

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

The Grapevine Heritage Foundation (GHF) Advisory Board met at 5:00 p.m. on Wednesday, June 19, 2019 in the Grapevine Convention & Visitors Bureau, 2nd Floor Boardroom, 636 South Main Street, Grapevine, Texas 76051 for their regular scheduled monthly meeting.

Curtis Ratliff	Chairman
Melva Stanfield	Vice Chairman
Balla Wright	Treasurer
Janet Perkins	Secretary
Sue Franks	Member
Courtney Fray	Members
Becky Hummer	Member
Duff O'Dell	City Council Liaison

The above constituting a quorum with member(s) Frances Jensen absent.

With the following Convention & Visitors Bureau staff present:

Paul W. McCallum	Executive Director, Grapevine Convention & Visitors Bureau
Paula Newman	Managing Director of Administration & Operations
David Klempin	Heritage Preservation Programs Manager
Cody Jolliff	Nash Farm Manager
Mary Bush	Administrative

I. CALL TO ORDER

Chairman Curtis Ratliff called the meeting to order at 5 p.m. and thanked all for attending. Chairman Ratliff introduced the Grapevine Heritage Foundation's (GHF) new City Council Liaison Duff O'Dell, acknowledging her service as a past member of this board and welcomed her back. Council Liaison O'Dell thanked him and greeted the board.

II. CITIZEN COMMENTS

There were no citizen comments registered.

Any person who is not scheduled on the agenda may address the Historic Preservation Commission 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 action during Citizen Comments.

III. APPROVAL OF MINUTES

Balla Wright made the motion to accept the minutes as written from the May 15, 2019 meeting. Becky Hummer seconded the motion, which prevailed in the following vote:

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

IV. OLD BUSINESS

Membership Report-Janet Perkins

Secretary Janet Perkins said May's membership was 186 active members and reported she had researched the demographics of the current membership in quest of the Foundation's target group to stimulate membership. She quoted the current Champion membership level at six participants totaling \$6,000; the Patron level now had 67 members totaling \$6,700 with the balance of the membership coming in as Preservation, Trail Blazer and Family level memberships.

Secretary Perkins said the benefits of membership were an annual GHF calendar, the annual meeting, festival and movie passes. She reported the current database is a very aging membership, to gain new members she quoted the statistics for the current population as an average age of 38 years old; White with 21 percent Hispanic; with education as High School graduates at 91 percent and those completing a Bachelor of Arts degree at 41 percent.

She suggested to increase GHF membership through repeating the board member's letters of invitation, encouraging our local business owners; flyers in the City's water billing; membership information at all historic locations; the success of the Speaker's Bureau contacting local organization groups; she suggested the Foundation update donors with employers who match their gifts; revisiting the benefits of \$250 and up; membership renewals with more rewards of increased festival or movie passes; discounts and perhaps VIP special parking to answer what are the benefits of membership. Secretary Perkins suggested a membership committee be considered.

Nash Farm Report-Melva Stanfield

Vice Chairman Melva Stanfield gave the Nash Farm report of 77 participants for the *First Friday* "Chickens" program; five group tours with 337 attending; a rental with 75 attending; two 12-station *Cheese Making Workshops*; it was a rainy day for the *1860s Baseball* but 186 still came to watch the game; totaling 1,226 May visitors. She reported June had started busy despite the rains with more events to come.

Farm Manager Cody Jolliff advised the board of the *Grapevine Pioneers SummerBlast* program June 1 – September 1, 2019. A *Grapevine Field Journal* passbook with information regarding the train and travel, and a guide to eight activities for a one-time cost to use over the summer visiting our history subjects with interpretive guides at each site. He is working with the Visitor & Cultural Services Manager and the Sales team to make the Journal available at the hotels

Sponsorship Report-Balla Wright

Treasurer Wright noted the 2019 Sponsorship Campaign remains at \$20,000.

Palace Arts Center Report-Paula Newman

Managing Director of Administration & Operations Paula Newman said as a bonus and to cool down, the Palace Theatre will have \$4 matinees every Tuesday and Wednesday from June 11 – August 14; or show your *Field Journal* for a complementary admission. She reported the Palace Arts Center had 37 events for a total of 5,647 guests; and booked 26 future events. The First Friday Film will be Top Gun; Saturday night will be Rock 'n' Roll Heaven; July 13 is the Carpenters Tribute Concert. An update on our new manager, Jessica Farrish has been very active to get new acts and generating new entertainment. For the Tuesday and Wednesday matinees, check our website.

V. NEW BUSINESS

2019 GHF Scholarship-Balla Wright

Chairman Ratliff called on Treasurer Wright to present the nominee chosen as the recipient of the 2019 GHF \$1,000 Scholarship. GCISD Class of 2019 Madison Tuley is attending the University of Texas at Arlington's CAP program; she would be here today but is with her history teacher in Italy. She will then transfer to UT Austin for her double major for Anthropology and History degrees.

