

CVB ADVISORY BOARD

Monday, February 03, 2025 at 4:00 PM

Glen Rose City Hall, Council
Chambers, 201 NE Vernon, Glen
Rose, TX 76043



AGENDA

City Hall will be open to the public.

Live stream of this meeting is available on the City's Facebook and YouTube pages.

CALL TO ORDER

INDIVIDUAL ITEMS FOR CONSIDERATION

1. Discussion, consideration, and possible action on appointments to Chairperson, Vice Chairperson, Secretary, and member placements for one (1) or (2) year terms
2. Discussion, consideration, and possible action on setting future meeting dates for the CVB Advisory Board
3. Discussion, consideration, and possible action to validate and assign subcommittees

ADJOURNMENT

In accordance with the Americans with Disabilities Act, persons who need accommodation to attend or participate in the is meeting should contact the City Secretary's office at (254) 897-2272 x 201 at least 48 hours prior to the meeting to request such assistance.

CERTIFICATION

I, the undersigned authority, do hereby certify that this NOTICE OF MEETING was posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance of the City of Glen Rose City Hall, a place convenient and readily accessible to the general public, as well as to the City's website at www.glenrosetexas.org and said notice was posted on the following date and time: **Friday, January 31, 2025, by 04:00 PM** and remained posted for at least two hours after said meeting was convened.

Veronica Welch, City Secretary

Certification of NOTICE OF MEETING was removed on: _____ at _____ am/pm

by _____ . _____



CVB ADVISORY BOARD AGENDA ACTION FORM

AGENDA DATE:	February 3, 2025		
AGENDA SUBJECT:	Discussion, consideration, and possible action on appointments to Chairperson, Vice Chairperson, Secretary, and member placements for one (1) or (2) year terms.		
PREPARED BY:	Rita Smith	DATE SUBMITTED:	01/31/2025
EXHIBITS:			
BUDGETARY IMPACT:	Required Expenditure:	\$00.00	
	Amount Budgeted:	\$00.00	
	Appropriation Required:	\$00.00	
SUMMARY:			
RECOMMENDED ACTION:			

City of Glen Rose
Convention and Visitors Bureau Advisory Board
Bylaws

Article 1. Name, Purpose, and Duties

- 1) Name: The Glen Rose Convention and Visitors Bureau Advisory Board ("Board") is hereby established on November 14, 2023, and shall be an advisory body to the Glen Rose City Council (the "City Council") only and shall have no power to contract on behalf of the City or to authorize the expenditure of Hotel Occupancy Tax funds.
- 2) Purpose: The Board shall advise the City Council and Convention and Visitors Bureau ("CVB") staff on matters related to conventions, conferences, meetings, seminars, and other events to develop tourism business through the attraction of visitors and group tours to the City of Glen Rose; provide education regarding the importance of the convention and visitor industry to the local economy, and affect cooperation between businesses and industries servicing visitors, conventions, and other meetings, and; other such matters as may be referred to it, including the administration of grant programs, advertising, and other activities for the promotion of tourism.
- 3) Duties:
 - a) Work with the Director to establish a mission statement, vision statement, and strategic plan.
 - b) Work with the Director to establish an annual work plan and budget.
 - c) Develop special rules and instructions in recommending the use of Hotel Occupancy Tax funds.

Article 2. Organization and Membership

- 1) The board shall be appointed by the City Council and advise and recommend policies, operational procedures, and expenditures to the City Administrator and City Council, per the City's process for all Commissions and Boards within the City. Members of the Board shall serve without compensation.
- 2) Composition: The Board shall consist of at least nine (9) voting members who have been duly selected in accordance with these bylaws and at least three (3) non-voting ex-officio members with the intention of maintaining an odd number of voting members at any given time.
 - a) Voting Members
 - i) ~~Three (3)~~ Four (4) members to represent the Lodging Accommodations industry within the City of Glen Rose
 - ~~(1)~~ (2) Hotel Ownership or Senior Management
 - (1) Bed & Breakfast Ownership or Senior Management
 - (1) Short Term Rental Ownership or Senior Management i.e., Airbnb, Guest Cabin

