



City of Denton

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

Meeting Agenda Public Art Committee

Thursday, December 5, 2024

4:00 PM

Civic Center Community Room

After determining that a quorum is present, the Public Art Committee of the City of Denton, Texas will convene in a Regular Meeting on Thursday, December 5, 2024, at 4:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas, at which the following items will be considered:

1. PRESENTATION FROM MEMBERS OF THE PUBLIC

This section of the agenda permits a person to make comments regarding public business on items not listed on the agenda. This is limited to two speakers per meeting with each speaker allowed a maximum of four (4) minutes. Such person(s) shall have filed a "Blue Card" requesting to speak during this period prior to the calling of this agenda item.

2. ITEMS FOR CONSIDERATION

- A. [PAC24-033](#) Consider approval of the minutes of October 3, 2024.

Attachments: [Exhibit 1- October 3, 2024 Minutes](#)

- B. [PAC24-034](#) Receive nominations and elect a Chair and Vice-Chair for the Public Art Committee.

Attachments: [Exhibit 1- Agenda Information Sheet](#)

- C. [PAC24-035](#) Receive a report, hold a discussion, and give staff direction regarding the Public Art Committee Annual 2024-25 meeting schedule.

Attachments: [Exhibit 1- Agenda Information Sheet](#)

[Exhibit 2- Ordinance 19-2865](#)

[Exhibit 3- PAC 2025 Meeting Calendar](#)

- D. [PAC24-036](#) Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

1. Recently Completed Projects
 - a. Scary Chairy Orchard
2. Current Projects
 - a. Traffic Box Wraps
3. Future Projects
 - a. Bond Projects
 - i. Animal Care and Adoption Center Expansion
 - ii. Fire Stations #5 and #6

Attachments: [Exhibit 1- Agenda Information Sheet \(Project Updates DEC 2024\)](#)
 [Exhibit 2- Presentation](#)
 [Exhibit 3- Traffic Box Wrap Map](#)

- E. [PAC24-037](#) Receive a report, hold a discussion, and give staff input regarding the recently concluded Halloween Denton 2024 public art and placemaking efforts.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
 [Exhibit 2- Presentation](#)
 [Exhibit 3- Downtown Halloween Brand Guide](#)

3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Public Art 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 Public Art 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.

C E R T I F I C A T E

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 November 26, 2024, 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 #: PAC24-033, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes of October 3, 2024.

City of Denton Parks, Public Art Committee
Minutes
October 3, 2024

After determining that a quorum of the City of Denton, Texas, Public Art Committee was present, the Committee convened in a Regular Meeting on Thursday, October 3, 2024, at 4:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

Present: Vice-Chair Joey Liechty, and Members, Jennifer Lane, Will Milne, Jordon Gil, Travis Velseka, Francesa Romano, and Valois Vera.

Absent: Adam Chamberlain and Connor Bradford

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- Charles Lee spoke regarding item PAC24-030, Bond Program Update.

2. ITEMS FOR CONSIDERATION

- A. PAC24-026: Consider approval of the minutes of August 1, 2024.

Vice-Chair Liechty moved to adopt the item as presented; Member Milne seconded. Motion carried.

AYES (7): Vice-Chair Joey Liechty, and Members, Jennifer Lane, Will Milne, Jordon Gil, Travis Velseka, Francesa Romano, and Valois Vera.

NAYS (0): None

ABSENT (2): Members Chamberlain and Bradford.

- B. PAC24-025: Receive a report, hold a discussion, and give staff direction regarding the Traffic Utility Box Art Program

The item was presented, and discussion followed.

Following discussion, staff was provided no direction.

- C. PAC24-029: Consider acceptance of a bench featuring Burlington Northern Santa Fe Railroad (BNSF) and train safety themed artwork from Noblewins, LLC.

The item was presented, and discussion followed.

Following discussion, Member Lane moved to accept the artwork. Member Velseka seconded. Motion carried.

AYES (7): Vice-Chair Joey Liechty, and Members, Jennifer Lane, Will Milne, Jordon Gil, Travis Velseka, Francesa Romano, and Valois Vera.

NAYS (0): None

ABSENT (2): Members Chamberlain and Bradford.

- D. PAC24-030: Receive a report, hold a discussion, and give staff input regarding upcoming Bond Projects funded by the 2023 Bond Program that will have a public art component.

The item was presented, and discussion followed.

Following discussion, staff was provided no direction.

- E. PAC24-031: Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:
1. Recently Completed Projects
 - a. Development Services Mural
 - b. Wolff's Park Light and Sound
 2. Future Projects
 - a. Bond Projects
 - i. Animal Care and Adoption Center Expansion
 - ii. Fire Stations #5 and #6

The item was presented, and discussion followed.

Following discussion, staff was provided no direction.

3. CONCLUDING ITEMS

- Chair and Vice-Chair vote will be included on December agenda.

With no further business, the meeting was adjourned at 6:09p.m.

JOEY LIECHTY
VICE-CHAIR
CITY OF DENTON, TEXAS

ROBIN HILL
ADMINISTRATIVE ASSISTANT
CITY OF DENTON, TEXAS

MINUTES APPROVED ON:_____



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Legislation Text

File #: PAC24-034, **Version:** 1

AGENDA CAPTION

Receive nominations and elect a Chair and Vice-Chair for the Public Art Committee.



City of Denton

City Hall
215 E. McKinney Street
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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: December 5, 2024

SUBJECT

Receive nominations and elect a Chair and Vice-Chair for the Public Art Committee.

BACKGROUND

The Public Art Committee (PAC) elects a chairperson and vice-chairperson from its members annually. The Boards, Commissions, and Council Committees Handbook requires:

Election of Officers

Procedures for the election of officers for appointed boards are established to ensure consistency with the City Council's goals and policies in making board appointments. Except where otherwise provided by state law, federal law, City Charter, or City ordinances or resolutions, election of officers for City of Denton council-appointed boards will be as follows:

- *The chair and vice-chair will be elected by voting board members.*
- *Election of officers shall be annually as soon as practicable after the annual appointment process. If, for any reason, the chair or vice-chair vacates their seat, a special election should be held to fill the unexpired term. A temporary chair may be selected by the board pursuant to Roberts Rules of Order.*

Today, the PAC is asked to elect those individuals to serve the roles of a Chair and Vice-Chair for two years or until a successor is elected.

OPTIONS

Elect a Chair and Vice-Chair, postpone election.

RECOMMENDATION

Staff recommends electing a Chair and Vice-Chair.

ESTIMATED SCHEDULE OF PROJECT

N/A

FISCAL INFORMATION

N/A

EXHIBITS

Exhibit 1- Agenda Information Sheet

Respectfully submitted:
Gary Packan, Parks and Recreation

Prepared by:
Omar Siddiqi, Parks and Recreation Admin. Analyst



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Legislation Text

File #: PAC24-035, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Public Art Committee Annual 2024-25 meeting schedule.



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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: December 5, 2024

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Public Art Committee Annual 2024-25 meeting schedule.

BACKGROUND

Ordinance 19-2865 (**Exhibit 2**) was adopted by City Council on January 28, 2020, and amended Section 2-29(h) of the Denton City Code to require Boards, Commissions, and Committees adopt a regular meeting schedule each year.

The requirement can be found in Section 2-29(h)(4)(c) and reads as follows:

Unless otherwise provided by law, each board, commission, or committee, shall adopt a regular meeting schedule by no later than the body's first meeting of the calendar year. All regular meeting schedules shall be sent to the City Secretary's Office for official record keeping purposes upon adoption. Regular meeting schedules should include all planned meetings the body intends to have during the calendar year.

The amendment was effective immediately upon its adoption. Therefore, the Public Art Committee needs to proceed with adopting its meeting schedule for 2024. In order that the meeting schedule fully reflect meetings for 2024-25, the proposed schedule includes those meetings held to date (**Exhibit 3**).

