



Discover Denton Advisory Board

Mission

The mission of Discover Denton is to market and promote Denton in order to generate demand for the destination, creating a positive economic impact for the community.

Purpose

It is the purpose of Discover Denton to improve the quality of life in Denton through travel and tourism by generating maximum hotel/motel stays within the city in accordance with Texas Tax code Section 351.001.

Specifically, Discover Denton is to serve as the official Destination Marketing Organization (DMO) of Denton, Texas; to pursue and secure conventions and tourism to the city; to marshal and adapt the community's resources to the needs of each convention; to foster cooperative efforts with tourism-related entities; to encourage the establishment of additional visitor attractions; to develop publicity and advertising programs to encourage visitors to the city; and to carry out those functions necessary to enhance the image of Denton as a premier destination.

Board Composition

The Discover Denton Advisory Board is composed of 13 voting members and 6 ex-officio members. The Denton City Council annually appoints two (2) sitting city council representatives, at least two of whom also serve on the Community Partnership Committee of the City Council.

The balance of the Advisory Board members occupying seats specific to hospitality services/organizations integral to Discover Denton's mission and programming and are appointed by the Discover Denton Advisory Board.

The Discover Denton Advisory Board includes six (6) non-voting ex-officio members: Mayor of Denton or a designee of the Mayor, the City Manager or a designee of the city manager, Chair of the Denton Chamber of Commerce Board of Directors, the President of the Denton Chamber of Commerce, the Denton Chamber of Commerce Vice President/Director of Economic Development, and the Downtown Development/Main Street Coordinator.

Number of appointments	Representing	Appointed By	Voting or Non
3	Hotel/Motel Owner or General Manager	Discover Denton Advisory Board	YES
2	Entertainment/Venues/Restaurants	Discover Denton Advisory Board	YES
2	Attractions/Events	Discover Denton Advisory Board	YES
1	Denton Convention Center	Discover Denton Advisory Board	YES
1	Higher Education (University or College)	Discover Denton Advisory Board	YES
1	Greater Denton Arts Council	Discover Denton Advisory Board	YES
1	Transportation	Discover Denton Advisory Board	YES
2	City Council Members (appointed annually by City Council for one-year terms)	City of Denton	YES
1	Chamber President	Ex-Officio	No
1	Chamber Economic Development Director/VP	Ex-Officio	No
1	Downtown Development/Main Street Coordinator	Ex-Officio	No
1	Chamber Board Chair	Ex-Officio	No
1	City Manager	Ex-Officio	No
1	Mayor	Ex-Officio	No

Terms

The voting members of the board are appointed for staggered three-year terms with exception of the three city council members appointed annually by the city council for one-year terms. Term years are October - September in accordance with the Denton Chamber of Commerce fiscal year. A board member may serve two concurrent three-year terms, after which a minimum of one year must pass before a board member may be considered for re-nomination.

The Chair position of the Discover Denton Advisory Board is a three-year commitment: Chair Elect, Chair, and Past Chair.

Attendance

The Discover Denton Advisory Board meets four (4) times per year, the 1st Thursday in the month after the quarter ends in October, January, April and July. If scheduling prohibits a quorum, the meeting date will be adjusted to fall as close to that Exact dates of meetings are sent out at the prior quarter Advisory Board Meeting. An Advisory Board member must attend a minimum of two (2) of the four (4) annual meetings within a 12-month period to maintain a position on the advisory board.

Proxy attendance is not allowed for advisory board members. Ex-officio members of the board may opt to send a representative to attend board meetings. Regularly scheduled Advisory Board meetings are open meetings. Guests may speak at the discretion of the Advisory Board Chair.