- ii) ~~Two (2) members~~ One (1) member to represent the Historic Downtown Business and Restaurant District
~~(1) Business Owner or Management~~
~~(1) Restaurant/Bar Owner or Management~~
(1) Business or Bar Owner or Business or Bar Management
- iii) ~~Two (2)~~ One (1) members to represent the US Hwy 67 Business and Restaurant District
~~(1) Business Owner or Management~~
~~(1) Restaurant/Bar Owner or Management~~
(1) Business or Bar Owner or Business or Bar Management
- iv) One (1) member to represent the attractions industry
- v) One (1) Chairman, Chamber of Commerce or Appointee Representative
- vi) One (1) member that fits in any of the qualifications outlined in items i - iii
- b) Non-Voting Members
 - i) Director of the Convention Visitors Bureau
 - ii) City Administrator or Appointee Representative
 - iii) Real Estate Agent/Broker with a focus on Somervell County
- 3) Qualifications: Members shall meet the qualifications and criteria outlined in the bylaws, including Section 2 composition; residency or business ownership in the City of Glen Rose; active part in the deliberations of the Board; and act in whatever capacity he/she may be called.
- 4) Term: Voting Members of the Board shall serve for a period of two (2) years, unless sooner removed at the sole discretion of the City Council.
 - a) Voting members shall serve no more than three (3) full consecutive terms without taking a year off the Board. When a member is appointed to complete a partial term, that partial term shall not count in computing the three (3) full terms.
 - b) The initial appointments shall be 1/3 of the voting board holding a single-year term and 2/3 of the board holding a two-year term to ensure the voting board does not have 100% turnover in any year.
- 5) Nomination: The initial board shall be appointed by the City Council from eligible applicants. Thereafter, The Board will make recommendations to City Council from eligible applicants for voting board positions. The City Council will have the final appointment of Board members.
- 6) Resignation: Any member may resign at any time by giving written notice of such resignation to the City Council. Upon such resignation, the vacancy shall be filled in the same manner as all other appointments and for the remainder of the resigning member's term.

- 7) Removal. Any Board Member may be removed at any time by a majority vote of the City Council or remaining Board voting members for neglect of duty, malfeasance in office, failure to maintain industry affiliation, or for any other reason. To remain eligible for Board membership, Board members must be employed within the industry sector in which they joined the board in accordance with Section 2(a). Any lapse of employment longer than 90 days or new employment in an unrelated industry sector, shall render the Board member ineligible. Conviction of an offense under the Texas Local Government Code Ch. 171 or Ch.176 shall constitute a forfeiture of the position on the Board held by the person convicted.
- 8) Vacancies. Vacancies that occur during a term shall be filled as soon as reasonably possible and in the same manner as an appointment. If possible, the Member shall continue to serve until the vacancy is filled. An appointment to fill a vacated term is not included as a term for purposes of counting consecutive terms.
- 9) Compensation and Expenditure of Funds. Voting Members serve without compensation. Non-voting ex-officio Members receive no extra compensation other than their salary as employees of the City. The Board and its Members have no authority to expend funds or to incur or make an obligation on behalf of the City. Members may be reimbursed for expenses authorized and approved by the City Council and the Board.
- 10) Compliance with City Policy. Members will comply with City ordinances, rules, and policies applicable to the Board and the Members.
- 11) Conflict of Interest. The Board Members shall comply with the Texas Local Government Code Chapters 171 and 176, as the same may hereafter be amended, concerning matters involving conflicts of interest.
 - a) Each member of the Board shall scrupulously avoid conflict where any personal financial interest is derived concerning the CVB funds. A member having a conflict of interest shall promptly give notice to the Chairperson and shall thereafter refrain from voting or otherwise attempting to affect the decision of any committee or the Board with respect to the matter that is the subject of the conflict of interest.
- 12) The Board shall not discuss, engage in, facilitate, or condone activities that restrain competition in violation of state or federal laws or otherwise.
- 13) Indemnification: Each member of the Board shall be indemnified by the CVB from treasury funds available and as permitted by law, against all claims, costs, expense, and liability resulting from any act or omission made within the scope of his/her duties as a Director of the CVB, provided that in the event of any such action, such action is taken in good faith.

