

City of Glen Rose – CVB Advisory Board Council

Meeting Minutes

April 1, 2025 | 4:00 p.m.

Call to Order:

The meeting was called to order at 4:00 p.m. by Kim McDonald.

Roll Call – Members Present:

- Kim McDonald
- Melissa Pew
- Karen Wells
- Greg Cornett
- Sarah De La Cruz
- Scott Gipson
- Rita Smith
- Jeremy McCune [arrived late]

Approval of Minutes:

Scott Gipson made a motion to approve the minutes from the March 4th meeting.

Seconded by Kim McDonald.

All in favor. Motion passed.

New Business:

- **Secretary Appointment:**
Kim McDonald made a motion to appoint Sarah De La Cruz as Secretary.
Seconded by Melissa Pew.
All in favor. Motion passed.
- **Vice Chair Discussion Tabled:**
Motion made by Melissa Pugh to table the Vice Chair discussion.
Seconded by Greg Cornett.
All in favor. Motion passed.

Event Updates & Discussions:

- **Cornhole Tournament – April 12th:**
Scheduled during Market Weekend. Anticipated strong attendance.
- **Garden Street Plant Show:**
Also taking place the same weekend.
- **Business Visibility During Events:**
Discussion on improving visibility for open businesses during events. Proposed using directional signage around the square.
- **Jeremy (Green Pickle):**
Arrived late but noted attendance. Shared that his business saw decreased traffic during the recent music festival.

Subcommittees:

- **Potential subcommittees to be considered:**
 - Attractions
 - Sports
 - Restaurants
 - Hotels

Motion made by Sarah De La Cruz to table the discussion on subcommittees until the next meeting.

Seconded by Greg Cornett.

Motion passed.

New Ideas:

- **Passport-Style Event:**
Discussion on launching a “passport” initiative where visitors receive stamps at participating businesses, inspired by Rita’s table display idea. The passport could provide a sample itinerary (Day 1, Day 2, etc.) to encourage exploration of Glen Rose.
- **Soccer Tournament:**
Briefly discussed the idea of hosting a large soccer tournament but determined that field space is currently insufficient.
- **Squaw Valley Golf Course:**
Discussion on placing pamphlets or QR codes in golf carts that link visitors to a local calendar of events.
- **City Website Utilization:**
Encouraged businesses to add their events to the city’s website calendar. Noted that the city has hired someone to help make the website more user-friendly.

Surveys:

Motion made by Jeremy to send out a survey to collect data from local businesses.

Seconded by Sarah De La Cruz.

Motion passed.

- Anticipated receiving metrics from the music festival soon to better assess its impact.

Adjournment:

Meeting adjourned at 4:48 p.m.

