

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

The Grapevine Heritage Foundation Board of Directors met at 4:00 p.m. on Wednesday, January 15, 2014 in the Grapevine Convention & Visitors Bureau, 2nd Floor Boardroom, 636 South Main Street, Grapevine, Texas.

Curtis Ratliff	Chairman
Melva Stanfield	Vice-Chairman
Balla Wright	Treasurer
Mike Lease	Council Liaison
Ron Hewlett	Member
Sue Franks	Member
Rick Lawlis	Member
Janet Perkins	Member

The above constituting a quorum with member(s) absent: Frances Jensen, Pat Stinson and Don Vaughn.

With the following city staff present:

Paul W. McCallum	Executive Director, Grapevine Convention & Visitors Bureau
David Klempin	Historic Preservation Officer
Jim Lauderdale	Nash Farm Manager
Mary Bush	Administrative

I. CALL TO ORDER

Chairman Curtis Ratliff called the meeting to order at 4:00 p.m.

II. CITIZEN COMMENTS

There were no citizen comments.

III. APPROVAL OF MINUTES

Balla Wright made the motion to accept the minutes as written from the September 18, 2013 meeting; Janet Perkins seconded the motion, which prevailed in the following vote:

Ayes: All (Ratliff, Stanfield, Lease, Wright, Franks, Hewlett, Lawlis and Perkins)
Nays: None
Absent: (Jensen, Stinson and Vaughn)

IV. OLD BUSINESS

Janet Perkins reported on membership and reminded all the renewal dates are now their membership anniversary dates. Members with a renewal due are listed as active for 90 days before dropping to the inactive list. Renewal letters have been printed and addressed for those whose membership has lapsed; board members are now asked to sort through for folks they know to put a personal handwritten invitation to rejoin on the letters this afternoon and they will be mailed out tomorrow.

Chairman Ratliff gave the update for the Nash Farm neighbors who had signed the Nash Farm Deed Amendments; about six weeks ago, a continuance had been granted to Mr. Crill at his request. The judge is fully aware of all past meetings and all documents.

Staff reported the contractors had begun in the first week of January on the Nash Farm fence. There had been some delays due to rain; three-quarters of the perimeter posts are set. The contractors will finish the south side and then begin setting the internal posts. Citizens passing by have made favorable comments.

Melva Stanfield gave the Nash Farm activity and Farmhand volunteer's hours reports. The Victorian Christmas had 100 attendees, which was considered a good number as the event had been rescheduled due to icy conditions. Those attending gave overwhelming feedback as to how much they enjoyed seeing what a Nash Family Christmas would have been like. Most of our traditions today do come from the Victorian era. Balla Wright commented on the impressive table setting with true period food.

V. NEW BUSINESS

Chairman Ratliff presented the proposed signage for the Public Use Policy rules for visiting the Farm. City Attorney Matthew Boyle had a couple of concerns that have been addressed. The Public Use Policy will be put on an aluminum sign accompanied by a notice of rules for photographer memberships. Chairman Ratliff called for discussion of the sign as an action item. Rick Lawlis questioned the No Dogs other than service animals; Melva said dog walking would be a liability and the Farm is not a park. P.W. McCallum agreed saying this is what the Board is trying to communicate; Nash Farm is not a park, it is a living history education center.

Rick Lawlis put forth the motion to approve the Public Use Policy sign, Sue Franks seconded the motion, which prevailed in a vote of:

Ayes: All (Ratliff, Stanfield, Lawlis, Lease, Franks, Perkins,
and Wright)

Nays: None

Absent: (Jensen, Stinson and Vaughn)

The Photographer Membership Policy sign was presented for discussion. Ron Hewlett asked why this was needed, Melva answered the Farm had been overrun by photographers moving Farm items and leaving behind clutter; Mike Lease added they had also driven vehicles across the grounds. Ron asked if there was a policy in place with the city parks; P.W. answered yes there were citywide policies in place to prevent reality shows and movie makers from over-running public right away and infringing on neighbors. Chairman Ratliff called for a motion.

Melva Stanfield put forth the motion to approve the Photographer Membership Rules sign; Janet Perkins seconded the motion, which prevailed in a vote of:

Ayes: All (Ratliff, Stanfield, Hewlett, Lawlis, Lease, Franks, Perkins,
and Wright)

Nays: None

Absent: (Jensen, Stinson and Vaughn)

Chairman Ratliff updated all on the Preservation Committee as an ad hoc committee to assist the Candlelight Tour of Homes, Preservation Advocacy and the e-newsletter. Francis Jensen is the chair working with Melva Stanfield, Ron Hewlett and Kayte Roberts. Frances could not be here due to a work commitment. He also had called for a brick paver ad hoc committee with Balla Wright serving as chair and Ron Hewlett and Sue Franks on this committee.