Article 3. Officers

- 1) Officers. The Board Officers are the Chair, Vice-Chair, and Secretary and shall be approved by a majority vote of the Board Members at the first meeting of the calendar year.
- 2) Terms of Office for Board Officers. Board Officers serve for a term of two years. Officers may not serve more than two (2) consecutive terms. A vacancy in any office shall be elected by a majority vote of the Members at the next regularly scheduled meeting, or as soon as reasonably practical for the unexpired term. If possible, a Board Officer shall continue to serve until the vacancy is filled.
- 3) Duties.
 - a) The Chair presides at Board meetings. The Chair shall generally manage the business of the Board. The Chair shall perform the duties delegated to the Chair by the Board
 - b) The Vice-Chair shall perform the duties delegated to the Vice-Chair by the Board. The Vice-Chair presides at Board meetings in the Chair's absence. The Vice-Chair shall perform the duties of the Chair in the Chair's absence or disability.
 - c) The Secretary shall record all minutes of the meeting, keep a record of all Members in attendance at each Board meeting, and perform any other duties delegated to the Secretary by the Board. The Secretary shall make available to the Director of the Convention and Visitors Bureau a record of the minutes of each Board meeting and a record of all Members in attendance at each Board meeting. The Secretary shall perform the duties of the Chair in the Vice-Chair's absence or disability.

Article 4. Meetings

- 1) Date and Time of Regular Meeting. The Board shall hold at least nine (9) meetings per fiscal year at a date and time to be set out in the Board's minutes. Notices may be sent by telephone, text, email, fax, or US mail and shall state the date, time, and place of the meeting.
- 2) Notice for Meetings. The Director of the Convention and Visitors Bureau will be responsible for notifying the Board of any regular or special meetings. Notice of meetings will be given in accordance with the Texas Open Meetings Act.
- 3) Agenda. The Director of the Convention and Visitors Bureau shall be responsible for preparing and posting the Board agendas. Any Board Member may request an item be added to the agenda.
- 4) Special Meetings. Special meetings may be set at the will and discretion of the Board and/or Director of the CVB whenever it deems necessary. The Chair of the Board, the Director of the CVB, or a combination of 3 or more voting members shall call the special meeting. Notice of any special meeting shall state the date, time, and place of such meeting and be given in accordance with the Texas Open Meetings Act. Notice of special meetings shall be in the same manner as prescribed for regular meetings.
- 5) Quorum. A quorum shall consist of a majority of the Board members. A quorum is required for the Board to convene a meeting and to conduct business at a meeting.

- 6) Conduct of Meeting. Board meetings will be conducted in accordance with these bylaws and general rules of parliamentary procedure. Such rules of order shall be advisory in nature, and any action approved by the Board in accordance with these bylaws shall be a valid, binding action of the Board regardless of any procedural error in its approval.
- 7) Voting. Each Voting Member may vote on all agenda items except on matters involving a conflict of interest, substantial financial interest, or substantial economic interest under state law or other applicable laws, rules, and policies. In such instances, the Member shall make the required disclosures and shall refrain from participating in both the discussion and vote on the matter. The Member may remain in immediate proximity at the meeting or may excuse themselves, at the Member's option, while the matter is being considered and voted on by the other Board Members. Unless otherwise provided by law, for an agenda item to be approved it must receive a majority vote of the Board Members present at the meeting who choose to vote.
- 8) Minutes. A recording or written minutes shall be made of all open sessions of Board meetings. The Director of the Convention and Visitors Bureau is the custodian of all Board records and documents. It shall be the duty of the Director of the Convention and Visitors Bureau to file with the City Secretary the minutes of each meeting of the Board, along with a list of the members of the Board who were present.
- 9) Attendance. Members are expected to attend Board meetings prepared to discuss the issues on the agenda. A Member shall notify the Director of the Convention and Visitors Bureau if the Member is unable to attend a meeting. Excessive absenteeism may be subject to action by the Board and may result in the Member being removed from the Board. Excessive absenteeism is defined as three consecutive meetings missed. If a Member is removed from the Board that position will be considered vacant, and a new Member shall be appointed to the Board in accordance with Section 2.8.
- 10) Public Participation. In accordance with the Texas Open Meetings Act, the public is welcome and invited to attend Board meetings and to speak on any item on the agenda. If any written materials are to be provided to the Board, a copy shall also be provided to the Secretary for inclusion in the minutes of the meeting. A person who disrupts the meeting may be asked to leave and be removed.
- 11) Open Meetings. Public notice of Board meetings shall be provided in accordance with the provisions of the Texas Open Meetings Act. All Board meetings and deliberations shall be open to the public, except for properly noticed closed session matters, and shall be conducted in accordance with the provisions of the Texas Open Meetings Act Title 5, Subtitle A, Chapter 551.

