



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Downtown Economic Development Committee

Thursday, August 7, 2025

8:30 AM

Development Service Center

After determining that a quorum is present, the Downtown Economic Development Committee of the City of Denton, Texas, will convene in a Regular Meeting on Thursday, August 7, 2025, at 8:30 a.m. in the Development Service Center Training Rooms 1 and 2 at 401 N. Elm Street, Denton, Texas at which the following items will be considered:

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

Citizens may complete one Request to Speak "Public Comment" card per night for the "Presentations from Members of the Public" portion of the meeting and submit it to City Staff. Presentations from Members of the Public time is reserved for citizen comments regarding item not listed on the agenda. No official action can be taken on these items. Presentation from Members of the Public is limited to five speakers per meeting with each speaker allowed a maximum of three (3) minutes.

2. ITEMS FOR CONSIDERATION

- A. [DEDC25-007](#) Consider approval of the meeting minutes for February 6, 2025, and April 3, 2025.

Attachments: [February 6, 2025 DEDC Minutes - DRAFT](#)
 [April 3, 2025 DEDC Minutes - DRAFT](#)

3. WORK SESSION

- A. [DEDC25-008](#) Staff Reports:
1. Downtown Ambassador Update - Courtney Douangdara
 2. Main Street Quarterly Report - Kristen Pulido

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
 [Exhibit 2 - Ambassador Presentation](#)
 [Exhibit 3 - Main Street Presentation](#)

4. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Downtown Economic Development Committee or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Downtown Economic Development Committee reserves the right to adjourn into a Closed Meeting on any item on its open meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on August 1, 2025, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



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Legislation Text

File #: DEDC25-007, **Version:** 1

AGENDA CAPTION

Consider approval of the meeting minutes for February 6, 2025, and April 3, 2025.

**MINUTES
CITY OF DENTON
DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE
February 6, 2025**

After determining that a quorum was present, the Downtown Economic Development Committee convened on Thursday, February 6, 2025, at 8:32 a.m., in the Development Service Center, Training Rooms 1 and 2, 401 N. Elm Street, Denton, Texas, 76201.

PRESENT: Clyde Rick Woolfolk (Chair), Hank Dickenson (Vice-Chair), Jason Bodor, Jill Herbst, Kristen Kendrick-Bigley, Melissa Lenaburg, Beth Lewis, Rina Maloney, Nick Miller, Bob Moses, and Krissi Oden

ABSENT: Peggy Capps and Brock McKnight

STAFF PRESENT: Scott Bray, Vanessa Esparza, Kristen Pulido, Cameron Robertson, Brittany Sotelo, and Matilda Weeden

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

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No presentations from members of the public.

2. ITEMS FOR CONSIDERATION

A. DEDC25-001 Consider approval of the meeting minutes for December 5, 2024.

Bodor made a motion to approve the meeting minutes for December 5, 2024. Miller seconded the motion. Motion carried (9-0-2).

AYES (9): Bodor, Dickenson, Kendrick-Bigley, Lenaburg, Lewis, Maloney, Miller, Moses, and Woolfolk

NAYS (0): None

ABSENT FOR VOTE (2): Herbst and Oden

B. DEDC25-002 Receive nominations and elect a Vice-Chair of the Downtown Economic Development Committee.

Herbst and Oden entered at 8:34 a.m.

Dickenson made a motion to nominate and elect Kendrick-Bigley as Vice-Chair for the Downtown Economic Development Committee. Lenaburg seconded the motion. Motion carried (11-0-0).

AYES (11): Bodor, Dickenson, Herbst, Kendrick-Bigley, Lenaburg, Lewis, Maloney, Miller, Moses, Oden, and Woolfolk

NAYS (0): None

ABSENT FOR VOTE (0): None

C. DEDC25-003 Receive a report, hold a discussion, and make a recommendation to the Tax Increment Reinvestment Zone Number One Board regarding a Downtown Reinvestment Grant Program application for 227 W. Oak, The Plot Twist.