Because it is understood that the start time and meeting location can vary based on room availability, that information is not included as part of the proposed schedule. The requirement for an annual schedule was to clearly define the day/month. If at any point in time a meeting cannot/will not be held, a cancellation notice will be duly posted in coordination with the City Secretary's Office. There will be no need to amend the meeting schedule should a meeting have to be cancelled.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Ordinance 19-2865

Exhibit 3- PAC 2025 Meeting Calendar

Respectfully submitted:
Gary Packan, Parks and Recreation

Prepared by:
Omar Siddiqi, Parks Admin. Analyst

ORDINANCE NO. 19-2865

AN ORDINANCE OF THE CITY OF DENTON AMENDING THE CITY OF DENTON CODE OF ORDINANCES (CODE) SECTION 2-29 (CITY COUNCIL RULES OF PROCEDURE) SUBSECTION (H) (CREATION OF COMMITTEES, BOARDS, AND COMMISSIONS) REQUIRING BOARDS, COMMISSIONS, AND COMMITTEES TO ESTABLISH A REGULAR MEETING SCHEDULE; PROVIDING FOR A SEVERABILITY CLAUSE; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Council of the City of Denton creates various boards, commissions, and committees to participate in the City's governmental process, and give input on topics of community importance; and

WHEREAS, the City Council recognizes that board, commission, and committee membership is a significant time commitment for Denton residents; and

WHEREAS, the City Council desires to help members of boards, commissions, and committees better understand the time commitment and meeting schedule of their respective seat by requiring the adoption of regular meeting schedules annually; and

WHEREAS, Denton City Council meetings are conducted in accordance with the Council Rules of Procedure set forth in Section 2-29 of the Denton City Code of Ordinances; NOW THEREFORE,

THE COUNCIL OF THE CITY OF DENTON HEREBY ORDAINS:

SECTION 1. That Section 2-29 (h) of the Denton Code of Ordinances, known as the Denton City Council Rules of Procedure, is hereby amended to read as follows:

(h) *Creation of committees, boards and commissions.*

(1) *Council committees:* The council may, by resolution and as the need arises, authorize the appointment of council committees. Any committee so created shall cease to exist when abolished by resolution of the council. Council committees shall comply with the Texas Open Meetings Act.

(2) *Citizen boards, commissions, and committees:* The council may create other citizen boards, commissions, and committees to assist in the conduct of the operation of the city government with such duties as the council may specify not inconsistent with the City Charter or Code. Creation of such boards, commissions, and committees and memberships and selection of members shall be by council resolution if not otherwise specified by the City Charter or Code. Any board, commission, or committee so created shall cease to exist when abolished by a resolution approved by the council. No committee so appointed shall have powers other than advisory to the council or to the city manager, except as otherwise specified by the Charter or Code. All citizen boards, commissions, and committees shall comply with the procedural requirements of the Texas Open Meetings Act. Any reference in this article to "citizen boards, commissions,

and committees" includes citizen task forces and citizen ad hoc boards, commissions, and committees unless otherwise indicated herein.

(3) *Appointments:*

- a. Individual city council members making nominations for members to citizen boards, commissions, and committees will consider interested persons on a citywide basis.
- b. The city council will make an effort to be inclusive of all segments of the community in the board, commission, and committee appointment process. City council members will consider ethnicity, gender, socio-economic levels, and other factors to ensure a diverse representation of Denton citizens.
- c. The city council will take into consideration an individual's qualifications, willingness to serve, and application information in selecting nominations for membership to each board, commission, and committee.
- d. In an effort to ensure maximum citizen participation, city council members will continue the general practice of nominating new citizens to replace board members who have served three (3) consecutive terms on the same board per the provisions of Denton Code of Ordinances, section 2-65. This provision does not apply to citizen task forces and citizen ad hoc committees.
- e. Each city council member will be responsible for making nominations for board, committee, and commission places assigned to him or her, which shall correspond to the city council member's place. Individual city council members will make nominations to the full city council for the governing body's approval or disapproval.

(4) *Rules of procedure:*

- a. All board, commission, and committee members, including citizen board, commission, and committee members, shall comply with the provisions of article II of chapter 2 of the Code of Ordinances. All board, commission and committee members, including citizen board, commission, and committee members, shall be provided a copy of these rules of procedure and a copy of the City of Denton Handbook for Boards, Commissions and Committees, which shall govern operational procedures of all boards, commissions and committees, including citizen boards, commissions, and committees. All boards, commissions, and committees, including citizen boards, commissions and committees, shall comply with these rules as to the preparation of minutes of meetings, and such minutes shall be prepared in accordance with the policies and procedures of the city secretary.
- b. All citizen board, commission, and committee members shall comply with the procedural requirements of the V.T.C.A., Texas Government Code Chapter 551, also known as the "Texas Open Meetings Act" as they appear now or may be amended in the future. Notice of all meetings shall be posted in compliance with the Texas Open Meetings Act and minutes and records will be maintained in accordance with requirements of the city secretary's office. Each citizen board, commission, and committee member shall be provided a copy of the Texas Open Meetings Act. Penalty provisions of the Texas Open Meetings Act shall only

apply to citizen boards, commissions, and committees with rule making or quasi-judicial power, as set forth in the Texas Open Meetings Act and as interpreted by Texas Courts.

c. Unless otherwise provided by law, each board, commission, or committee, shall adopt a regular meeting schedule by no later than the body's first meeting of the calendar year. All regular meeting schedules shall be sent to the City Secretary's Office for official record keeping purposes upon adoption. Regular meeting schedules should include all planned meetings the body intends to have during the calendar year.

SECTION 2. The provisions of this Ordinance are severable, and the invalidity of any phrase, clause, or part of the Ordinance shall not affect the validity or effectiveness of the remainder of the Ordinance.

SECTION 3. This ordinance shall become effective immediately upon its passage and approval.

The motion to approve this ordinance was made by PAUL MELTZER and seconded by KEELY BRIGGS, the ordinance was passed and approved by the following vote [6 - 0]:

	Aye	Nay	Abstain	Absent
Chris Watts, Mayor:	<u>✓</u>	_____	_____	_____
Gerard Hudspeth, District 1:	<u>✓</u>	_____	_____	_____
Keely Briggs, District 2:	<u>✓</u>	_____	_____	_____
Jesse Davis, District 3:	<u>✓</u>	_____	_____	_____
John Ryan, District 4:	_____	_____	_____	<u>✓</u>

Deb Armintor, At Large Place 5:

✓ _____

Paul Meltzer, At Large Place 6:

✓ _____

PASSED AND APPROVED this the 28th day of January, 2020.

Chris Watts
CHRIS WATTS, MAYOR

ATTEST:
ROSA RIOS, CITY SECRETARY

BY: Rosa Rios

APPROVED AS TO LEGAL FORM:
AARON LEAL, CITY ATTORNEY

BY: Aaron Leal



2025

PUBLIC ART COMMITTEE (PAC) MEETING CALENDAR

January						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February						
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March						
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30	31					

April						
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27	28	29	30			

May						
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June						
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29	30					

July						
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August						
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31						

September						
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28	29	30				

October						
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26	27	28	29	30	31	

November						
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30						

December						
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7	8	9	10	11	12	13
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21	22	23	24	25	26	27
28	29	30	31			



City of Denton

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Legislation Text

File #: PAC24-036, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

1. Recently Completed Projects
 - a. Scary Chairy Orchard
2. Current Projects
 - a. Traffic Box Wraps
3. Future Projects
 - a. Bond Projects
 - i. Animal Care and Adoption Center Expansion
 - ii. Fire Stations #5 and #6



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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: December 5, 2024

SUBJECT

Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

- 1) Recently Completed Projects
 - a) Scary Chairy Orchard
- 2) Current Projects
 - a) Traffic Box Wraps
- 3) Future Projects
 - a) Bond Projects
 - i) Animal Care and Adoption Center Expansion
 - ii) Fire Stations #5 and #6

BACKGROUND

This item provides information about recent and upcoming arts projects and seeks feedback from the committee on those projects and plans.