Article 5. Subcommittees

- 1) Appointment of Committees: The board may establish committees when deemed necessary by a majority of the Board for specific projects related to Board matters. The Board shall appoint the members and name the person to serve as Chair of the committees by vote of a majority of the Board. Committees comprised of non-members may be formed; each non-member must be approved by a majority vote of Board Members.
- 2) Expenditure of Funds. No subcommittee or member of a subcommittee has the authority to expend funds or incur an obligation on behalf of the City or the Board. Subcommittee expenses may be reimbursed as authorized and approved by the Board or the City Council.
- 3) Open Meetings. Subcommittee meetings and deliberations shall be open to the public, except for properly noticed closed session matters, and shall be conducted in accordance with the provisions of the Texas Open Meetings Act. Article VI.

Article 6. Bylaw Amendments

- 1) These Bylaws may be proposed to be amended by a majority vote of the Board Members at any regular meeting of the Board. The Board's proposed amendments to the Bylaws must be approved by the City Council. Bylaw amendments are not effective until approved by City Council.



CVB ADVISORY BOARD AGENDA ACTION FORM

AGENDA DATE:	February 3, 2025		
AGENDA SUBJECT:	Discussion, consideration, and possible action on setting future meeting dates for the CVB Advisory Board		
PREPARED BY:	Rita Smith	DATE SUBMITTED:	1-31-2025
EXHIBITS:			
BUDGETARY IMPACT:	Required Expenditure:	\$00.00	
	Amount Budgeted:	\$00.00	
	Appropriation Required:	\$00.00	
SUMMARY: Establishing future regular meeting schedule.			
RECOMMENDED ACTION: approve future meetings			



CVB ADVISORY BOARD AGENDA ACTION FORM

AGENDA DATE:	February 3, 2025		
AGENDA SUBJECT:	Discussion, consideration, and possible action to validate and assign subcommittees		
PREPARED BY:	Rita Smith	DATE SUBMITTED:	01/31/2025
EXHIBITS:			
BUDGETARY IMPACT:	Required Expenditure:	\$00.00	
	Amount Budgeted:	\$00.00	
	Appropriation Required:	\$00.00	
SUMMARY:			
RECOMMENDED ACTION:			

THE CITY OF

GLEN



ROSE

TEXAS

Item 3.



PROPOSAL

CONVENTION AND VISITORS
BUREAU

Prepared For :

City Council of Glen Rose
Administrative Staff of
Glen Rose

GOALS & OBJECTIVE

OBJECTIVE

Structure a convention and visitors bureau to drive occupancy higher, for our lodging partners. thereby increase the occupancy tax collected by the City.

OCCUPANCY MASTER PLAN

What does the future of tourism look like for Glen Rose and Somervell County? What are the best attributes to strengthen our community for the future? How do we ensure that our tourism industry remains strong?

Mission Statement

The Glen Rose Convention and Visitors Bureau, as the official destination sales and marketing organization of the City of Glen Rose, accelerates sustainable economic growth and development by increasing visitor and group/convention business.

Organizational Vision

To be the prime partner for lodging partners to obtain incremental business during need periods, as well as a regional leader of destination marketing.

Guiding Principals and Values

- Customer-centric: Our customers are the lodging partners and out-of-town visitors who utilize our lodging.
- Entrepreneurial: We will seek opportunities to accomplish our mission
- Collaborative: No single entity can accomplish the mission, we must work with the area attractions, county entities, city departments, and our lodging partners and local businesses to be successful
- Innovative: Fresh approaches to garnering attention is what will capture attention
- Ethical: Any endeavor will be done with grace, humility, and fairness.

Partner Promise

We pledge, as an accountable and supportive partner, to offering enhanced exposure to visitor marketing opportunities and to appropriate community leadership through increased promotion of destination experiences and extended professional advocacy commitment.

Advisory Boards, Boards and Committees at GRCVB

- GRCVB Advisory Board of Directors
 - The Advisory Board is set up with voting and non-voting members.
 - The Advisory Board will meet at least bi-monthly to update and review annual plan and results.
 - The Advisory Board provides advice, ideas and will review results of actions taken to verify ROI.
 - Director of CVB reports to City Administrator with oversight by City Council
 - Advisory Board reports to City Council
 - Sub Committees
 - County Liaison Working Group
 - Small Meeting Working Group
 - Destination Key Attractors Working Group
 - Events Working Group

Marketing and Communications

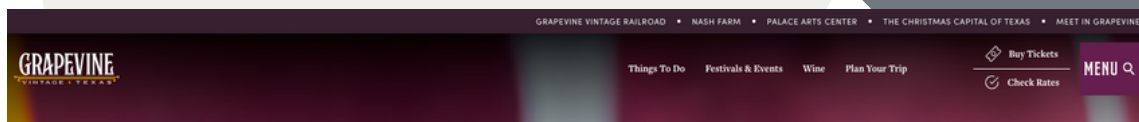
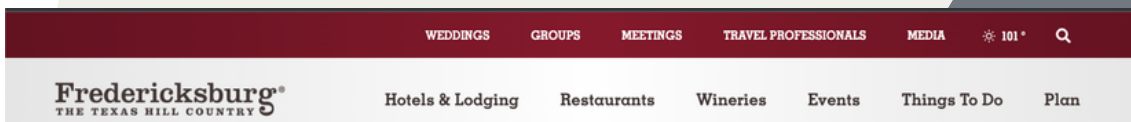
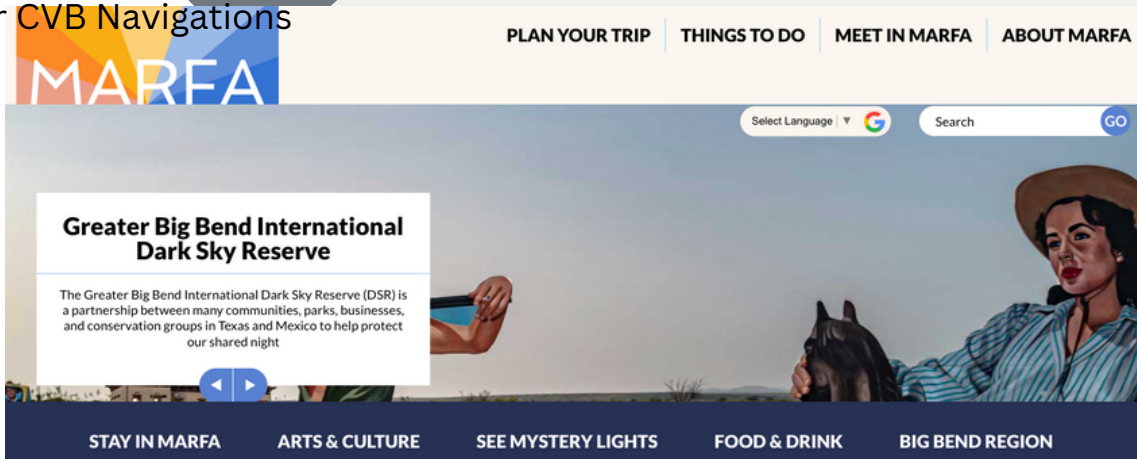
Marketing Objectives

- Develop Glen Rose brand equity as a place for small meetings and retreats.
- Increase hotel occupancy and revenue through compelling in-state marketing programs - advertising, online, packaging, promotions - targeted to both Leisure, SMERFE (Social, Military, Ethnic, Religious, Fraternal, Education), Associations, Government, and small business
- Increase hotel occupancy and revenue through compelling surrounding-state marketing programs - advertising, online, packaging and promotions - targeting leisure tourists.
- Revamp website exploreglenrose.org to include information about groups, weddings, and other convention information.

Current Website Navigation



Other CVB Navigations



Marketing and Communications

Item 3.

Marketing Strategies, Convention/Meetings Sales

- Put Glen Rose on the list for consideration with convention and meeting planners through compelling advertising, official Meeting Planners Guides, exploreglenrose.org website section for Meetings & Conventions and other ideas such as a [exploreglenrose](http://exploreglenrose.org) meetings insider blog.
- Develop relationship with state agency meeting planners to make Glen Rose the "goto" North Central meeting location for government agencies.
- Develop relationship with state based associations that have bylaws that require meetings to occur in the state of Texas to make Glen Rose the "Goto" North Central meeting location.
- Generate leads and produce room-night business for Glen Rose hotels.
- Reimagine Sales Calls by creating interactive experiences for meeting planners
- Contribute relevant content of interest to meeting professionals and other members of the larger GRCVB community for use in Meetings Watch, GRCVB blog posts and social media accounts.
- Launch a social media campaign designed to educate meeting professionals on the value of using Glen Rose as a meetings destination.
- Participate in group lead programs like CVENT, and Hotelplanner.