Staff presented the item. After hearing the presentation, the Committee reviewed and scored the application. The application received an average score of 26 points, making it eligible for a recommendation of up to \$35,000.

Lewis made a motion to recommend approval of the Downtown Reinvestment Grant Program application for 227 W. Oak, The Plot Twist. Bodor seconded the motion. Motion carried (11-0-0).

AYES (11): Bodor, Dickenson, Herbst, Kendrick-Bigley, Lenaburg, Lewis, Maloney, Miller, Moses, Oden, and Woolfolk

NAYS (0): None

ABSENT FOR VOTE (0): None

3. WORK SESSION

A. DEDC25-004 Hold a discussion regarding strategic plan tasks designed for Downtown and receive Board of Directors feedback and priorities for 2025.

Staff presented item and discussion followed. No action was taken.

4. CONCLUDING ITEMS

With no further business, the meeting adjourned at 9:20 a.m.

Clyde Rick Woolfolk, Chair
Downtown Economic Development Committee

Vanessa Esparza
Administrative Assistant

Minutes Approved On: _____

**MINUTES
CITY OF DENTON
DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE
April 3, 2025**

The Downtown Economic Development Committee of the City of Denton, Texas convened in a meeting on Thursday, April 3, 2025, at 8:30 a.m. in the Development Service Center, Training Rooms 1 and 2, 401 N. Elm Street, Denton, Texas, 76201.

PRESENT: Jason Bodor, Hank Dickenson, Jill Herbst, Rina Maloney, Nick Miller, and Bob Moses

ABSENT: Nancy Beth Lewis, Peggy Capps, Kristen Kendrick-Bigley, Melissa Lenaburg, Brock McKnight, Krissi Oden, Clyde Rick Woolfolk

STAFF PRESENT: Scott Bray, Courtney Douangdara, Vanessa Esparza, Kristen Pulido, Brittany Sotelo, and Matilda Weeden

Attendees waited until 8:45 a.m. for a quorum of members to arrive.

A quorum failed to materialize, no action was taken, and the meeting was adjourned at 8:55 a.m.

**Clyde Rick Woolfolk, Chair
Downtown Economic Development Committee**

**Vanessa Esparza
Administrative Assistant**

Minutes Approved On: _____



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AGENDA CAPTION

Staff Reports:

1. Downtown Ambassador Update - Courtney Douangdara
2. Main Street Quarterly Report - Kristen Pulido



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AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor

DATE: August 7, 2025

SUBJECT

Staff Reports:

1. Ambassador Update– Courtney Douangdara
2. Quarterly Main Street Program Update – Kristen Pulido

BACKGROUND

Ambassador Update

Receive a report and hold a discussion regarding the Downtown Denton Ambassador Pilot Program.

Quarterly Main Street Program Update

Receive a report, hold a discussion regarding a recap of Denton Main Street's Quarter three activities.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Ambassador Presentation

Exhibit 3 – Main Street Presentation

Respectfully submitted:
Kristen Pulido
Main Street Program Manager
Office of Economic Development



UPDATE: DOWNTOWN DENTON AMBASSADOR PILOT PROGRAM

Presenter: Courtney Douangdara
Deputy Director Community Services

COMMUNITY SERVICES

BACKGROUND



Strategic Plan Key Focus Area:

