

**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, October 20, 2021 in the 2nd Floor Grand Hall of the Grapevine Convention & Visitors Bureau, 636 South Main Street, Grapevine, Texas 76051.

Curtis Ratliff	Chairman
Melva Stanfield	Vice Chairman
Balla Wright	Treasurer
Janet Perkins	Secretary
Courtney Fray	Member
Becky Hummer	Member
Frances Jensen	Member
Wendy Nelson	Member
Duff O'Dell	City Council Liaison

The above constituting a quorum with 1 member(s) absent; Sue Franks

With the following Convention & Visitors Bureau staff present:

Paul W. McCallum	Executive Director, Grapevine Convention & Visitors Bureau
David Klempin	Heritage Preservation Programs Manager
Kimberly Prack	Heritage Museums & Education Programs
Mary Bush	Administrative

1. CALL TO ORDER

Chairman Ratliff welcomed all and called the meeting to order at 5 p.m.

2. 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.

3. APPROVAL OF MINUTES

Balla Wright made the motion to accept the minutes as written from the August 18, 2021 regular meeting. Becky Hummer seconded the motion, which prevailed in the following vote:

Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Fray, Hummer, Jensen and Nelson)
Nays: 0 None
Absent: 1 (Franks)

ANNUAL CALENDAR PHOTOGRAPH

Staff member Scott Baker photographed the Board and staff with the new Grapevine Main Observation Tower in the background.

4. OLD BUSINESS

Membership Report - Janet Perkins

The membership was reported as 194 active memberships to date with donations of \$800 for a memory brick and donations.

Sponsorship Report – Balla Wright

Treasurer Balla Wright reported all agreements had been fulfilled with no changes.

Nash Farm Report – Vice Chairman Melva Stanfield

Vice Chairman Melva Stanfield reported the August *First Friday* program was attended by 89 participants; the *Homeschool Days* event hosted 175 visitors; Italian CarFest™ brought out 2,000 guests; the *Harvest Moon Supper* served 130 patrons; the *Barn Dance* hosted 175 attendees; bus tours totaled 36 tours; 14 luncheons and the 21st *Annual Fall Roundup (FRUP)* was attended by 2,500 visitors.

Vice Chair Melva Stanfield announced the upcoming *Bewitched by the Barn* event has 108 tickets already sold. She noted great turnout of children for the *FRUP*; *they could have sold another jar of pickles*

5. NEW BUSINESS

Nash Farm 2021 Events – Melva Stanfield

Vice Chairman Melva Stanfield reported the Nash Farm Committee meetings had been delayed due to GrapeFest activities; they will meet on November 11, 2021, the 2nd Thursday of the month.

Chairman Curtis Ratliff thanked Melva for her report, he asked for any comments; there were none.

Historic Preservation Programs Manager David Klempin discussed the annual membership meeting scheduled for November 11, 2021. David recommended doing the program in the Nash Farm House to include box meal dinners in the Pole Barn. The suggested cost of the dinners priced at \$25 with a mandatory RSVP to the Annual Meeting. The group supported meeting in the Farm House. Secretary Janet Perkins suggested making a sign board with members names posted. Melva presented an idea to have the meeting first, then thank them publicly with awards presented during dinner limited to 20-25 minutes maximum with a slide show in duration. Curtis agreed with the addition of mentioning all achievements throughout the year, noting bricks sold and fundraising dollars.

Director McCallum suggested having the annual membership meeting and dinner in the new Friendship Hall; All museums would be open on the Ted R Ware Plaza. This would connect Nash Farm to the museums plus a slideshow to be shown in the new Friendship Hall; and the Grapevine Historical Society Museum has new displays. This would aid in introducing the public to the new Friendship Hall. Council Liaison O'Dell suggested using tables and chairs on the plaza to serve dinner.

Chairman Ratliff stated as this was not an action item, and all agreed, it was decided.

DISTRIBUTION OF LIAISON REPORT

City Council Liaison Update – Council Member Duff O'Dell

Council Liaison Duff O'Dell reported the Neighborhood Night Out was a success with 32 neighborhoods in attendance; supporting a great relationship with the Mustang Drive Outreach Center After School program. She announced the Chicken N Pickle would be at the north end of the Delaney property, the Winery building will remain with some remodeling. This will be the largest pickleball facility in Texas with indoor/outdoor courts; the game originated out of Kansas City. Regarding Economic Development and ten active projects with a new Director now here and running with it.

