



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 nominations and elect a committee for the creation of the independent “Discover Denton” organization.

BACKGROUND

As part of the transition to establish Discover Denton as an independent 501(c)(6) Destination Marketing Organization, a committee will be elected to work with City Staff in creating the new entity.

The committee will include three (3) members from the Discover Denton Advisory Board, with a Chair appointed to serve as the main point of contact between the committee, Discover Denton leadership, and the City Attorney.

The committee’s work will take place between October 29, 2025, and mid-January 2026, ensuring all legal and organizational documents are completed to support Discover Denton’s transition to independence.

EXHIBITS

1. Agenda Information Sheet

Respectfully submitted:
Kristi Franz
Executive Director