With the 2014 year in place, the board considered a strategic planning session for late spring 2014 to discuss the work plan for 2015. Melva asked for the board of directors to have a copy of the last strategic planning session; Mike Lease agreed and asked David Klempin to email to the board. The group decided on Saturday morning, April 5, 2014 with an 8:30 a.m. breakfast and the session to be 9 a.m. – noon.

Ayes: All (Ratliff, Stanfield, Hewlett, Lawlis, Lease, Franks, Perkins,
and Wright)

Nays: None

Absent: (Jensen, Stinson and Vaughn)

VI. DISTRIBUTION OF LIAISON REPORTS

Grapevine Historical Society Liaison Report-Joe Ann Standlee, President

Joe Ann Standlee reported two-thirds of the museum's artifacts had now been cleaned and they are now in the process of numbering all items for accession. She thanked the city for allowing the use of the American Locker building for their cleaning and the Daughters of the American Revolution for their aid in cleaning. The Grapevine Ice Company museum walls are now being finished. The new officers are enthusiastic with their new building. The Society's membership is up and they are having good attendance of their monthly programs. The Depot will now be open on Saturdays and Sundays with their members making sure all is cleaned, dusted and waxed.

Grapevine Convention & Visitors Bureau Liaison Report-Paul W. McCallum

P.W. McCallum reported the success of the Christmas Capital of Texas, a 40 day festival with 1,400 events had hosted a million plus people. There were many challenges due to icy weather conditions, the Christmas parade had to be rescheduled. The Carol of Lights had new features this year with great media coverage by WFAA news. Lighting washed the garland covered Convention & Visitors Bureau building, with marionettes in the gallery and International Christmas shopping. Christmas festivities were enhanced with live Christmas trees along Main Street, street entertainers and dramatic changes to the North Pole Express. The Palace Arts Center did not suffer a lot of weather cancellations, 2,090 people attended the Christmas movies with the first movie a sell out of 433 people in the theater with only 424 seats. The Texas Tenors sold out all five of their shows for a total of 2,172 attending; the Grapevine Opry had 1,226 attending and ended the year on New Year's Eve

with 333 guests. The tractor drawn wagon rides earned near \$1,200 and the marionettes had 2,000 people attend.

The North Pole Express was impacted by the ice storm, losing 13 runs, but maintained 23,436 passengers and 29,000 people visited the North Pole Express wonderland. More Christmas memories were made with the Wine Trains and the Nash Farm Victorian Christmas.

The Gaylord Lone Star Christmas and ICE! event had 227,126 in attendance with 62,200 guests snow tubing and 6,000 visiting the Gingerbread Houses. Even with the ice storm, the Great Wolf Lodge had an increase of 3.5 percent. Bass Pro Shops had increases in attendance and sales with a very successful promotion of free photographs with Santa. The Twinkle Light Boat Parade was cancelled due to the ice storm.

The CVB's new website launch experienced 227,859 unique visits, the busiest month ever in the history for the City of Grapevine, 40 percent more than Dallas' website. Christmas Capital of Texas first time visitors increased by 12 percent; the largest generator of ICE! ticket sales was our website.

The Christmas Capital of Texas continues to grow, but being chased by Frisco and Arlington. More new things will be added for 2014 to add to the streetscape and historic district. Ten years ago December was our worst month; now with the Christmas Capital of Texas, December is a very strong month.

VII. ADJOURNMENT

Rick Lawlis, seconded by Melva Stanfield, offered a motion to adjourn the meeting at 5:20 p.m. The motion prevailed by the following vote:

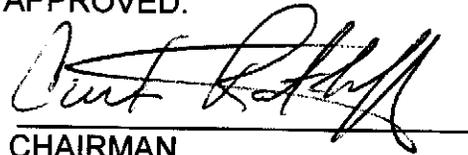
Ayes: All (Ratliff, Stanfield, Hewlett, Lawlis, Lease, Franks, Perkins, and Wright)

Nays: None

Absent: (Jensen, Stinson and Vaughn)

PASSED AND APPROVED BY THE GRAPEVINE HERITAGE FOUNDATION, THE JANUARY 15, 2014 MINUTES, ON THIS THE 19th DAY OF MARCH, 2014.

APPROVED:


CHAIRMAN

ATTEST


SECRETARY