

Discover Denton Advisory Board

After determining that a quorum was present, the Discover Denton Advisory Board of the City of Denton, Texas, convened in a Regular Meeting on Wednesday, August 6, 2025, at 1:05 p.m. in the Development Services Center, Training Room 2, located at 401 N. Elm Street, Denton, Texas.

PRESENT: Scott Bray, Seth Morgan, Jamie Adams, Krissi Oden, Kristen Pulido, Harry Eaddy, Joe Holland, Vicki Byrd, Emily Wright, Jay Darsie, Kristi Franz, Glenn Carlton, Fallon Moody, Emily Bain, Kaityln Stenzel, Madeline Finn, Adrienne Hawkins, Sunnye Knight, Hank Dickenson (sitting in for Erin Carney)

ABSENT: Christine Taylor, Dustin Sternbeck, Erin Carney, Gerard Hudspeth, Jeff Pritts

1. ITEMS FOR CONSIDERATION

A. **DDAB25-001** Welcome remarks and introduction of committee members and staff members.

The item was presented, and discussion followed. The following item, DDAB25-002 and DDAB25-003, have been opted to not be discussed at this time per the recommendation of the City of Denton Legal Department for further review.

B. **DDAB25-002** Receive a report, hold a discussion, and give staff direction on the bylaws of Discover Denton Board of Directors.

No action was taken at this time.

C. **DDAB25-003** Receive a report, hold a discussion, and give staff direction on the Inaugural Directors Membership List of the Discover Denton Board of Directors.

No action was taken at this time.

D. **DDAB25-004** Receive an update regarding Discover Denton operations.

The items were presented, and discussion followed. Emily Wright gave updates for TPID. Adrienne Hawkins gave updates on networking events. Kristi Franz gave updates for the operations currently going on at Discover Denton, including conferences and events, and opened the floor to any questions for Discover Denton employees.

Question from Jay Darsie to Sunnye Knight: Any updates on numbers regarding revenues and sales, operations?

- Due to the merger of Discover Denton to the City of Denton, number at the beginning of 2025 may not align as operations were being updated, but current numbers can be submitted. Numbers appear

to be steady as the merger was completed.

- The visitors center will be set up for Halloween again and anticipating larger revenues.
- Potentially having the visitor center open later, possibly 10pm, and looking into hiring additional help.

Question from Jay Darsie to Sunnye Knight: Are there any internship opportunities with UNT or the local colleges?

- That would need to be run by the City of Denton
- From Fallon Moody: Exploring options for internships, but unsure of the current situations.
- Response from Kristen Pulido: There is a potential reference who could assist with that subject matter.

Question from Kristen Pulido: Are there any updates on the marketing side, such as weekend packages?

- From Emily Bain: We are exploring and opening options for marketing opportunities, and from a packaging perspective, we are looking into a transportation opportunity to and from hotels to boost hotel stays.
- From Adrienne Hawkins: We would need multiple coaches running at the same time from the square to the hotels.
- From Emily Bain: Other options may include Uber/Lyft credits, but we would want them to use it to and from hotels. We want to ensure that the visitors have a good hotel stay and overall great experience.

Emily Wright gave a recommendation that Uber may be able to apply credits from Point A to Point B, so that it is a little more controlled.

Joe Holland asked about the coach sizes to transport visitors. Discover Denton responded that it depends on the fleet that would be contracted out, if possible.

A quick discussion of new events for Halloween were discussed, such as a pallet maze, new photo spots, reoccurring events such as the City Hall cemetery, and decorations across the city, and many more events. 163 Events have been scheduled so far.

Vicki Byrd asked about the Holiday Lightning Festival and if it is being relocated to Quakertown Park. Sunnye Knight confirmed that it will be moving to Quakertown Park.

Kristen Pulido gave an update regarding economic development.

Glenn Carlton gave an update regarding the North Texas Fair and Rodeo, and the future of the event. Harry Eaddy wanted to give appreciation to the City of Denton for their support and efforts.

2. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 1:55 p.m.

Jay Darsie
Advisory Board Lead

Joseph Haddad
Recording Secretary

MINUTES APPROVED ON: _____