



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Discover Denton

**CM:** Sara Hensley

**DATE:** February 3, 2026

### **SUBJECT**

Receive a report, hold a discussion, and give staff direction regarding the proposed bylaws of the Discover Denton Destination Marketing Organization.

### **BACKGROUND**

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 met on October 29, 2025, and approved the bylaws and voted to appoint an interim executive board. Next steps in this process include:

1. Receive feedback from City Council regarding the Bylaws in advance of the Resolution coming on a future consent agenda
2. Provide direction to City Staff to prepare Articles of Formation for the new entity in advance of a Resolution coming before City Council on a future consent agenda to file the Articles of Formation.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 – Presentation

Exhibit 3 – Proposed Bylaws

Respectfully submitted:

Kristi Franz

Executive Director