

City of Glen Rose CVB Advisory Board Meeting Minutes

Date: June 5, 2025

Location: Glen Rose City Hall

Time Called to Order: 4:18 PM

Members Present:

- Sarah De La Cruz, Kim McDonald, Jeremy McCune, Victoria, Scott Gipson, Karen

Debbie Slaughter, JC Stone (arrived at 4:32 PM), Dana Lamure, owner of Whiskey Woods (joined later in the meeting)

Quorum:

Five members were confirmed present at the start of the meeting, establishing a quorum.

Approval of Previous Meeting Minutes

- A motion was made and passed to approve the previous month's meeting minutes.
- A typo was noted and corrected regarding the spelling of "Salida/Salido."
- There was a brief discussion comparing the referenced communities.

Event Review, Safety, and Capacity

- Safety measures were reviewed, including vehicle barricading coordinated with the sheriff's office.
- Estimated attendance reached 2,000+ not including vendors, which stretched the square's capacity.
- Future expansion is limited due to state highway restrictions, but long-term infrastructure like a pedestrian bridge and amphitheater is being considered.

Transportation & Vendor Parking

- A vendor shuttle system from the Expo Center was discussed.
- Public parking will remain unchanged; shuttling would apply to vendors, volunteers, and employees only.
- Local churches may continue to offer paid parking to support youth programs.

Entertainment & Budget Overview

- Two event models were compared: one event cost approx. \$50,000 through a promoter, while another cost around \$20,000–\$25,000 using local bookings and separate sound/stage vendors.

- Local acts were paid a few hundred dollars each for daytime sets.
- Music placement and stage orientation will be reconsidered for better crowd flow and audio coverage.

Vendor Experience

- Vendor layout will be revised due to uneven foot traffic.
- One food vendor offering gorditas lacked signage and did not operate from a truck, impacting visibility.
- Vendors near food and beverage areas, such as Blackie's, experienced stronger customer engagement.
- Consensus was that there may have been too many food vendors overall, diluting visitor traffic.
- Improvements suggested include limiting food vendor count and improving signage requirements.

Financials

- Revenue and expenses are still being compiled by Troy.
- Board members emphasized the event's long-term visibility and tourism impact.

Family & Community Events

- Family Night hosted by StoneWater Church is scheduled for Saturday, June 14, prior to Father's Day.
- The event was created to provide kid-friendly entertainment and community gathering opportunities.
- Past events were affirmed to already be family-inclusive with activities such as face painting and open space.

Beer Sales & Square Use

- Board acknowledged the role of beer sales in drawing attendance and sustaining vendor success.
- Smaller crew event will use a portion of the blocked-off square, featuring food and coffee vendors (no alcohol).
- Approx. 500 attendees expected with overflow vendor setups near the antique store.

Proposed Food Festival

- Discussion held about hosting a 'Taste of Latin America'-style food festival.

- Planned for the second week of November to avoid conflicts with Thanksgiving travel.
- Concept includes restaurant booths and tastings along the street; board members responded positively.

Retail & Downtown Business Observations

- Visitors from Dallas toured Glen Rose and other nearby towns and ranked Hico highest for boutiques.
- Noted that many local boutiques source from the same market, leading to repetitive merchandise.
- Certain square corners receive less foot traffic and may impact business success.
- Examples shared of local business closures and ownership changes due to sustainability and rising costs.

Board Comments & Closing

- Members expressed continued support for growing Glen Rose's event calendar as well as the safety measures set up in place.
- Meeting adjourned at 5:00pm.

Sarah De La Cruz, Secretary