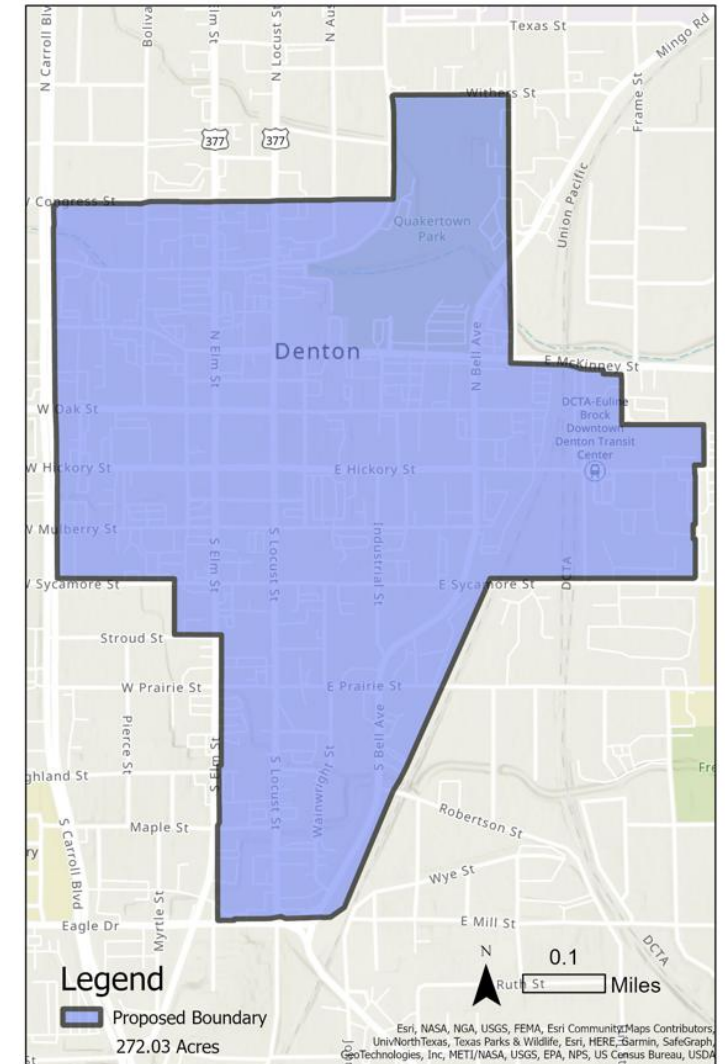
Strengthen Community and Quality of Life

GOALS:

- Develop solutions for a **cleaner, safer, more vibrant** Downtown Denton.
- Identify **sustainable funding source**, such as a Public Improvement District (PID).

Program Details:

- 2-Year Pilot: \$703,303 annual cost; temporarily funded through General Fund
- Contract with Block by Block to provide clean and safety services to a 272-acre service area 7 days a week.



***Downtown Denton Ambassador
Program Service Area***

FUNDING & FUTURE CONSIDERATIONS

- July 2023 – Council direction to pursue 2-year pilot program using General Fund dollars, and to engage property owners to gauge interest in establishing a Public Improvement District (PID) to sustain the program after the pilot.
- April 2025 – Downtown property owners declined to move forward with a PID.
- June 2025 – Council provided direction at the June 17 Work Session for the Ambassador Program to be considered during the HOT Funds allocation process.
- July 2025 – The Community Partnership Committee recommended \$291,000 of HOT Funds to sustain services for the downtown square only five days a week.
- August 2025 – Council will consider supplementing HOT funds to sustain the program for a higher service level, if desired, at the August 9 Council Budget Workshop.



Main Street Quarterly Report

Kristen Pulido
Office of Economic Development
Main Street Program Manager

Downtown Reinvestment Grant

April 15 – Downtown Masterclass

- Educate businesses within the new TIRZ 1 boundary on the Downtown Reinvestment Grant and Historic Tax Credits

Downtown Reinvestment Grant Pipeline Stage	
5% - Lead	2
10% - Awaiting Application	15
100% - Under Construction	2
TOTAL	19

FY 24/25 Tax Increment Reinvestment Zone Number One (Downtown) Grants								
Owner/Business	Address	Type	Amount	DEDC	TIRZ	Council	Construction	Reimbursement
Green Eggs and Ham LLC	116 W. Oak	Fire Suppression	\$50,000.00	X	X	X	X	
The Plot Twist	227 W. Oak	Sign/Interior Improvements	\$35,000.00	X	X	X	X	X
380 Incentive Grant								
Axis Realty/Fine Arts Theater	113 N. Elm	380 Incentive Grant	\$1,076,366.00	X	X	X	X	
Axis Realty/Fine Arts Theater	113 N. Elm	380 Incentive Grant	\$544,503	X	X	X	X	
		TOTAL	\$1,705,869.00					

