



**Agenda**  
**Grapevine Heritage Foundation**  
**Continuation of Strategic Planning Session**  
**June 19, 2014**  
**5:00 PM at Grapevine Convention & Visitors Bureau**  
**636 South Main Street**  
**Grapevine, Texas**

**Welcome – Dr. Curtis Ratliff**

**Session Moderator – Paul W. McCallum**

- **Review of GHF 2011 Strategic Plan and Accomplishments**

**Priority Goal One: Establish Nash Farm and Palace Arts Center as a living/breathing destination for all citizens and visitors to Grapevine.**

*(Goal Summary: To broaden the appeal of Nash Farm to all citizens and visitors to Grapevine and make it more of a destination by developing a 10 year plan for the Farm and the Palace Arts Center; develop a tourism strategy and destination branding that connects historically significant sites; outreach including the use of technology; present various programs including re-enactments, daily activities, live animals, etc.)*

**Priority Goal One Accomplishments – Nash Farm**

**Staffing and Management** *(Accomplishment Summary: Nash Farm Manager position created; Farmhand program instituted and period clothing guidelines established; training program and workshops established for volunteers including ALHFAM conferences; created Nash Farm Interpretive Host contract position; developed Standard Operating Procedures for livestock care, tours and heritage demonstrations; created reports to track interpretive programs, volunteer hours and revenue; created logs to track livestock care, building maintenance and grounds maintenance.)*

**Interpretive/Educational Programming** *(Accomplishment Summary: Acquired period appropriate Nash farmhouse furnishings; created interpretive panels and signs and updated self-guided walking tour brochure; held 35 events and programs; updated group tour program for adults and children; developed acquisition plan for livestock and improved crop areas.)*



**Marketing/Branding Initiative** (Accomplishment Summary: Collaborated with CVB Marketing team to create newspaper, magazine, radio and social media marketing information about Nash Farm. )

**Priority Goal One Accomplishment – Palace Arts Center**

(Accomplishment Summary: CVB staff installed a new digital sound board replacing one ten years old.)

**Priority Goal One Accomplishment – HPP Department/Staff**

(Accomplishment Summary: David Klempin serves as the Grapevine Main Street Manager and the Grapevine Heritage Foundation board serves as the Grapevine Main Street Board. Staff hosted state and national leaders who came to see how our program works and to learn from our success.)

**Priority Goal Two: Actively seek and explore new ideas for achieving our goals.**

(Goal Summary: To develop a sustainable revenue model across all activities including user fees, endowments, etc. Integrate Nash Farm and Palace into school field trips; become involved with high school drama departments and FFA and establish a board seat designated for a high school student.)

**Priority Goal Two Accomplishments – Nash Farm**

**Sustainable Revenue** (Accomplishment Summary: Presented two special events covering costs and generating revenue for future events; collected participation fees for group tours, First Friday program and Farmhouse on the Grape Vine Prairie at \$3 per person, 3 years and older; established participation fee for adult heritage education workshops at \$15 per person; collected revenues for facility rentals and photographer memberships. Yearly revenue increased to \$25,000.)

**Priority Goal Two Accomplishments – Palace Arts Center**

(Accomplishment Summary: CVB staff upgraded a new ticketing system greatly enhancing usability and customer service. Rental revenue from events greatly increased in past year.)

**Priority Goal Two Accomplishment – HPP Department/Staff**

(Accomplishment Summary: Conducted annual GHF membership drive with a 25 percent increase in revenue. Fully participated in all CVB festivals and events including Main Street Days and GrapeFest (GF Vintner's Auction and GF Texas Wine Tribute dinner; Christmas Capital of Texas activities; Holiday Decorating Contest for Main Street Businesses and Township residents and Holiday Wagon Rides throughout Historic Township.)



**Priority Goal Three: Become recognized as advocates for community preservation.** *(Goal Summary: Imprint the Grapevine DNA to grow appreciation of Grapevine's historic ethic including Nash Farm, Palace Arts Center, Railroad district, etc. Work for the preservation of Historic Love Chapel. Explore combining the Grapevine Heritage Foundation and the Grapevine Historical Society.)*

**Priority Goal Three Accomplishments – Nash Farm**

**Facility Restoration and Maintenance** *(Accomplishment Summary: Re-leveled Farmhouse foundation and graded area to prevent water from going underneath the structure; repaired windmill; moved Soil Conservation Building to farm property, restored building and began utilizing it as office, training facility and exhibit space; built appropriate perimeter and internal cross fencing to maintain livestock and prevent trespassing; began barn restoration project of two cribs for feed, hay and tools; expanded livestock pen and developed a future refurbishing plan and Phase 1 of ADA trail development in progress.)*