Recently Completed Projects

Scary Chairy Orchard

The Scary Chairy Orchard was one initiative embedded within the wider Halloween Denton program of events. Developed as a seasonal homage to the Chairy Orchard – a beloved temporary and ephemeral art installation started by two neighbors in an empty lot between their homes in Northeast Denton – the Scary Orchard invited Denton residents to repurpose chairs with Halloween-themed artwork. Staff at Keep Denton Beautiful helped launch the program with email and social media communications, and Parks and Recreation staff continued the program until its conclusion.

Not really knowing what to expect at the onset of the program, Parks and Recreation staff were delighted by the public response to the Scary Chairy Orchard. Denton residents provided more than 140 art chairs to the orchard. Staff created a mechanism whereby the general public could vote on their favorite chair and almost 400 votes were cast over the course of almost a week of voting. The program concluded with an award ceremony at the lawn in front of City Hall on Halloween Eve. A number of awards were handed out to winning entrants including the Mayor's Choice Award, the People's Choice Award, Most Clever Chair, Creepiest Chair, and Best Individual Chair. The award ceremony benefitted from the attendance of the Mayor and Chairy Fairy Judy Smith.)

Current Projects

Traffic Box Wraps

City staff continue to solicit artwork intended to wrap 4-5 additional boxes in the Downtown Denton area just south of the Courthouse Square (see **Exhibit 3 – Traffic Box Wrap Map**). The initial art call – directed toward City of Denton staff – received a few responses and staff would like to augment those with additional submissions from the public. Staff have issued informal calls for artists through social media and during certain outreach programs (OLLI at UNT, e.g.). Additionally, staff have reached out to the Scary Orchard mailing list, and art and graphics instructors and departments at Denton ISD, TWU and UNT to further solicit art submissions.

Future Projects

Upcoming Bond Construction Projects

The 2023 Bond Program includes several construction projects that each include a public art component. Three of these projects are currently in the design phase – Fire Station #5, Fire Station #6, and the Animal Care and Adoption Center Expansion. Parks Planning staff are developing comprehensive project scopes for public art connected to each project. In addition to project scopes, Parks and Recreation staff are working to provide a design guidebook to Fire and Animal services staff that will include design considerations, a list of prospective artists and their relevant recent public art projects. The intention of the guidebook is also to show the kind of public art projects that can be supported with the robust level of funding provided by the 2023 bond program.

Public Art Inventory and Asset Management

RECOMMENDATION

None.

ESTIMATED SCHEDULE OF PROJECT

Employee art installation on Traffic Box Wraps should occur shortly after PAC chooses winning submissions in December. Additional traffic box wraps will be installed in FY24-25. Planning for the first slate of Bond-related Public Art projects is currently underway with staff sharing preliminary design consideration documents with Fire and Animal Services staff. Future bond projects include the Active Adult Center and the S. Branch Library. Preliminary design discussions for these projects should begin in 2025 and 2026, respectively.

OPERATIONAL IMPACT

Each project will have an anticipated maintenance need. Staff are currently working on determining an inspection and asset management protocol under the updated Public Art Policy that will allow for inspections of larger artwork on an annual basis, leading to more accurate estimates of maintenance needs on a year-to-year basis.

FISCAL INFORMATION

FY 24-25 HOT FUNDS (Requested)

Halloween	\$75,000
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Traffic Boxes	\$15,000
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Public Art Bond Issue Timeline

FY23-24 (Animal Center)	\$317,000
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FY 24-25 (Fire Stations)	\$506,000
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FY 26-27 (Active Adult Center)	\$930,000
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FY 28-29 (S. Branch Library)	\$969,000
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EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Exhibit 3- Traffic Box Wrap Map

Prepared by:

Omar Siddiqi, Admin. Analyst,
Parks and Recreation

Respectfully submitted:

Gary Packan, Director Parks and Recreation



Public Art Project Update

Prepared by: Omar Siddiqi, Admin. Analyst
City of Denton Parks and Recreation
Dec. 5, 2024

Recently Completed Projects

Halloween, generally

- Separate agenda item

Scary Chairy Orchard

- Community art project
- Surprisingly popular
- Working on Scary Chairy Orchard 2.0
 - Additional Awards
 - Rules & Signage
 - Sponsors?



Current Projects

Traffic Box Wraps

- Soliciting submissions from City of Denton employees and the Public in General
- Have received several submissions
- Submissions open until early December



UNITE, GROW,
PLAY
Denton Parks and Rec

CITY OF DENTON
Traffic Box Art
CONTEST GUIDELINES
12/5/24 PAC24-036



Public Art Inventory Asset Management

- Parks and Recreation Staff are beginning a comprehensive asset management/tagging program
- Developing SOP for ongoing asset management
- Will help assessing the total value of the City's collection
- Tracking inventory will also help with accessioning, deaccessioning, locating, and maintaining existing art
- Asset management will help determine where to place new art



Future Bond Projects

- **Fire Station #5**
 - **Developing Scope and Guidebook**
- **Fire Station #6**
 - **Developing Scope and Guidebook**
- **Animal Center Expansion**
 - **Developing Scope and Guidebook**
- **Active Adult Center**
- **New South Branch Library**

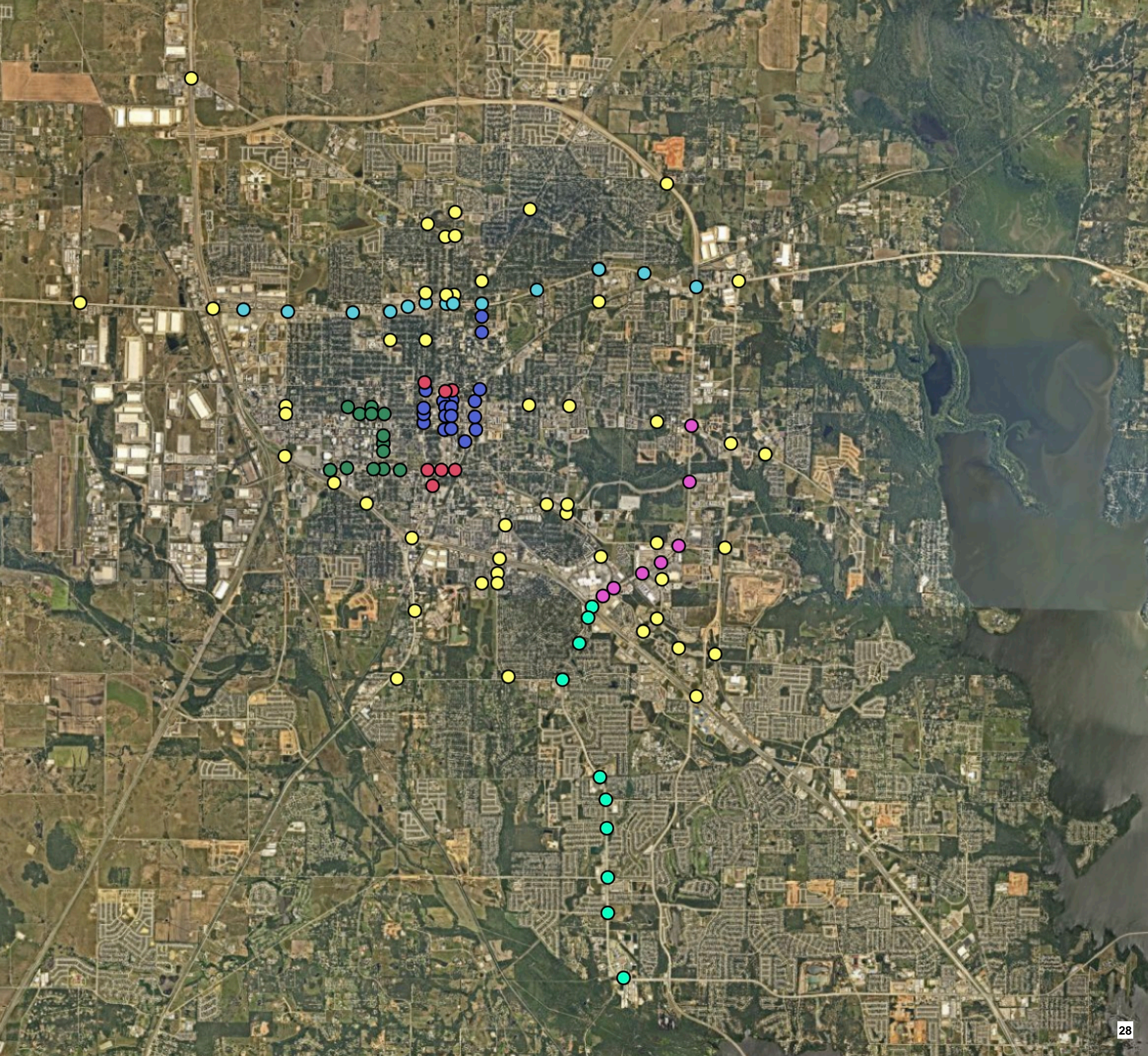


James Talbot, "Magical Portal," Austin, TX

12/5/24

PAC24-036

Questions/Comments?





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Legislation Text

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Receive a report, hold a discussion, and give staff input regarding the recently concluded Halloween Denton 2024 public art and placemaking efforts.



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DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

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SUBJECT

Receive a report, hold a discussion, and give staff input regarding the recently concluded Halloween Denton 2024 public art and placemaking efforts.

BACKGROUND

The genesis of Halloween Denton began in early Fall 2023 when Parks and Recreation Staff first discussed the possibility of an expansive and sustained Halloween celebration. The timing was not coincidental, at this time staff were considering how best they could position Denton and its holiday season celebrations against many of the better funded, and more established regional offerings. Parks and Recreation staff determined that properly intervening in a Winter and Christmas holiday marketplace already dominated by cities like Grand Prairie, Grapevine, and Frisco would require an expensive outlaying of resources amounting to hundreds of thousands of dollars. Additionally, it was still questionable if this massive investment would have a payoff and peel away attendees from events at other cities that were already entrenched as part of individual families' enduring holiday traditions. Instead, Parks and Recreation staff felt that they could focus on Halloween – a less competitively programmed holiday – to attract visitors, improve local business revenue, and augment local sales tax coffers.

Part of the inspiration for Halloween Denton was the example provided by the city of Conway, South Carolina which had already experienced success using an extended Halloween celebration to increase local tourism and tax revenues. A plan for Halloween began to emerge in the November meeting and coalesced over the course of the next several months as Parks and Recreation staff spoke to staff in other departments and with our community stakeholders across Downtown Denton. Beginning with the planning phase of Halloween Denton, City Staff continued to emphasize the “Three P’s” defining the overall project: Programming, Placemaking, and Promotions.

Programming

The City of Denton created the Halloween Denton umbrella to promote, amplify, and augment an already robust calendar of Halloween events that were taking place in Denton every year. Over 150 distinct programs and events were included in the Halloween Denton calendar. Events were hosted by local bars, restaurants, and other businesses in the Downtown area, by various local groups, and by City and County staff through Denton Parks and Recreation, the Denton Public Library, and the Denton County Office of History and Culture. Stakeholders were encouraged to build upon and enhance programming from previous years to create especially impactful offerings as part of the Halloween Denton initiative.

Placemaking

Denton Parks and Recreation staff were most active in the arena of placemaking – offering compelling, destination attractions for Denton residents and visitors. The role of placemaking in Halloween Denton was critical to its success, as placemaking efforts helped to promote the program organically – through social

media and through local and regional news media. Media coverage, in turn, attracted additional visitors to Denton, making Halloween programming that much more successful.

Parks and Recreation staff worked hard to realize several placemaking efforts. These included the Ghostbusters HQ at Discover Denton, City Hall Graveyard, pumpkins at intersections and in trees, iconic signage and the Giant Pumpkin on the Courthouse Lawn, WereWolff's Park, Scarecrows at City Hall East, the Ghosts of Emily Fowler (outside the library), Dr. Frankenstein's laboratory and Tentacle Experience at City Hall West, the Witch's lair off Cedar Street, Cedar Street Spiders and Webs, and three Haunted Hotline phone booths (provided by MarComm).

The Scary Chairy Orchard at City Hall represented something of a combination between a placemaking opportunity and a community art project. The orchard was a surprise success, and points to a real need in the community for collective art projects both as a part of future Halloweens and as a more regular feature of our annual programming.

Promotion

The third leg of the Halloween Denton tripod involved a comprehensive promotion campaign led by the City of Denton's Marketing and Communication Department. MarComm created an entire brand campaign for Halloween Denton that included logo designs, stickers, t-shirts, and other promotional material, as well as guidelines for City staff on the streamlined use of fonts and colors (**Exhibit 3: Halloween Brand Guide**). The Halloween Denton t-shirts proved to be a particularly hot commodity at the Discover Denton store. Crucially, MarComm created an events calendar consolidating all 150+ events in a single location. Event programmers could add their events to the MarComm calendar using an online submission form.

Marketing and Communications were also deeply involved in getting Halloween Denton wider news coverage across the Dallas-Fort Worth metroplex. Articles about Halloween Denton appeared in/on KERA, WFAA, Texas Tribune, Denton Record-Chronicle, Dallas Morning News, North Texas Daily, Fox 4 News, Houston Chronicle, and CBS News.

Initial Signs of Success

Initial indicators, both empirical and anecdotal, suggest that Halloween Denton did significantly increase traffic to the Square and revenue to local businesses. Feedback from event sponsors also show that most programs were a success, although to some the richness of offerings on the events calendar made it difficult to navigate. Marketing and Communications made nimble adjustments to the calendar to help navigation as the month progressed.

In an anecdotal sense it was clear to visitors to the Denton Square that the Halloween Denton attractions were bringing very large crowds to the Denton Square on weekend evenings and throughout the weekdays in October. The Discover Denton store experienced revenue in October that outshone its usual annual receipts. Furthermore, foot traffic data shows that there were around 140,000 additional visitors to the Denton Square than in the same period of time the previous year. The impact of Halloween Denton on local sales tax revenue will be evident when the State Comptroller posts those numbers in December.

A Sense of Community

It is important to consider, as well, aspects of the Halloween Denton program beyond the growth in visitors, sales, and tax revenue. Residents in Denton spoke of feeling a sense of community pride in Halloween Denton. There was a palatable sense that Halloween Denton spoke to what was best about Denton – residents' focus on collaboration, the inherent creativity of Denton residents, and the willingness to try new and perhaps slightly kooky initiatives to support local arts and culture.

Looking Toward the Future

City staff and local stakeholders conducted a post-mortem meeting on November 22 to discuss the first Halloween Denton. Participants spoke to what worked well in October and what could be improved. Additionally, much of the discussion focused on what could be done in the next year to improve the impact of Halloween Denton across the region. City Staff reminded participants that, according to a recent Texas Commission on the Arts webinar, it takes approximately three years for a festival or public event to become widely integrated in the minds of local and regional residents.

Parks and Recreation staff, City staff, and local stakeholders are already beginning sustained conversations about how to improve the amenities provided in the first Halloween Denton, and what could be added next year to make the event an even greater success.

RECOMMENDATION

None.

ESTIMATED SCHEDULE OF PROJECT

Parks and Recreation staff are currently working with departmental, Citywide, and partnering stakeholders and vendors to build a list of placemaking opportunities and other interventions for Halloween Denton 2.0.

OPERATIONAL IMPACT

The first year of operations proved a challenge for Parks and Recreation staff in particular, as Halloween Denton added additional strain to Parks Staff capacity that was already stretched thin. In subsequent Halloweens, it is the goal of the program to balance staff impacts and increase community involvement in the effort as the program evolves.

FISCAL INFORMATION

FY 23-24: Budgeted funding does not cover staff time committed to the event
Parks and Recreation (reallocated funding from City Manager's Budget) - \$49,900
Marketing (reallocated funding from City Manager's Budget) - \$25,000
Marketing (Communication PEG Fund) - \$55,395

FY24-25:
Parks and Recreation (HOT Fund) - \$75,000

EXHIBITS

Exhibit 1- Agenda Information Sheet
Exhibit 2- Presentation
Exhibit 3- Downtown Halloween Brand Guide

Respectfully submitted:
Gary Packan, Director Parks and Recreation

Prepared by:
Omar Siddiqi, Admin. Analyst,
Parks and Recreation



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**

THANK YOU!