Downtown Opening & Closings

Business Name	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
April-June				
Vinyl Lounge		X		7
Ironwood Axe Throwing		X		4
Mellow Mushroom		X		20
La Mexicana *Reopen	X		7	
Susie's Snack Shop		X		3
Denton Yarn Works	X		3	
Blind Fox Food Truck (DCBC)		X		2
Cheech and Chongs Apothecaria	X		5	
Horse's Axe		X		7
TOTAL	3	6	15	43

Q3 Business Retention, Expansion & Recruitment

11

Business
Retention &
Expansion Visits

3

Developer/New
Business Visits

5

Business Closure
Outreach

5

*New weekly
goal for
Recruitment

5

Active Business
Support
Requests

Support Downtown small businesses by increasing knowledge of available grant programs:

- National Trust for Historic Preservation: Backing Historic Small Restaurants
- Performing Arts Funding Grant
- Farmers Market Promotional Grant
- Texas Art Plan Grant

Top Reasons for Closures:

1. Personal/Family Matters
2. Location
3. Zoning

Downtown Engagement

April 17 – Downtown Safety Meeting

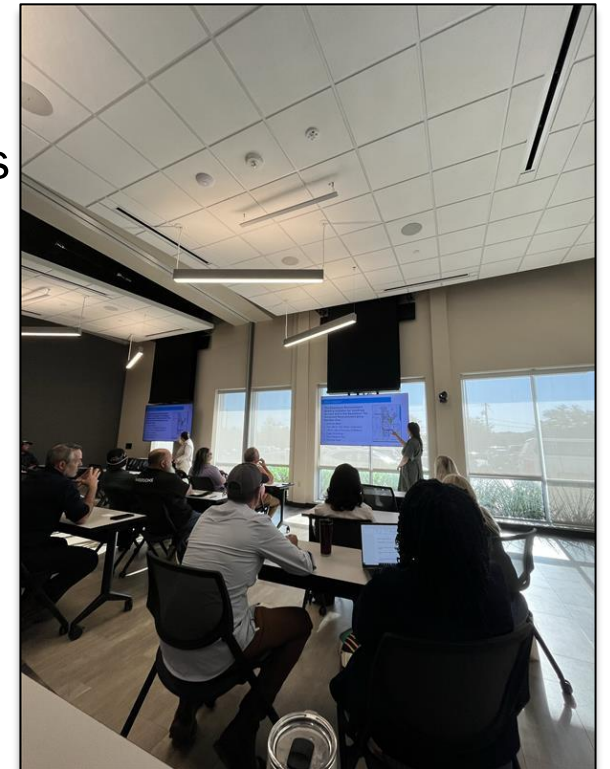
- Partnered with Community Services, DPD, and the Downtown Ambassadors to review the needs of the community

April 29 – Public Improvement District (PID) Feedback Meeting

- 2nd meeting with Downtown Property owners to discuss the potential creation of a Downtown Public Improvement District
- Based on their feedback, we will not pursue the creation of a PID at this time

May 16 – Downtown Halloween Town Hall

- Invited Downtown property and business owners, along with Parks and Rec, and the City of Denton's Marketing team, to explore how businesses can participate in the City's 31 Days of Halloween



Training & Highlights

April 25 – Texas Downtown Associations Downtown Roundtable, Corsicana, TX

- Focus: Partnerships in Art

June 9-12 – Texas Main Street Retreat

Downtown Lowdown Launch

- Downtown Newsletter featuring business anniversaries, available properties, Downtown businesses in the news

Nationally Accredited Main Street Program

- Recipients must demonstrate excellence in leadership, strategic programming, preservation based economic development, and measurable community impact.



DOWNTOWN LOWDOWN



SCAN

Questions?
