



**CITY OF DENISON
CONVENTION AND VISITORS BUREAU ADVISORY BOARD MEETING
AGENDA**

Thursday, January 18, 2024

After determining that a quorum is present, the Convention and Visitors Bureau Advisory Board of the City of Denison, Texas will convene in a Regular Meeting on **Thursday, January 18, 2024, at 10:00 AM** in the Council Chambers at City Hall, 300 W. Main Street, Denison, Texas at which the following items will be considered:

1. CALL TO ORDER

2. PUBLIC COMMENTS

Citizens may speak on items listed on the Agenda. A “Request to Speak Card” should be completed and returned to the City Clerk upon arrival, prior to the Board reaching the Public Comment section of the agenda. Citizen comments are limited to three (3) minutes, unless otherwise required by law. Comments related to the Public Hearings listed below will be heard when the specific hearing starts.

3. ITEMS FOR INDIVIDUAL CONSIDERATION

- A. Receive a report, hold a discussion, and take action on approving the minutes from the November 2023 Meeting.
- B. Receive a report, hold a discussion, and take action on adopting a new grant application for hotel occupancy tax.

4. DIRECTOR'S REPORT

- A. Tourism
- B. Main Street
- C. Chamber of Commerce

5. ADJOURNMENT

CERTIFICATION

I do hereby certify that a copy of this Notice of Meeting was posted on the front windows of City Hall readily accessible to the general public at all times and posted on the City of Denison website on the 12th day of January 2024.

Karen L. Avery, Deputy City Clerk

In compliance with the Americans With Disabilities Act, the City of Denison will provide for reasonable accommodations for persons attending Convention and Visitors Bureau Advisory Board Meeting. To better serve you, requests should be received 48 hours prior to the meetings. Please contact the City Clerk’s Office at 903-465-2720, Ext: 2437.

**MINUTES OF
CONVENTION & VISITOR'S BUREAU ADVISORY BOARD
CITY OF DENISON
THURSDAY, NOVEMBER 16TH, 2023**

CALL TO ORDER

Announce the presence of a quorum.

Vice Chair John Akers calls the meeting to order at 10:03AM. CVB Board Members present were Brandi Burkhalter, John Akers, Natalie Popplewell, Zac Duce, and Mike Roberts. Board members not in attendance were Regina Rhodes and Laura Longmire. Staff present were Main Street Director, Donna Dow, Employee Services Director Amy Lay, and Tourism Manager, Rachel Reinert.

1. ITEMS FOR INDIVIDUAL CONSIDERATION

- A. Receive a report, hold a discussion, and take action on approving the Meeting Minutes from September 2023.

Board Action

Board approved unanimously with edits to attendance and spelling.

- B. Receive a report and hold a discussion regarding the CVB Strategic Planning Document.

Board Action

The board discussed goal three, organizational capacity and expansion of the CVB Board.

- C. Receive a report, hold a discussion, and take action on naming potential CVB Board Members for 2024.

Board Action

The board discussed options for members renewing their seats on the board, as well as filling the hotelier and restaurateur positions.

2. DIRECTOR'S REPORT

- A. Tourism Report

B. Main Street Director Report

C. Denison Area Chamber of Commerce Report

3. ADJOURNMENT

The meeting adjourned at 11:04AM.

LAURA LONGMIRE; CVB Board Chair

Attest:
