

CVB ADVISORY BOARD

Tuesday, July 01, 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.

CALL TO ORDER

CONSENT AGENDA

1. Consideration approval of the CVB Advisory Board June 5, 2025 meeting minutes

INDIVIDUAL ITEMS FOR CONSIDERATION

2. Introduction and Presentation by the new CVB Director, Tex Toler

INDIVIDUAL ITEMS FOR CONSIDERATION

3. Discussion regarding Convention and Visitors Bureau (CVB) matters, including but not limited to marketing strategies, event planning, and community engagement Initiatives

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, June 27, 2025, by 4:00 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:	July 1, 2025		
AGENDA SUBJECT:	Consideration approval of the CVB Advisory Board June 5, 2025 meeting minutes		
PREPARED BY:	Troy Hill, City Administrator	DATE:	06/27/2025
EXHIBITS:			
BUDGETARY IMPACT:	Required Expenditure:	\$00.00	
	Amount Budgeted:	\$00.00	
	Appropriation Required:	\$00.00	
CITY ADMINISTRATOR APPROVAL:			
RECOMMENDED ACTION:			

City of Glen Rose CVB Advisory Board Meeting Minutes

Date: June 5, 2025

Location: Glen Rose City Hall

Time Called to Order: 4:18 PM

Members Present:

- Sarah De La Cruz, Kim McDonald, Jeremy McCune, Victoria, Scott Gipson, Karen

Debbie Slaughter, JC Stone (arrived at 4:32 PM), Dana Lamure, owner of Whiskey Woods (joined later in the meeting)

Quorum:

Five members were confirmed present at the start of the meeting, establishing a quorum.

Approval of Previous Meeting Minutes

- A motion was made and passed to approve the previous month's meeting minutes.
- A typo was noted and corrected regarding the spelling of "Salida/Salido."
- There was a brief discussion comparing the referenced communities.

Event Review, Safety, and Capacity

- Safety measures were reviewed, including vehicle barricading coordinated with the sheriff's office.
- Estimated attendance reached 2,000+ not including vendors, which stretched the square's capacity.
- Future expansion is limited due to state highway restrictions, but long-term infrastructure like a pedestrian bridge and amphitheater is being considered.

Transportation & Vendor Parking

- A vendor shuttle system from the Expo Center was discussed.
- Public parking will remain unchanged; shuttling would apply to vendors, volunteers, and employees only.
- Local churches may continue to offer paid parking to support youth programs.

Entertainment & Budget Overview

- Two event models were compared: one event cost approx. \$50,000 through a promoter, while another cost around \$20,000-\$25,000 using local bookings and separate sound/stage vendors.

- Local acts were paid a few hundred dollars each for daytime sets.
- Music placement and stage orientation will be reconsidered for better crowd flow and audio coverage.

Vendor Experience

- Vendor layout will be revised due to uneven foot traffic.
- One food vendor offering gorditas lacked signage and did not operate from a truck, impacting visibility.
- Vendors near food and beverage areas, such as Blackie's, experienced stronger customer engagement.
- Consensus was that there may have been too many food vendors overall, diluting visitor traffic.
- Improvements suggested include limiting food vendor count and improving signage requirements.

Financials

- Revenue and expenses are still being compiled by Troy.
- Board members emphasized the event's long-term visibility and tourism impact.

Family & Community Events

- Family Night hosted by StoneWater Church is scheduled for Saturday, June 14, prior to Father's Day.
- The event was created to provide kid-friendly entertainment and community gathering opportunities.
- Past events were affirmed to already be family-inclusive with activities such as face painting and open space.

Beer Sales & Square Use

- Board acknowledged the role of beer sales in drawing attendance and sustaining vendor success.
- Smaller crew event will use a portion of the blocked-off square, featuring food and coffee vendors (no alcohol).
- Approx. 500 attendees expected with overflow vendor setups near the antique store.

Proposed Food Festival

- Discussion held about hosting a 'Taste of Latin America'-style food festival.

- Planned for the second week of November to avoid conflicts with Thanksgiving travel.
- Concept includes restaurant booths and tastings along the street; board members responded positively.

Retail & Downtown Business Observations

- Visitors from Dallas toured Glen Rose and other nearby towns and ranked Hico highest for boutiques.
- Noted that many local boutiques source from the same market, leading to repetitive merchandise.
- Certain square corners receive less foot traffic and may impact business success.
- Examples shared of local business closures and ownership changes due to sustainability and rising costs.

Board Comments & Closing

- Members expressed continued support for growing Glen Rose's event calendar as well as the safety measures set up in place.
- Meeting adjourned at 5:00pm.

Sarah De La Cruz, Secretary



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