Chairman Ratliff encouraged all to contribute to make this scholarship possible each year. He called for a motion to approve Madison Tuley for the 2019 GHF Scholarship. Melva Stanfield made the motion to approve Madison Tuley as the 2019 recipient of the GHF Scholarship; Janet Perkins seconded the motion, which prevailed in the following vote:

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

2019 Candlelight Tour of Homes Update-Melva Stanfield

Vice-Chairman Melva Stanfield gave the update for the *2019 Candlelight Tour of Homes*. Saying the dates for the training; November 1 Friday Night Pre-Tour; and the public tour on November 2 from 4 – 7 p.m. are set with duties assigned. The committee will meet at 6 p.m. immediately following this meeting; we will welcome Kindal Wright to the committee as a resident of the Historic Township, we look forward to working with her. Chairman Ratliff asked if there were any questions, there were none.

Grapevine Convention & Visitors Bureau Report-Paula Newman

Managing Director Paula Newman reported on Grapevine's *11th Annual SummerBlast* program *PIRATES! A Whimsical Adventure* located in the Tower Gallery inside Grapevine's Visitor's Information Center.

Stations allow children to dress up in Pirate costumes and climb aboard the pirate ship play structure while participating in STEM (Science Technology Engineering and Math) designed activities experiencing different weights and interlocking gears and the

resulting actions. Council Liaison O'Dell noted the target age group was small to 10-12 years old; it was confirmed.

Paul W. McCallum stated this was the byproduct of Tourism as it becomes very influential when it improves the quality of life in Grapevine every summer for locals as the *SummerBlast* program and is advertised within about a 350-mile radius. The Gaylord Texan has their Peter Pan theme, we link with the Pirate theme and allow hotels with no events to offer up this program, to stay an extra day to enhance the offerings of other hotels with an educational benefit to promote our area. The STEM piece is so important to parents Grapevine has added to this to be STEAM to add the Arts. Efforts to tie in the Grapevine Vintage Railroad plays in to the program enhancing the whole leisure experience while helping our children. This program will have a future, a good example of how tourism works for you the resident.

Paula Newman said GrapeFest is in the works; the update on the parking garage at the hotel was a projected 554 parking spaces; the garage elevators are now working. Mr. McCallum said parking is now free, other than during events, it is fully operational at the moment except for the license readers; during events a person is posted to discern if those parking are guests or parking for the railroad. Ms. Newman said the 120 room hotel is planned to open June 2020; Grapevine Main Station is scheduled for fall 2020 followed by the interiors of the food court; and the viewing tower will be manned by the CVB. The plaza's centerpiece of the Peace Circle featuring 10 Indian Nations and the Nation of Texas for a total of 11 bronze figures (at 125 percent life size) representing each nation signing The Treaty of Peace and Friendship; Grapevine's resident artist Linda Lewis is maintaining an accurate representation for the history of each tribe.

Council Liaison Duff O'Dell reported on the previous night's City Council meeting announcing Mason & Dixie café was approved to obtain a permit for wine, beer and some table seating on the sidewalk. At the Grapevine Towne Center, in the previous location of the MiMi's Café restaurant, CJ's Southern Kitchen was approved by Council including beer, wine and mixed beverages and to add outdoor speakers and seating, saying they hoped this addition would help the shopping center. Permit fees on the plaza hotel, multifamily housing and the now three hotels will be calculated by the square feet per the state bill passed. She told the group the GCISD Walk of Honor Had named Mary Virginia Simmons, Bill Powers, Roy Stewart and Billie Ebersole among their recipients.

Board Member Franks asked the status of the house? Mr. McCallum said there were bids presented for the 1903 Blevins House with none meeting the established minimum; therefore, they will do a little more inside and plant a couple of trees in the front to soften the view. They are in the process of insulating the walls and repairing sheetrock where the house had been split for the move, hoping to give people more confidence to see the vision. Bidding will reopen after additional work is completed.

VI. ADJOURNMENT

Vice Chairman Stanfield reminded all "July" is the Early Registration for the National Trust Conference; David Klempin said he had sent out notice with dates to all members.

Janet Perkins, seconded by Melva Stanfield, made the motion to adjourn the meeting at 5:54 p.m. The motion prevailed by the following vote:

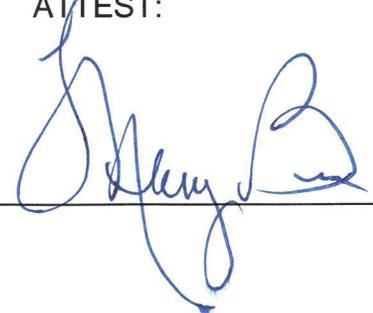
Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Franks, Fray, Hummer and Jensen)
Nays: 0 None
Absent: 0 None

PASSED AND APPROVED BY THE GRAPEVINE HERITAGE FOUNDATION, THE JUNE 19, 2019 MINUTES, ON THIS THE 17TH DAY OF JULY 2019.

APPROVED:

 CHAIRMAN

ATTEST:

 SECRETARY