Goals for Halloween



Increase Tourism, Sales Tax, Hotel Occupancy Tax



Boost Economic Impact



Community Engagement



Enhance Denton Culture



Enhance Public Spaces



Showcase Creativity



Denton's Public Art Master Plan



Create distinct, attractive, and inviting public space



Celebrate Denton's cultural heritage and diversity



Distinguish Denton's image in the metroplex



Foster community education and enjoyment of public art.



Promote a community environment that attracts artists to live and work



Encourage participation in the provision of public art through public and private investment.



Advance collaboration between the City of Denton and GDAC



12/5/24

PAC24-037

A dark, monochromatic background featuring a dense field of pumpkins. The pumpkins are in various stages of focus, with some in the foreground being sharper than others in the background, creating a sense of depth. The lighting is low, emphasizing the textures of the pumpkin skins.

DIGITAL ENGAGEMENT

DIGITAL ENGAGEMENT

Website Analytics

- Denton Halloween site
 - 105,000 unique visitors
 - 176,000 site sessions
- Discover Denton site
 - 184,000 site sessions

Hello Lamp Post Digital Assistance & Conversation

- Over 21,000 messages
- Over 6,600 conversations
- Approx. 5,000 users
- Visitors learned of Denton Halloween
 - 43% Tik Tok
 - 42% word of mouth & radio ads
 - 15% Facebook

Social Media Engagement

- City of Denton (FB & IG combined)
 - Reach - 875,000 individuals
 - Impressions – over 1.1 million
 - Engagement – 35,000 individuals
- Discover Denton (FB & IG combined)
 - Reach – 72,500 individuals
 - Engagement – 10,600 individuals
- Discover Denton Paid Influencer (Tik Tok & IG combined)
 - Reach – 950,000 individuals
 - Engagement – 158,000 individuals

News Media Coverage

- Texas Tribune
- All DFW news stations



A dark, monochromatic background featuring a dense field of pumpkins. The pumpkins are in various stages of focus, with some in the foreground being sharper than others in the background, creating a sense of depth. The lighting is dramatic, highlighting the ridges and textures of the pumpkin skins.

EVENT DATA

PROGRAM PLAN & OUTCOMES

Programming

- Over 200 official programs and events were implemented

Placemaking

- 15+ locations around the downtown and community for engagement

Promotions

- MARCOMM promoted Denton as a destination for Halloween activities

Downtown Visitors

- 145,000 more people visited Downtown Denton in October 2024 compared to 2023!
- 60% visitors, 40% residents
- People came from almost all 50 states, and as far away as Europe and Canada
- 80% of all visitors indicated they would return next year

Discover Denton Visitor Center

- Just under 40,000 visitors to the store during the month of October
- Hotel Occupancy down (-1.3)



MERCHANDISE SALES

VISITOR CENTER SALES

TOTAL SALES

- 1,842 t-shirts
- 600 postcards
- 525 stickers
- 173 bumper stickers
- 158 posters
- 100 koozies

BAD WITCH MOBILE

VISITOR CENTER SALES

- Official merchandise launched on Friday, Sept. 13
- Sales increase of 934% YOY October 2023 to October 2024
- \$43,000 in Official Denton Halloween merch accounting for 68% of all sales in the Visitor Center during the month of October

OPPORTUNITIES for 2025

- Year one provided baseline sales projections to increase on-site stock
- Potential for online sales (will need to navigate shipping and handling hurdles)
- Sales opportunities at large events
- Presales and designated pickup dates for City staff
- More merchandise ideas:
 - Mugs, insulated tumblers, hats, beanies, tote bags, enamel pins, magnets, puzzle, Christmas ornaments, Croc jib its, beer stein, sweatshirts

2025 GOALS

Overall Goals for 2025

- Increase attendance in the downtown
- Increase the number of downtown businesses decorating store fronts
- Push pedestrian traffic to western and southern sides of the square
- Increase awareness of "all" placemaking sites
- Fine tune event merchandise sales to help off set some expenses
 - Launch Sales in late summer (Halloween in retail stores July 5)
 - Friday, June 13, 2025?
- Maintain the “Denton Buzz” for Halloween (other cities are watching/visiting)
- Be unique and different year over year
 - Self activation and immersive experiences
 - Lighting, sounds, music, smells, touch, etc.

A dark, monochromatic background featuring a dense field of pumpkins. The pumpkins are in various stages of focus, with some in the foreground being sharper than others in the background, creating a sense of depth. The lighting is dramatic, highlighting the ridges and textures of the pumpkin skins.

IMPROVEMENTS FOR 2024

IMPROVEMENTS

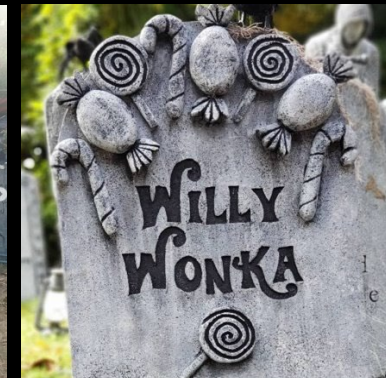
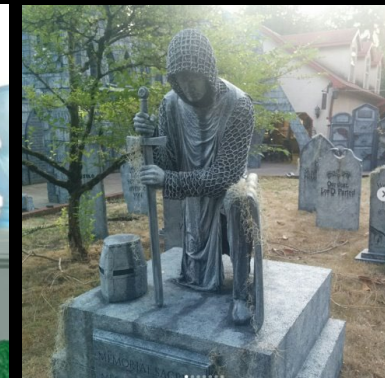
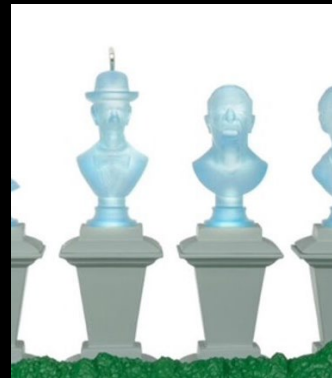
Marketing and Communications

- Website
 - Event cart for individual users and optional reminder emails, Vendor opportunities, auto-populate event submission capabilities.
- Advertising and Promotions
 - Streaming platforms, Spirit
- Media Engagement
 - Regular show and tell media avails, radio-sponsored event promos, destination marketing outreach.
- Visitor Convenience
 - Physical map and directional boards
- Experience Boosts
 - Headless Horseman ride on Fridays/Saturdays, nightly witch flight across Square, interactive hearse, immersive Halloween food/drink locations or speakeasy, pedal bar, photo booth with Halloween-themed props, VR or AR space, themed improv/comedy show, kids haunted hayride, Thriller remake the Square

IMPROVEMENTS

Cemetery

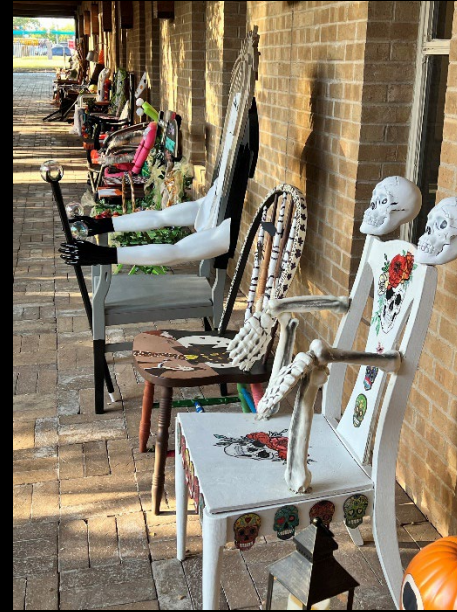
- Adding mausoleums with internal illuminated ghosts to create interactivity with expanded technology
- 3D headstones, decorative lighting
- Illuminated busts with voice automation
- Purchasing resin and 3D printers



IMPROVEMENTS

Scary Chairy Orchard (Community Art)

