



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

Thursday, June 20, 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, June 20, 2024, at 10:00 AM** in the Katy Depot Conference Room at the Katy Depot, 101 E. 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 approving the Meeting Minutes from April 18, 2024.
- B. Receive a report, hold a discussion, and take action approving the second Tourism Grant cycle for 2024.
- C. Receive a report, hold a discussion, and make recommendations for the upcoming Visitors Guide publication.

4. DIRECTOR'S REPORT

- A. Tourism
- B. Main Street
- C. Chamber of Commerce
- D. Denison Arts Council

- E. Downtown Denison Inc
- F. Lake Texoma Association
- G. Eisenhower Birthplace State Historic Site

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 14th day of June 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, APRIL 18, 2024**

CALL TO ORDER

Announce the presence of a quorum.

Board Chair Laura Longmire calls the meeting to order at 10:01AM. CVB Board Members present were Brandi Burkhalter, Amanda Lanum, Zac Duce, Mike Roberts, Laura Longmire, and Cindy Salem. Board members not in attendance were Natalie Popplewell. 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 January 18, 2024.

Board Action

Board approved unanimously.

- B. Receive a report, hold a discussion, and take action on approving a Board Chair for 2024.

Board Action

The board recommended and voted unanimously for Laura Longmire to Chair the Denison CVB Board in 2024.

- C. Receive a report, hold a discussion, and take action on approving the grant request for Perrin Air Force Base Museum.

Board Action

The Board unanimously approved a grant of \$5,000 for the Perrin Air Force Base Museum for Historic Preservation and advertising efforts for the museum.

- D. Receive a report, hold a discussion, and take action on approving the grant request for Frontier Village & Museum.

Board Action

The Board unanimously approved a grant of \$5,000 for the Frontier Village & Museum for Historic Preservation, visitor focused events, and advertising efforts, while making it clear the funds are to be used for those purposes and not for everyday operating expenses.

- E. Receive a report, hold a discussion, and take action on approving the grant request for Red River Railroad Museum.

Board Action

The Board unanimously approved a grant of \$5,000 for the Red River Railroad Museum for Historic Preservation and advertising efforts for the museum.

- F. Receive a report, hold a discussion, and take action on approving the grant request for the Texas Section of the American Society of Agricultural and Biological Engineers (ASABE).

Board Action

The Board unanimously approved the grant request of \$2,500 for the ASABE convention.

- G. Receive a report, hold a discussion, and take action on approving the grant request for Zig Zag Galleries Event.

Board Action

The Board unanimously approved the grant request of \$5,000 for an event hosted by Zig Zag Galleries. The event will take place in the fall and have a majority of overnight visitors for meet and greets, hat club events, and more.

- H. Receive a report, hold a discussion, and take action on approving the grant request for TBNTC Fast Cat Event.

Board Action

The Board unanimously approved the \$5,000 grant request for the Fast Cat Event to be held this fall in Downtown Denison. The event is an American Kennel Club dog races and other behavioral contest with the majority of participants coming in from out of town.

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:
