

GRAPEVINE CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
Thursday, October 16, 2025 – 8:00 a.m.
CVB Headquarters Boardroom
636 S. Main Street
Grapevine, Texas

AGENDA

1. Call to Order
2. Citizen Comments
Any person who is not scheduled on the agenda may address the Convention & Visitors Bureau Board under Citizen Comments or on any other agenda item by completing a Citizen Appearance Request form with staff. A member of the public may address the CVBB regarding an item on the agenda either before or during the Board's consideration of the item, upon being recognized by the Board Chair or upon consent of the CVBB. In accordance with the Texas Open Meetings Act, the CVBB is restricted in discussing or taking action during Citizen Comments.
3. New Employee Introduction
4. Approval of Minutes
5. Sales & Marketing Report
 - A. Fams and Site Visits
 - B. Earned Media
 - C. Advertising and Social
6. Ongoing Business
 - A. Marketing Committee Report
7. New Business
 - A. Christmas Capital of Texas Creative
 - B. Sister Cities Report
 - C. Approval of Grant for Restoration of 1912 Winfrey House
8. Liaison / Hotels / Attractions Updates
 - A. Liaison Updates
9. Adjournment

If you plan to attend this special public meeting and have a disability that requires special arrangements at the meeting, please contact the Grapevine Convention & Visitors Bureau at

(817) 410-3185 at least 24 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.

In accordance with Texas Government Code, Chapter 551.001 et seq, Acts of the 1993 Texas Legislature, the Grapevine Convention & Visitors Bureau Advisory Board Meeting agenda was prepared and posted on this the 10th day of October, 2025 by 5:00 p.m.



Becky Roberson
Executive Assistant