



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

**Thursday, November 16, 2023**

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, November 16, 2023 at 10:00 AM** in the Conference Room at the Katy Depot, 101 E. Main Street, Suite 103, 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 or Board Secretary 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.

**3. ITEMS FOR INDIVIDUAL CONSIDERATION**

- A. Receive a report, hold a discussion, and take action on approving the meeting minutes from September 2023.
- B. Receive a report and hold a discussion regarding the CVB Strategic Planning Document.
- C. Receive a report, hold a discussion, and take action on naming potential CVB Board Members for 2024.

**4. DIRECTOR'S REPORT**

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

**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 10<sup>th</sup> day of November 2023.

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Christine Wallentine, 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, SEPTEMBER 21<sup>ST</sup>, 2023**

CALL TO ORDER

Announce the presence of a quorum.

Vice Chair John Akers calls the meeting to order at 10:04AM. CVB Board Members present were Brandi Burkhalter, John Akers, Natalie Popplewell, Zac Duce, and Regina Rhodes. Board members not in attendance were Natalie Popplewell and Regina Rhodes. Staff present were Main Street Director, Donna Dow, Employee Services Director Amy Lay, Recreation Manager Andrew Means, Business Owner Michael Robers, Arts Council President Cindy Salem, 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 August 17, 2023.

Board Action

Board approved unanimously.

- B. Receive a report and hold a discussion regarding the Denison Arts Council's fiscal year updates.

Board Action

Denison Arts Council President Cindy Salem gave an update on grant projects and activities from the Council. The Arts Council receives a grant as a portion of the Hotel Occupancy Tax collected each month to be spent towards Arts Tourism. The Arts Council has separated bank accounts into a general fund and one geared specifically for the HOT grant. The Arts Council is working on events like Dia de los Muertos and North Texas Arts Fest, extended advertising efforts to attract visitors, and special projects like public art and The Story of Art in America.

2. DIRECTOR'S REPORT

- A. Tourism Report

Tourism Manager Rachel Reinert gave an update on upcoming events and projects including Arts & Jazz Fest, the Gainesville Travel Information Center Safety Event, Fall Fest, and the State Fair. The board also discussed that the CVB Strategic Planning Document was approved by City Council, and new projects including a new visitors document and a new software for short term rental reporting.

B. Main Street Director Report

Main Street Director Donna Dow gave an update on upcoming events and projects including the Sullenberger Homecoming, the Eisenhower Birthday Celebration, Monsters on Main, a calendar for Music Friendly events, and the Zombie Crawl on Halloween weekend.

C. Denison Area Chamber of Commerce Report

Chamber Board Member Zac Duce gave an update on upcoming events and projects including Fall Fest, the 4<sup>th</sup> Quarter Luncheon, Coffee & Chat, Mini Golf Tournament, DYLA, Denison Leadership

3. ADJOURNMENT

The meeting adjourned at 10:55AM.

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LAURA LONGMIRE; CVB Board Chair

Attest:

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