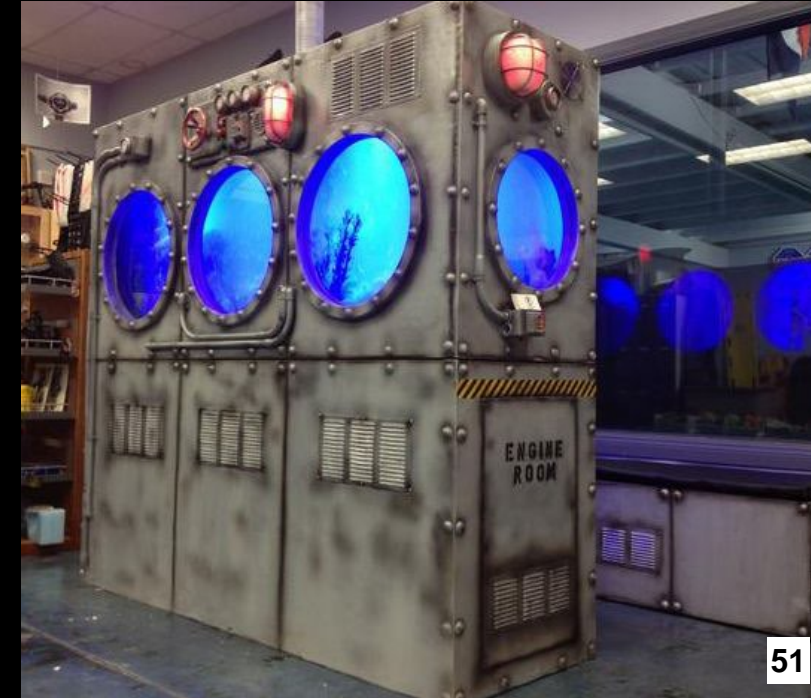
- Pull out the best or remaining 2024 chairs and create a select space
- "Throne Section" (for chairs specifically designed to be sat on for photos)
- Signage to reduce damage to chairs
- Location/arrangement improvements
- Expand contest categories for awards
- New paint mediums for 2025?
 - Chairs 2.0?
 - Pumpkins (painted and carved)?
 - Old doors?



IMPROVEMENTS

Dr. Frankenstein's Laboratory

- Add exterior decorations
- Use decorations for placement of exterior lighting
- Increase lighting inside of tentacles
- Exploring a Haunted House



12/5/24

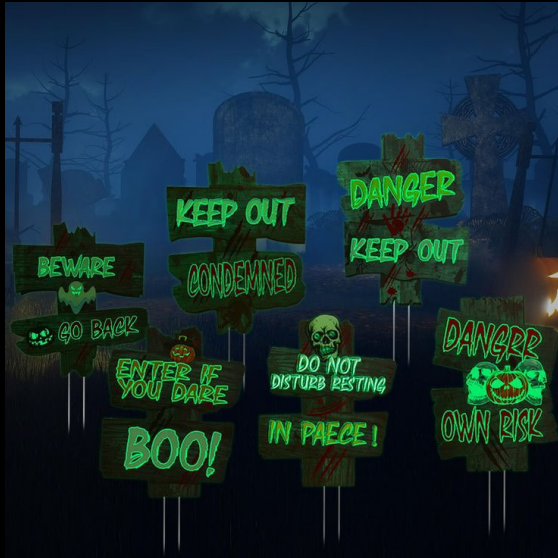
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51

IMPROVEMENTS

Signage

- Signs at each location with a branded name
- Wayfinding signage in key locations around town
- Signage at key entries to the City
- Email, phone and vehicle messaging



IMPROVEMENTS

Bat Garden

- Improve flood lighting to illuminate entire space to be seen from McKinney
- Add animatronic figures with added glow paint
- Add a gateway arch sign to the space to improve awareness
- Improve electrical capabilities
- Add glow paint to bats and add more wires to hang in open space



IMPROVEMENTS

City Hall East

- Improve decorative lighting in the courtyard
- Add pumpkins down Hickory St. to pull people east to the train station
- Make the display more "Halloween" and less "Fall"
- Re-vision scarecrows and add more amenities
- Carved Jack-o-lantern wall?
- Activate windows in CHE



IMPROVEMENTS

Character Actors

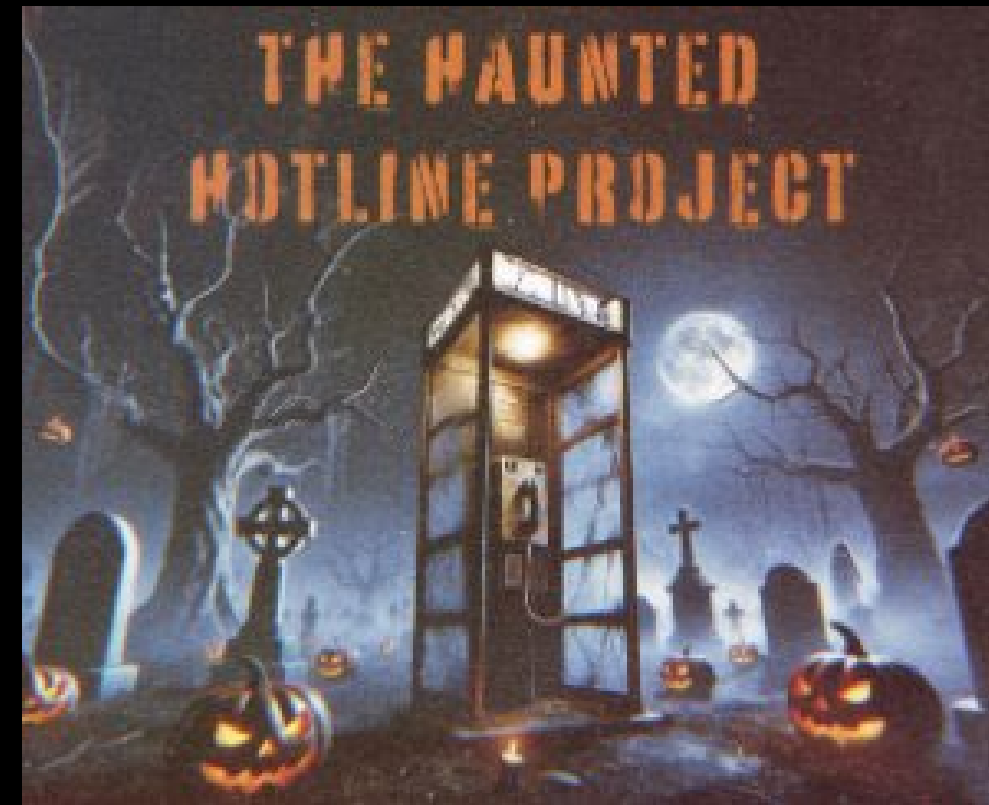
- In 2024 the NTX Ghostbusters were a HIT!
 - Headquarters at Discover Denton
 - Collaboration between DCBC, Discover Denton & Ghostbusters on Ecto Juice hard seltzer
 - Discover Denton gave out 1400 samples over 4 Fridays
 - DCBC sold 1664 pints, and 39 cases, a 50% increase in sales over their other top brands
- More micro-influencers in Halloween world
- Increase Cameo posts to attract attention
- Hire characters for:
 - Meet & greets / photo ops like Disney World, specific days / times to enhance slower days
 - Walk around for themed events / days



IMPROVEMENTS

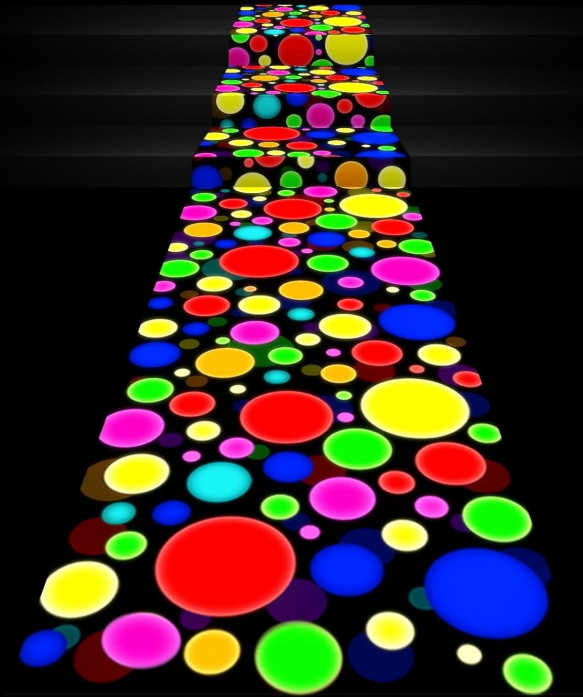
Haunted Hotline

- Huge success!
- (235) unique visitors to scavenger final page
- Staff have rewired the booths to allow direct connection to power
- Messages were too long based on the lines and need to comprehend
- Consider new locations for Haunted Hotlines
- Additional phone booth to help push traffic?
 - Vampires Aliens Harry Potter, Hocus Pocus, Terror Swifty, Frankenstein's Monster



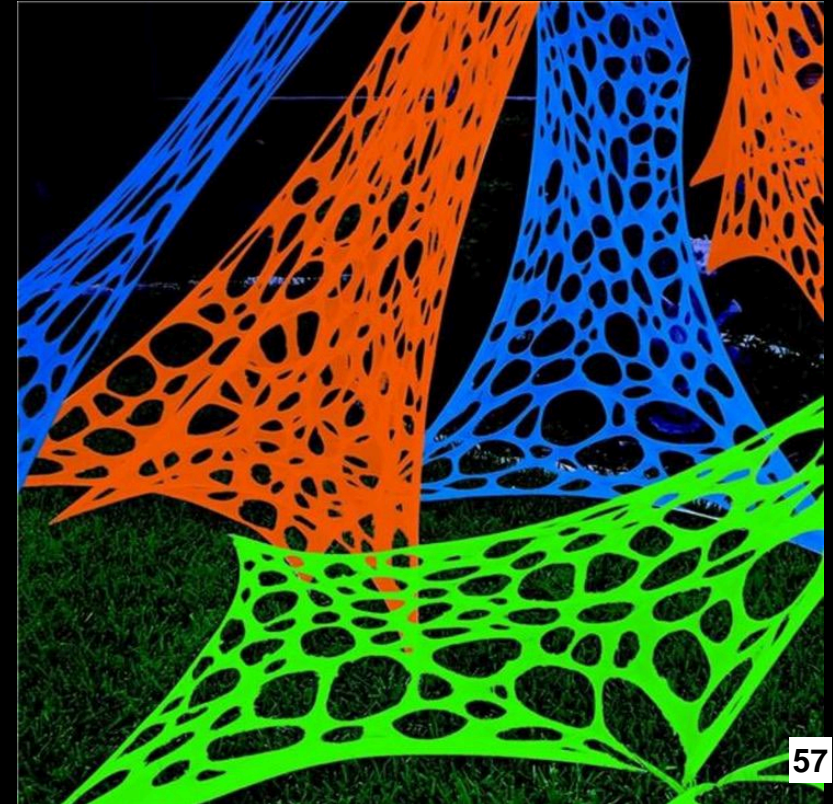
IMPROVEMENTS

- Increase immersive experiences
- Glow opportunities in select areas



12/5/24

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57

IMPROVEMENTS

Miscellaneous Items for Consideration

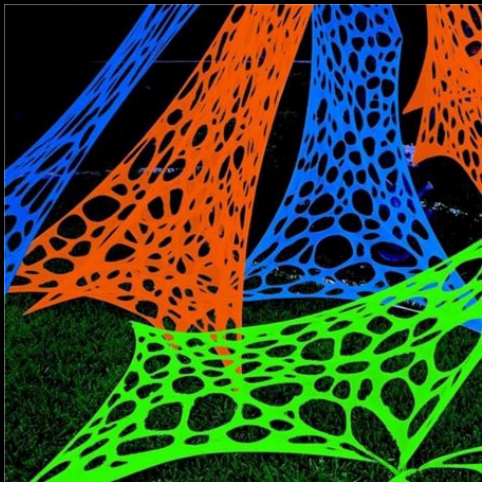
- Downtown Pumpkin Patch and/or Straw Maze
- More places to sit and expand business hours
- Increase the totem pumpkin poles around the downtown, easy quick display
- "Terror Swift and the ScEras Tour" (popular in New Orleans during a tour)
- Move the ghosts from Emily Fowler Library? Decorate Quakertown Park bridge?
- Need to test all locations before September 26 – Monetize September!
- Exclusive first look bar crawl with "behind the scenes" tour and information
- Promotion of daily drop of decoration
- Expand Goosechase promotions (launch earlier) and events
- Expand volunteer opportunities
- NCTC parking garage and private lots open on weekends for use

WHAT ELSE
DID WE MISS?



PLACEMAKING 2025

MOOD BOARDS



NEW PLACEMAKING

Alley- of-the-Bones

- East side of Patchouli Joe's
- Add significant amount of blue lighting
- Purchase (25) 6' skeletons and paint the with glow paint
- Hang them on the walls
- Create an arch entry for both ends of alley
- Need to relocate the trash cans for the month



NEW PLACEMAKING

Property SW Corner of the Square

- Gathering space with tables
- Space for programs
- Festive lighting
- Vendor space for Denton Halloween items
- ??????????????????
- ???????????????????



NEW PLACEMAKING

Iconic Piece for 2025????

- What could be the "Iconic piece" similar to the "pumpkin"
- Carrying the "Hocus Pocus" theme in 2025?
- Could be the proclamation written inside the book and/or map of the locations



NEW PLACEMAKING

Immersive Bat Mural

- Located near the Bat Garden entrance and exit
- Person molds themselves into the wings
- 3D foam cut bat(s)



NEW PLACEMAKING

Cedar Street

- Could it be transformed into an event alley for each weekend? month?
- Can we add decorative lighting over the street?



NEW PLACEMAKING

Harvest House Grass Lot

- Attraction to pull people off the square
- Kids Play Area?
- Pumpkin display with lighting
- Could play off the "harvest" concept with zombies
- Could be the place for "Area 940" or Straw Maze



NEW PLACEMAKING

"Fire" Station

- Central Fire Station
- Red flood lights on the building illuminating the entire north and east side
- Trim trees on both sides of building
- Expand pumpkins in trees on to the east side of the station
- Giant Stay Puft on the roof?
- If desired, could this be the HQ for the Ghostbusters



NEW PLACEMAKING

Morrison Corn Kits

- Illuminate the Morrison Corn-Kits building with decorative lighting
- Potential traffic concern
- Need approval from Morrison Milling
- Cost is unknown
- Could be considered temporary art



NEW PLACEMAKING

Pumpkin Displays

- Short term goal to create a pumpkin tunnel
- Long term goal to create a large destination display of carved plastic illuminated jack-o-lanterns
- Community engagement to carve foam or plastic pumpkins
- Can be used year over year



NEW PLACEMAKING

Denton County Square & Property

- Re-consider the possibility of pumpkins in trees on the courthouse lawn
- Increase the repetition of the announcement in the pumpkin
 - Consider large magnification
- Welcome to Halloween Town signage on Carroll Blvd by historic houses
- Projection mapping on Joseph A. Carroll Courts Building



NEW PLACEMAKING

Witch's Lair

- Expand off the success of EWW/Bewitched events
- Projection onto CHW and UNT CoLab
- Add green spotlights to UNT CoLab (Mean Green – Frankenstein...get it?)
- Add witches into windows at the Laboratory and UNT CoLab
- UNT CoLab art call: Haunted Science? or Denton Halloween photo exhibit?
- Discussing possible haunted house



NEW PLACEMAKING

“Area 940” - Alien Landing

- Could be placed at GDAC or Harvest House space



12/5/24

PAC24-037



72

BUDGET

2024 ACTUALS

- Project accounts (GF transfers) - \$86,900 (operations and marketing)
- Special project accounts - \$55,395 (art projects)

2025 DRAFT

- Hotel Occupancy Tax - \$75,000 (operations and marketing)
- Future discussions pending sales/hotel tax results
- Corporate sponsorships for placemaking spaces

INVOLVEMENT

Post Event Summary and Surveys

If you held an event and want to report on that particular event's success, email
allison.wing@cityofdenton.com

General Postmortem Survey



INVOLVEMENT

How can you be involved?