The Texas Municipal League had noted malls everywhere are dying, except Grapevine. Grapevine's activities and events year-round has been successful. Council Liaison O'Dell added, excitement was building in October and into November & December gearing up for the *Christmas Capital of Texas!*

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

Executive Director Paul W. McCallum reported September was a great month with GrapeFest and the Thursday, Friday, Saturday night activities. There have been changes in the use of facilities from the Town Square to Peace Plaza launched in spring, some at noon some evening to work with restauranteurs; get meal-join in the fun. This is an effort for balance across the whole District, more people come to visit Grapevine Main then flow down to the 100 block.

The biggest project to fruition was on GrapeFest Saturday at the Peace Circle, we were extremely fortunate to have representatives from all ten tribal nations, with seven direct descendants in attendance. It was very refreshing to hear the gratitude expressed, not only to leadership but to Grapevine's citizens. Staff had reached out for their input, Sallie Andrews researched the history of the tribal members of the Peace Circle for several years solving some intertribal questions; the event continues to get press. Peace Circle was the biggest project to come to fruition on a GrapeFest Saturday and refreshing to hear the gratitude expressed by all; GrapeFest was focused on the business of Grapevine with 23 organizations involved and professional vendors; restaurants did a lot of business with high record sales, eclipsing all previous numbers. This is how we build new customers, analyzing credit card purchases showed the zip codes where our visitors came from with many people traveling from out of town; Live music was well received and the same bands kept in rotation on the same day creating efficiency with over 100,000 attendees; the Grapevine Farmers Market continues to be successful as well as The Palace with their many tribute bands selling out, movies, matinees and crafts events; Butterfly Flutterby was very well attended by families; the

Choppin' Cotton dedication recognizing Joe Wright and Jess M. Daniel and their families was very successful; The Nash Farm Fall Round-UP! turned out great and was well attended;

Gearing up for the of *Christmas Capital of Texas* (CCOT) 40 days with 1,400 events. There will be wrapped gift boxes for photo opportunities in the Plaza with plans in place to reinforce, strengthen the gift boxes; *Christmas Capital of Texas* begins on Monday, November 22nd with the *Carol of Lights* at City Hall, with activities kicking off at 4pm. The *North Pole Express* runs from November 26th-December 23rd, sponsored by Great Wolf Lodge and TEXRail; the *North Pole Express* is almost entirely sold out, this year there will be a queue line for those who miss their assigned train ride time; there will be no shuttles running during CCOT; there will be a 44 foot live Christmas tree with a large ornament on top; the tree will be located in the Plaza with a tree lighting scheduled at 7 p.m.; The tree lighting will coordinate with Carol of Lights event on November 22nd. A group of professional Victorian Carolers are booked to sing in the Plaza at the Christmas tree On Saturday nights; the water feature on the Plaza will light up in Christmas colors; Harvest Hall will be selling hot cocoa, mulled wine and treats;

Hotel Vin has been recognized by Conde Nast Traveler's *2021 Readers Choice Awards* in the top 10 hotels in Texas; Marriott recognized Hotel Vin as *Hotel Opening Success* of the year

Treasurer Balla Wright on behalf of herself and the Wright Family thanked all for contributing in Joe's memory to help with the Choppin' Cotton bronze statue.

ADJOURNMENT

Balla Wright, seconded by Wendy Nelson, made the motion to adjourn the meeting at 6 p.m. The motion prevailed by the following vote:

Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Fray, Hummer, Jensen and Nelson)

Nays: 0 None

Absent: 1 (Franks)

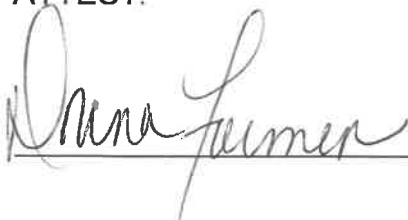
PASSED AND APPROVED OCTOBER 20, 2021 MINUTES BY THE GRAPEVINE HERITAGE FOUNDATION, ON THIS THE 19th DAY OF JANUARY 2022.

APPROVED:



CHAIRMAN

ATTEST:



SECRETARY