



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Discover Denton

CM/DCM/ACM: Sara Hensley

DATE: October 29, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction on the bylaws of the independent “Discover Denton” organization.

BACKGROUND

On August 2, 2024, the City Council of Denton approved that Discover Denton would transition from being a line of business of the Denton Chamber of Commerce to an independent Destination Marketing Organization (DMO), beginning with a temporary move under City management. As a result, the Discover Denton Advisory Board will discuss the proposed bylaws in order to establish the new stand-alone DMO.

Next steps in this process include:

1. Approval by City Council to file the Certificate of Formation
2. Organizational meeting of the initial board to approve the bylaws and appoint the full board
3. Transitional period where contracts are executed and assets are transferred from the City to the new entity.

EXHIBITS

1. Agenda Information Sheet
2. Proposed Bylaws

Respectfully submitted:
Kristi Franz
Executive Director