Executive Team

- Weekly meetings

Board of Operations (BOO Team)

- Quarterly meetings
- Event organizer, sponsor, or volunteer

Halloween Ambassadors

- As needed
- Artists, Painting, Designing, Building, Monitoring, Blogging

12/5/24

Halloween Interest Form



Halloween Text Club



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75



**THIRTY ONE
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HALLOWEEN**



LOGOS

UPDATED LOGO (COURTHOUSE + COFFIN)



**THIRTY ONE
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DENTON
HALLOWEEN**



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**

UPDATED LOGO VARIANTS



**THIRTY ONE DAYS OF
DENTON HALLOWEEN**



**THIRTY ONE DAYS OF
DENTON HALLOWEEN**



**THIRTY ONE DAYS OF
DENTON HALLOWEEN**



**THIRTY ONE DAYS OF
DENTON HALLOWEEN**

TEXT ONLY LOGO

**THIRTY ONE
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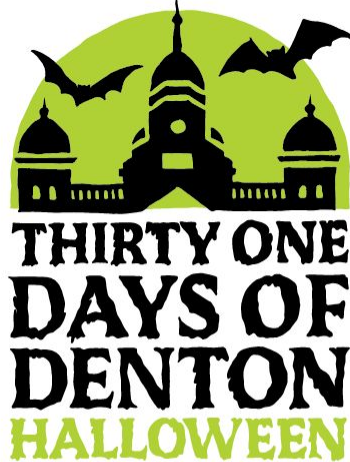
THIRTY ONE
DAYS OF
DENTON
HALLOWEEN

LOGO USAGE

DON'T WARP



USE ONLY
PROVIDED
COLOR OPTIONS



DON'T CHANGE
TEXT OR FONTS



DON'T SCALE TO
THE POINT WHERE
DETAIL IS LOST



LOGO USAGE



Leave about a quarter of
the logo width breathing
room on all sides

**THIRTY ONE
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HALLOWEEN

If the logo is smaller than 2"
or 192px use text only.



COLORS

ORANGE

#F36E24

C: 0%
M: 71%
Y: 97%
K: 0%

R: 243
G: 110
B: 38

BLACK

#000000

C: 100%
M: 100%
Y: 100%
K: 100%

R: 0
G: 0
B: 0

GREEN

#53B848

C: 69%
M: 0%
Y: 100%
K: 0%

R: 83
G: 184
B: 72

PURPLE

#714199

C: 67%
M: 89%
Y: 0%
K: 0%

R: 113
G: 65
B: 153

WHITE

#FFFFFF

C: 0%
M: 0%
Y: 0%
K: 0%

R: 225
G: 225
B: 225



TYPE

AVAILABLE ON ADOBE FONTS

Use these fonts if you have access to the adobe suite. Search for font name and download at:

<https://fonts.adobe.com/>

PRIMARY HEAD: MESTIZA BOLD

PRIMARY SUBHEAD: IVY EPIC VARIABLE THIN

Primary Body Copy: Ivy Epic Variable Medium. --- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

AVAILABLE ON GOOGLE FONTS

Substitute primary fonts with these if you do not have access to the adobe suite. Search for font name and download at:

<https://fonts.google.com/>

SECONDARY HEAD: AVERIA SERIF BOLD

SECONDARY SUBHEAD: RALEWAY THIN

Secondary Body Copy: Raleway Medium. --- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

To activate adobe fonts, simply click “Add Family” in the top right corner of the screen. Google fonts must be downloaded and added to Font Book on Mac **88** or added to the fonts menu located in the settings on Windows.

ADA COMPLIANT COLOR USAGE

USE ONLY APPROVED COLOR COMBINATIONS

YES

NO

NO

YES

YES

NO

NO

NO

YES

YES

NO

YES

NO

NO

NO

YES

YES

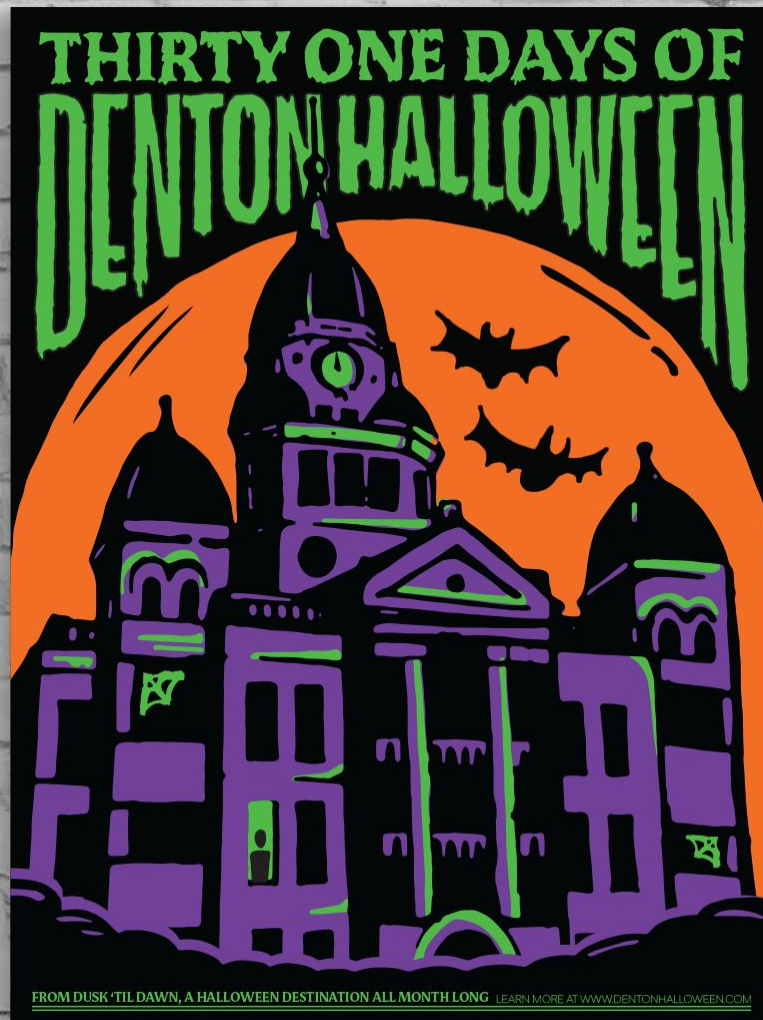
YES

YES

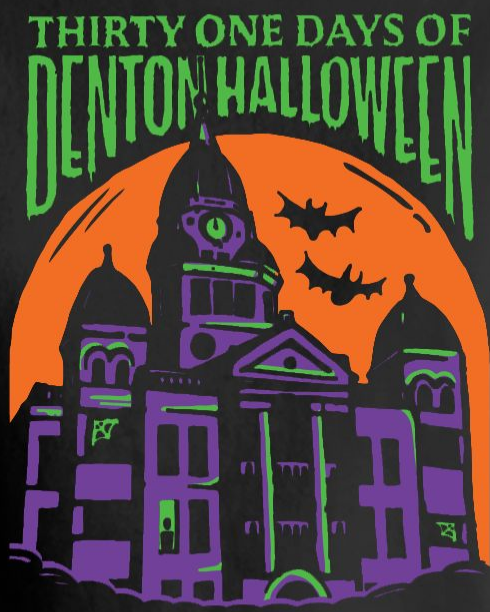
NO



MERCH EXAMPLES







THIRTY ONE
DAYS OF
DENTON
HALLOWEEN

THIRTY ONE
DAYS OF
DENTON
HALLOWEEN



WANT A DESIGN REVIEWED, HAVE QUESTIONS,
OR NEED SOMETHING MADE?

EMAIL DAVID BAKER AT:
DAVID.BAKER@CITYOFDENTON.COM