

**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, August 19, 2020 in the 2<sup>nd</sup> 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
Sue Franks	Member
Francis Jensen	Member
Becky Hummer	Member
Wendy Nelson	Member
Duff O'Dell	City Council Liaison

The above constituting a quorum with member(s) Courtney Fray absent.

With the following Convention & Visitors Bureau staff present:

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

**1. CALL TO ORDER**

Chairman Curtis Ratliff called the meeting to order at 5:00 p.m. and turned the meeting over to Vice Chairman Stanfield due to hearing issues.

**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 action during Citizen Comments.*

### **3. APPROVAL OF MINUTES**

Janet Perkins made the motion to accept the minutes as written from the July 15, 2020 regular meeting. Balla Wright seconded the motion, which prevailed in the following vote:

Ayes: 7 (Ratliff, Stanfield, Wright, Perkins, Hummer, Jensen and Nelson)

Nays: 0 None

Absent: 1 (Fray)

### **4. Texas Main Street Program – Dr. Curtis Ratliff and David Klempin**

Chairman Ratliff called on David Klempin, Heritage Preservation Programs Manager and Historic Preservation Officer. David Klempin explained the National Main Street revitalization effort for historic downtowns was formed 40 years ago, and there has been a statewide Texas program since that time operating through the Texas Historical Commission. The Texas Main Street Program (TMSP) is one of the oldest and largest in the nation.

The mission of the TMSP is to provide technical expertise, resources and support for Texas communities in the preservation and revitalization of historic downtowns and commercial neighborhood districts in accord with the *National Main Street Four Point Approach* of 1) organization, 2) economic vitality, 3) design and 4) promotion." Texas Main Street staff work on a daily basis with our 88 designated communities to help them reach their revitalization and preservation goals through this approach. The methodology provides the necessary tools for local communities to effectively address the issues historic downtowns face.

The TMSP is part of the Community Heritage Development Division of the Texas Historical Commission and operates in affiliation with Main Street America®, a subsidiary of the National Trust for Historic Preservation. In 1981, following a pilot project of the national center that studied ways to address the decline of America's downtowns, the TMSP accepted its first communities and became one of the first six statewide coordinating programs in the nation.

A Main Street is a powerful tool for reviving local economies and bringing communities together to forge their future. Originally Grapevine was considered to have not enough economically repressed properties to meet the criteria but with the Dallas Fort Worth International Airport on Grapevine soil, and located between Dallas and Fort Worth metropolitan cities, and with a history of settlement in 1844, it was allowed to join as a voluntary Main Street program.

A great deal of effort has been invested by staff, filing monthly reports of economic development, documenting the community's charitable acts and volunteerism toward maintaining a hometown atmosphere; and earning the State and National Main Street recognitions.

Chairman Ratliff thanked Mr. Klempin for his work with the Texas Main Street program and asked for questions or comments. There were none.

## 5. OLD BUSINESS

### **Membership Report - Janet Perkins**

Secretary Janet Perkins stated the Foundation had 190 active members and no donations for the month of July 2020.

### **Nash Farm Report – Melva Stanfield and Cody Jolliff**

Vice Chairman Melva Stanfield reported The Nash Farm *First Friday* “Celebration of Independence” had 62 attendees; the *Annual Ice Cream Social* tickets sold-out with a 200 tickets limit due to the corona virus public health restrictions. Farm attendance for the month of July totaled 894 visitors.

Farm Manager Cody Jolliff announced the *Harvest Moon Supper* would be held under the full moon on October 1, 2020. To meet public health restrictions, tickets will be sold as “tables” for couples or in increments of four, six or eight seat tables for families. Grapevine’s newest winery, Bull Lion, has been asked to serve their wines for purchase with the dinner. Tickets will be online in the next few days. Vice Chairman Stanfield noted the abundance of this year’s corn crop in the front pasture, growing tall and thirsty.

### **Nash Farm Sponsorships – Balla Wright**

Treasurer Wright said the 2020 goal of \$20,750 was met and is in place; she acknowledged and reminded all how fortunate the Farm was to have met this year’s goal.

### **GHF 2021 Calendar Project Update – David Klempin**

Heritage Preservation Programs Manager David Klempin said the 2021 GHF calendar committee had located a much lower cost for production of the 2021 calendars. He announced the 2021 calendar theme was “Roots Run Deep” reflecting on the Witness Tree at West Wall and Scribner Streets as the marker for the four original 1844 land grants, witnessing the beginning of Grapevine’s great familial heritage. Council Liaison O’Dell complimented the calendar’s condensed timeline.