Marketing Strategies, Small Groups - Corporate

- Provide marketing material advertising and digital to develop Glen Rose as the specialists in Board Retreats, Departmental Meetings and Team Building Functions for the corporations based in a 2hour drive radius (Dallas, Fort Worth, Waco)
- Work with branded hotels to be introduced to corporation meeting planners that are seeking meeting locations.

Marketing Strategies, Small Groups - Social

- Provide marketing material advertising and digital to develop Glen Rose get away for church leadership retreats, military reunions, crafting groups, educational leadership retreats based in a 2hour drive radius (Dallas, Fort Worth, Waco).
- Work with local organizations such as American Legion, Methodist Church, Baptist Church to help distribute marketing material about using Glen Rose as a destination.

Marketing Strategies, Weddings

- Provide marketing material advertising and digital to develop Glen Rose as a Destination for Weddings.
- Work with local wedding venues to develop a comprehensive wedding guide for distribution to wedding planners, florist, and dress shops.
- Add wedding specific destination information to the exploreglenrose.org website
- Look into affordable destination online advertising, through joint advertising co-ops

Marketing Strategies, In-State Tourism

- Promote exploreglenrose.org website, inspiring overnight stays and daytrips for leisure purposes, the conversion of day-trips to overnight stays and brand ambassadorships:
 - Glen Rose destination brand
 - Musums, arts, live music, craft culinary and beverage scene, handcrafted goods, natural attractions, and historic experiences
 - Other compelling tourism product offerings (hotels, things to do, signature experiences, leisure tourism events, restaurants.
- Constantly and strategically influence and inspire potential visitors at key touchpoints through Internet platforms (e.g., articles, social media, email activations, search engines) in order to increase awareness of and preference for Glen Rose to inspire potential visitors to travel and/or stay overnight.
- Publish an inspirational Official Visitors Guide to be sent out upon request and also used at Texas Visitor Centers
- Utilize streaming radio and television streaming services to promote Glen Rose in Houston, San Antonio, Austin, Abilene, Midland/Odessa.
- Use traditional radio to promote Glen Rose in the Dallas Fort Worth area in conjunction with the Chamber of Commerce and Attractions
- Conduct online Meta Tag Advertising
- Create and/or maintain strategic partnerships statewide with www.traveltexas.com, Yelp, Tripadvisor, and others to augment GRCVB destination marketing efforts.

Marketing Strategies, Out of State Tourism

- Promote exploreglenrose.org website, inspiring overnight stays and daytrips for leisure purposes, the conversion of day-trips to overnight stays and brand ambassadorships:
 - Glen Rose destination brand
 - Museums, arts, live music, craft culinary and beverage scene, handcrafted goods, natural attractions, and historic experiences
 - Other compelling tourism product offerings (hotels, things to do, signature experiences, leisure tourism events, restaurants).
- Constantly and strategically influence and inspire potential visitors at key touchpoints through Internet platforms (e.g., articles, social media, email activations, search engines) in order to increase awareness of and preference for Glen Rose to inspire potential visitors to travel and/or stay overnight.
- Publish an inspirational Official Visitors Guide to be sent out upon request and also used at Texas Visitor Centers
- Conduct Meta Tag advertising

Objectives

- Elevate GRCVB brand awareness to hospitality partners, media and state tourism board.
- Work with communications and public relations representatives in local organizations and attractions to collaborate on story ideas and ensure consistent messaging on the area to expand quality-of-place themelines.
- Enhance local connectors' network of writers to pitch "hometown" travel articles to national publications.
- Generate earned media placements through proactive media outreach.

- Director, Sales & Marketing
 - Senior Position would report to City Administrator
 - They would oversee all sales efforts, marketing plans, budget, advisory boards, etc
- Marketing & Advertising Administrator
 - Reports to Director Sales & Marketing
 - Responsible for updating website
 - Placing all advertising
 - Updating Social Media
 - Developing any collateral

Backlog of Leads

Board of Director Meetings

State Associations

Item 3.

<https://www.academygpotho.com>
Adam Griswold Executive Director

<https://www.adsc-iafd.com/>
Peggy Hagerty Duffy, Executive Director
phd@adsc-iafd.com

<https://www.texaspharmacy.org/page/ipa>