**Priority Goal Three Accomplishments – Palace Arts Center**

*(Accomplishment Summary: CVB staff adapted a movie selection rating system with the goal of increasing attendance and revenue resulting in two movie sell-outs. CVB staff driven concert programming produced five sell-outs in 2013.)*

**Priority Goal Three Accomplishment – HPP Department/Staff**

*(Accomplishment Summary: Presented 7th Annual Candlelight Tour of Homes in November; Presented annual Preservation Advocacy Awards for achievements in historic preservation during May -- National Historic Preservation Month.)*

- **Develop New Goals for 2014-2020**

*(Note: Goals set in 2011 -- Make Nash Farm primary focus of GHF; Initiate Nash Farmhand Program; Shift cultural arts efforts and programming to other Grapevine arts organizations; Take a two year hiatus from fundraising and Promote Top Ten Historic Building List.)*



## **Nash Farm Goals**

- **Farm Development for Living History Program**
  - **Livestock Acquisition**
  - **Farming Exhibit – Cotton, Corn and Wheat**
  - **Equipment Exhibit**
  - **Interpretive Walking Trail (ADA)**
  - **Farmhouse and Yard (*Period Appropriate Coordination*)**
  
- **Events and Farm Rentals**
  
- **Volunteer Recruitment, Care and Feeding of Volunteers**
  
- **Staffing for Nash Farm**

## **Palace Goals**

- **Foundation Sponsored Programing**
  
- **Pitch and Intro Program at Palace**



## **June 19<sup>th</sup> Continuation of Agenda of April 5, 2014 Strategic Planning Session**

- **Relevance of Current Programs**
  - **Review Current Mission Statements –  
Grapevine Heritage Foundation**

The Grapevine Heritage Foundation is a not-for-profit community organization committed to promoting the preservation, protection and economic development of Grapevine's physical and cultural heritage.

The Foundation educates all generations about historic places and cultural resources that distinguish Grapevine from other communities by promoting the unique sense of community through activities and programming for children, adults and visitors to Grapevine.

- **Review Current Grapevine Heritage Foundation Structure**
  - **GHF Board of Directors**
    - **Leadership**
    - **Bylaws**
    - **Annual Meeting and Volunteer Appreciation Awards**
- **Review Current Mission Statements –  
Nash Farm**

Preserve, protect and visually reflect the significance of our farming and agricultural heritage so that future generations may appreciate and experience a way of life lived by the settlers of the Grape Vine Prairie.

- **Nash Farm Committee**
  - **Nash Farm Property Development and Oversight**
  - **Farmhand Program**
  - **School Tours**
  - **Adult Heritage Programs**
  - **Spring Into Nash and Fall Round-Up! Events**
  - **Farm Animal Acquisition and Maintenance**
  - **Christmas Capital of TX Wagon Rides/equipment use  
and fund generation**



- **Membership Development Committee**
  - **Funding Opportunities/Sponsorships**
  - **Brick Paver Promotion**
  - **Future Endowment**
  
- **Ad Hoc Committees**
  - **Palace Pitch and Movie Introduction**
  - **Preservation Advocacy Awards**
  - **Candlelight Tour of Homes**
  - **Heritage Education Program (Main Street Tours)**
  - **Texas Main Street Program (GHF Board is Main Street Board) (National Trust for Historic Preservation Conference Attendance)**

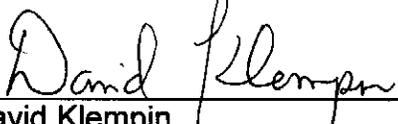
## **Discussion**

## **Closing Comments – Dr. Curtis Ratliff**

## **Adjournment**

The next meeting of the Grapevine Heritage Foundation will be held on July 16, 2014. If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact the Office of Historic Preservation at 817-410-3585 at least 24 hours in advance. Reasonable accommodations will be made to assist your needs.

In accordance with Texas Government Code, Chapter 551.001 et seq. Acts of the 1993 Texas Legislature, the Grapevine Heritage Foundation Board meeting agenda was prepared and posted on this, the 13th day of June 2014 at 5:00 pm.

  
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David Klempin  
Manager, Heritage Programs & Preservation