## 5. NEW BUSINESS

### **2020 Nash Farm Fall Round-Up! Presentation - Cody Jolliff**

Farm Manager Cody Jolliff discussed the *Fall Round-Up!* (FRUP), Saturday, October 17, 2020 event with proper social distancing, he recommended a morning and an afternoon session with tickets at \$3 each to include regular no charge activities plus some coupon payment activities. Chairman Ratliff confirmed each session was limited to 200 attendees. The Friday night, October 16, 2020, *Barn Dance* the night before would be handled in the same way. Council Liaison O’Dell asked about the FRUP admittance cost, the Farm Manager answered \$3, the same as the *First Friday* programs. Chairman Ratliff called for a motion.

Becky Hummer made the motion, in order to limit the *Fall Round-Up!* attendance to 200 tickets per session, they should be sold at \$3 each; Sue Franks seconded the motion, which prevailed in the following vote:

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Ayes: 7 (Ratliff, Stanfield, Wright, Perkins, Hummer, Jensen and Nelson)  
Nays: 0 None  
Absent: 1 (Fray)

### **GHF Membership Levels Presentation - Janet Perkins and David Klempin**

The GHF Membership levels discussion was to update membership fees and reexamine the benefits offered per level by cost due. There were questions about some levels having very similar benefits at a lower level cost; they were to be adjusted to increase in ratio to donation levels. Chairman Ratliff stated an excellent job researching, some tweaking needed, but good work. Vice Chairman Stanfield approved as really good work for updating the membership levels.

Curtis Ratliff made the motion to approve the concept as presented; Sue Franks seconded the motion, which prevailed in the following vote:

Ayes: 7 (Ratliff, Stanfield, Wright, Perkins, Hummer, Jensen and Nelson)  
Nays: 0 None  
Absent: 1 (Fray)

### **Grapevine Convention & Visitors Bureau (CVB) Report – Paula Newman**

Managing Director of Operations, Finance & Administration Paula Newman reported the hotel managers, stake holders, retail and restaurants were participating in CVB advertising and marketing programs during the pandemic and following all public health restrictions. The Grapevine Vintage Railroad took the opportunity to add a new attraction to the rides with *The Great Heist* for passengers to interact during an onboard train robbery and be involved with identifying and solving the crime. In September, the Stockyard runs will be on Saturday with two one-hour Excursions on Sundays. September 12 and 13 is the 100<sup>th</sup> Anniversary of the 19<sup>th</sup> Amendment-Women's Suffrage, historic interpreters will lead the celebration in 1920's attire; this event has already gained media attention in several areas and local young women's groups have been invited to join in the celebration of the women's right to vote.

October is Wine Month, to be celebrated with the Harvest Moon Supper as discussed; and on October 3, 2020 with our New Vintage Wine Trail and Jazz Wine Trains. Butterfly Flutterby, with the theme of The Spirit of the Monarch, will be streamed as a virtual activity with online costume and art contests.

At the Palace Arts Center, the *Summertime* movies had 675 attendees. There is a wedding scheduled at the Lancaster on Friday evening. *The Texas Tenors 2020* and *Christmas with The Petersens* tickets will go on sale at 50 percent seating capacity; Christmas movies will run during the day with coordinating hands-on activities. Palace roof work repairs will begin on Monday.

Executive Director Paul W. McCallum added, the bright spots are 2021-22 convention bookings; business is showing some strong return to activity. The weekend leisure business is returning with help from aggressive television advertising broadcast over a 75-mile radius; this business is trickling on to retail and restaurants. During the week convention business continues to be a struggle. There has been return business to the Convention Center, Concourse and Lancaster – small but strong for

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those ready to come back out. Mr. McCallum stated we are absolutely not jeopardizing the Governor's orders; we are staying well within the limits.

**City Council Liaison Update – Council Member Duff O'Dell**

Council Liaison O'Dell stated she was tagging on with P.W. saying we are "adjusting to re-adjusting". Some are finding a different customer base, most of our key City projects are still ongoing, a couple of entertainment restaurants have had to delay.

The school district is meeting daily to stay ahead and adjust with virtual learning and at home studies. The City is maintaining, they approved a fairly flat budget, but we are in better shape than most cities.

**ADJOURNMENT**

Sue Franks, seconded by Becky Hummer, made the motion to adjourn the meeting at 6:15 p.m. The motion prevailed by the following vote:

Ayes: 7 (Ratliff, Stanfield, Wright, Perkins, Hummer, Jensen and Nelson)  
Nays: 0 None  
Absent: 1 (Fray)

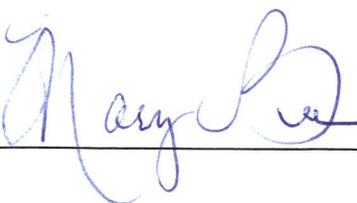
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PASSED AND APPROVED BY THE GRAPEVINE HERITAGE FOUNDATION THE AUGUST 19, 2020 MINUTES, ON THIS THE 16<sup>TH</sup> DAY OF SEPTEMBER 2020.

APPROVED:

 CHAIRMAN

ATTEST:

 SECRETARY 9/16/2020