

CITY OF GRAPEVINE, TEXAS
GRAPEVINE CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
Thursday, January 15, 2026 – 8:00 a.m.
CVB Headquarters Boardroom
636 S. Main Street
Grapevine, Texas

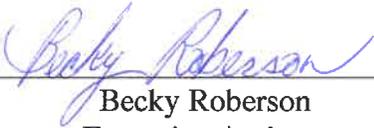
AGENDA

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. 2025 Calendar Year End Sales Report
 - B. Sales Missions, Trade Shows and FAMs
 - C. Media Report
6. Ongoing Business
 - A. 2026 Marketing Plan
 - B. Christmas Capital of Texas Update
7. New Business
 - A. Christmas Capital of Texas Public Facility Improvements
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 9th day of January, 2026 by 5:00 p.m.



Becky Roberson
Executive Assistant