

CVB ADVISORY BOARD

Tuesday, May 06, 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. Consider approval or other action regarding the minutes of the April 1, 2025 meeting

INDIVIDUAL ITEMS FOR CONSIDERATION

2. Discussion about Occupancy Numbers
3. Discussion on Placer AI and how it can help the CVB
4. Discussion on tourism in Glen Rose
5. Discussion on Marketing for the City of Glen Rose going forward

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, May 02, 2025, by 05:00 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 _____ . _____

City of Glen Rose – CVB Advisory Board Council

Meeting Minutes

April 1, 2025 | 4:00 p.m.

Call to Order:

The meeting was called to order at 4:00 p.m. by Kim McDonald.

Roll Call – Members Present:

- Kim McDonald
- Melissa Pew
- Karen Wells
- Greg Cornett
- Sarah De La Cruz
- Scott Gipson
- Rita Smith
- Jeremy McCune [arrived late]

Approval of Minutes:

Scott Gipson made a motion to approve the minutes from the March 4th meeting.

Seconded by Kim McDonald.

All in favor. Motion passed.

New Business:

- **Secretary Appointment:**
Kim McDonald made a motion to appoint Sarah De La Cruz as Secretary.
Seconded by Melissa Pew.
All in favor. Motion passed.
- **Vice Chair Discussion Tabled:**
Motion made by Melissa Pugh to table the Vice Chair discussion.
Seconded by Greg Cornett.
All in favor. Motion passed.

Event Updates & Discussions:

- **Cornhole Tournament – April 12th:**
Scheduled during Market Weekend. Anticipated strong attendance.
- **Garden Street Plant Show:**
Also taking place the same weekend.
- **Business Visibility During Events:**
Discussion on improving visibility for open businesses during events. Proposed using directional signage around the square.
- **Jeremy (Green Pickle):**
Arrived late but noted attendance. Shared that his business saw decreased traffic during the recent music festival.

Subcommittees:

- **Potential subcommittees to be considered:**
 - Attractions
 - Sports
 - Restaurants
 - Hotels

Motion made by Sarah De La Cruz to table the discussion on subcommittees until the next meeting.

Seconded by Greg Cornett.

Motion passed.

New Ideas:

- **Passport-Style Event:**
Discussion on launching a “passport” initiative where visitors receive stamps at participating businesses, inspired by Rita’s table display idea. The passport could provide a sample itinerary (Day 1, Day 2, etc.) to encourage exploration of Glen Rose.
- **Soccer Tournament:**
Briefly discussed the idea of hosting a large soccer tournament but determined that field space is currently insufficient.
- **Squaw Valley Golf Course:**
Discussion on placing pamphlets or QR codes in golf carts that link visitors to a local calendar of events.
- **City Website Utilization:**
Encouraged businesses to add their events to the city’s website calendar. Noted that the city has hired someone to help make the website more user-friendly.

Surveys:

Motion made by Jeremy to send out a survey to collect data from local businesses.

Seconded by Sarah De La Cruz.

Motion passed.

- Anticipated receiving metrics from the music festival soon to better assess its impact.

Adjournment:

Meeting adjourned at 4:48 p.m.

