

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

The Grapevine Heritage Foundation Board of Directors met at 4:00 p.m. on Wednesday, March 19, 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
Pat Stinson	Secretary
Ron Hewlett ✓	Member
Sue Franks	Member
Rick Lawlis	Member

The above constituting a quorum with member(s) absent: Frances Jensen, Mike Lease, Janet Perkins and Don Vaughn. ✓

With the following city staff present:

Michael Woody	Assistant 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

Citizen Ross Bannister requested a copy of the Grapevine Heritage Foundation (GHF) bylaws; Chairman Ratliff agreed to accommodate Mr. Bannister.

III. APPROVAL OF MINUTES

Pat Stinson made the motion to accept the minutes as written from the January 15, 2014 meeting; Melva Stanfield seconded the motion, which prevailed in the following vote:

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

IV. OLD BUSINESS

In Janet Perkins absence, David Klempin reported on Membership Development announcing membership at 184 active members yielding revenue of \$41,504. He thanked the board of directors for their handwritten notes to members whose membership had lapsed; he noted 14 renewals had come in including Bank of the West. Longtime member Tommy Simmons donated 50 shares of American Airlines stock to be used at the Nash Farm.

Chairman Ratliff announced the litigation of the Nash Farm deed restrictions had reached final judgment and the Farm could now move forward developing more educational programming. Vice Chairman Melva Stanfield thanked Curtis and staff for their perseverance in gaining the support of the neighborhood.

Vice Chairman Stanfield gave the Nash Farm activity reports. She reminded all to please sign-in when volunteering, these numbers are important for justification of more staff and in seeking grants.

Nash Farm Manager Jim Lauderdale reported the fence was coming along well and would hopefully be completed by Friday for a City inspector to sign off on. Vice Chairman Stanfield said this would mean we are now ready for animals.

Chairman Ratliff thanked all who participated in the Farmhand Recruitment drive. He reminded the board to be prepared to take part in the April 5th Strategic Planning Session at Nash Farm.

V. NEW BUSINESS

Chairman Ratliff asked all to take a bundle of the *Spring Into Nash* rack cards to distribute; he noted an eBlast had gone out two weeks ago to all foundation members, homeschoolers and the Grapevine-Colleyville Independent School District. He said advertising had been place with the DFW Child magazine and in the Courier newspaper. The *Spring Into Nash* event will have the quilting guild again, Larry Wheat String Band and the corn grinding and chicken feeding; the only lost activity would be the Southwest Dairy Group due to a prior commitment. He asked all to remember the *Spring Into Nash* steering committee would meet on March 25 after the committee meeting.

In the absence of Frances Jensen, David Klempin updated all on the newsletter and the Preservation Advocacy Awards. Staff had compiled nine properties nominated and the Foundation would approve those to award this year during National Preservation Month in May. The property owners chosen would receive their awards from Mayor Tate in the May 6 City Council meeting.

Treasurer Balla Wright reported as the Chair for the ad hoc committee to promote the sale of the engraved bricks paving the Palace Arts Center and Nash Farm walks. The bricks would be promoted with a display on the GHF Membership table at *Spring Into Nash*. There would also be a rack card promoting the sale of the bricks to note special memories; these cards would be in place at the Farm, The Palace Theater and distributed in merchant's brochure racks around town.

VI. DISTRIBUTION OF LIAISON REPORTS

Grapevine Historical Society Liaison Report-Joe Ann Standlee, President

Joe Ann Standlee reported the Society is getting close to setting up the Grapevine Ice Company museum at the end of May. The museum at the current location will be open during Spring Break on Saturday and Sunday plus Friday for "Thomas the Train".

On Saturday, March 1st, the Society held a celebration of Texas Independence Day (May 5) at the Torian Cabin with an 1846 flag and the Boy Scouts support; Sue Franks led all in singing "The Star-Spangled Banner" with 75 – 90 people attending and passers-by stopping in. Mayor Tate and Ralph Gary spoke on the importance of this day. The Star-Telegram newspaper did a great article on the event.

On May 24th the Society will celebrate with a birthday party for the museum and honor veterans for their service in all wars. Joe Ann said they are ready to exhibit and getting the word out with the Southlake Journal printing articles on the museum. They have several new board members and find this exciting as a "shot in the arm" for their development.

Grapevine Convention & Visitors Bureau Liaison Report-Michael Woody

Michael Woody reported on the many new pieces of marketing collateral to promote Grapevine with the *Nexos*, American Airlines Spanish language magazine, promoting Grapevine's wineries; the *Grapevine Today* Spring issue is ready for distribution and the *Walking Tour Guide* is here. The number associated with each merchant in the *Walking Tour* will match up to a QR (Quick Response) code in the merchant's display window; when scanned with a mobile telephone you will hear the history of each building as you tour Historic Main Street.

The launch of the new website has been a success with 70,000 unique visits to our site and the good part was, visitors are spending a lot of time there with nine minutes per visit showing people are engaged. Ridership is up on the Visitors Shuttles with February riders up 60 percent over last year's numbers; the shuttles have been a great option for visitors from the airport and hotels to get around town as they hop on and hop off all day for \$5.

The Jazz Wine Trains have sold out; April 12 is the *New Vintage Blessing of the Vines* winery tour; *Day Out with Thomas* will be a great compression downtown with three weekends; and April 4 – 5 will be ChocolateFest. The Lone Star Hi-Railers Model Train Association of Grapevine will exhibit their model train layout in the baggage car across from the Police Department. A promotion for hotel concierges will be April 9.

As for hotels, Great Wolf Lodge has a new General Manager, Ken Broome and we have sad news with the retirement of John Imaizumi from the Gaylord Texan Hotel. The Grapevine Mills mall will have a 42 million dollar renovation as they obtain new shops, New Buckle Jeans, Michael Kors, and retain the only Off Saks 5th Avenue store in this area. Legoland is expanding their outdoor splash area. Sloan & Williams Winery will be opening near the corner of Texas and Jenkins Streets; they will also have a small outdoor seating area with limited hours.

Two new staff members are welcomed to the CVB, Andres Bustillos to manage digital marketing and Barry Feldner with festivals and events.

Chairman Ratliff thanked Michael for the CVB updates and reminded all the *Farmhouse on the Grapevine Prairie* program would be March 22 from 10 a.m. – 12 noon.

VII. ADJOURNMENT

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

Ayes: All (Ratliff, Stanfield, Wright, Stinson, Franks, Hewlett, Lawlis)

Nays: None

Absent: (Jensen, Lease, Perkins and Vaughn)

PASSED AND APPROVED BY THE GRAPEVINE HERITAGE FOUNDATION, THE MARCH 19, 2014 MINUTES, ON THIS THE 21ST DAY OF MAY, 2014.

APPROVED:


CHAIRMAN

ATTEST:


SECRETARY