

GRAPEVINE CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
Thursday, November 20, 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. Approval of Minutes
4. Sales & Marketing Report
  - A. Sales Missions and Trade Shows
  - B. Earned Media
  - C. Social Media
  - D. Advertising Placement – see Board Report
5. Ongoing Business
  - A. Christmas Capital of Texas Update
6. New Business
  - A. Grant-in-Aid Requests
    - i. Frontier Brigade Band
    - ii. Parade of Lights
7. Liaison / Hotels / Attractions Updates
  - A. Liaison Updates
8. 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 14th day of November 2025 by 5:00 p.m.

A handwritten signature in blue ink that reads "Becky Roberson". The signature is written in a cursive style and is positioned above a horizontal line.

Becky Roberson  
Executive Assistant