the community. The Parks & Rec is also planning their programs with great value in mind. Grapevine represents value to people and a safe place to take your family to visit in the Metroplex. We will continue to be successful throughout 2026. There is no other festival that you see all that we provide, for only \$10. During Grapefest we lowered costs or kept them the same and only increased the cost of wine by the glass.

This year, because of the fundraising success of Grapefest, the CVB was able to spend \$200,000 in restoring roofs on historic structures at Nash Farm and the Depot District. We work hard to maintain the buildings and the volunteers are a huge help.

Stephanie Wright shared that a child came with a friend to Nash Farm during ItalianCarFest and had such a wonderful time that he has since brought his mother, siblings and even his grandmother back to the farm because of his great experience.

7. ADJOURNMENT

Courtney Fray moved to adjourn the meeting, Wendy Nelson seconded the motion. The meeting was adjourned at 6:23 p.m. with the following vote:

Adjournment approved with a vote of:

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

Nays: 0 None

Absent: 0 None

The next meeting is the Annual Membership Meeting it will be held Thursday, November 6, 2025 at 5:30 p.m.

PASSED AND APPROVED OCTOBER 15, 2025 MINUTES BY THE GRAPEVINE HERITAGE FOUNDATION, ON THIS THE 19TH DAY OF NOVEMBER 2025.

APPROVED: _____ CHAIRMAN

ATTEST: _____ SECRETARY