

# **DENTON MAIN STREET ADVISORY BOARD CREATION**

**Brittany Sotelo**  
**Economic Development Manager**  
**Office of Economic Development**

# Main Street Overview

- Since 1990, the City of Denton has administered and maintained a Downtown Development Program through a contract with the Texas Main Street Program under the Texas Historical Commission.
- The program focuses on Downtown economic revitalization through preservation and rehabilitation of historic buildings to provide the necessary image for the Downtown area and serve as a unifying factor to encourage area merchants and building owners to reinvest in Downtown.

## Four Point Approach



# History

- From 2019-2023, the City of Denton contracted with the Denton Main Street Association (DMSA) 501(c)(6) to manage Main Street Programming and employ a full-time Main Street Manager through an annual \$100,000 contract.
- In 2023, in anticipation of the Design Downtown Plan and to better align program implementation with City-led Downtown initiatives, the decision was made to transition the Main Street Manager Program Manager position back under City's administration by both the association board and city leadership.
- In 2026, the DMSA 501(c)(6) was acquired by the Downtown Denton Foundation, and programming duties were split amongst the Office of Economic Development and the Foundation.
- Per the Texas Main Street contract, the Denton Main Street Board must operate under the City's oversight to ensure the Texas Main Street Program requirements and City governance practices are achieved.

# DENTON MAIN STREET ADVISORY BOARD

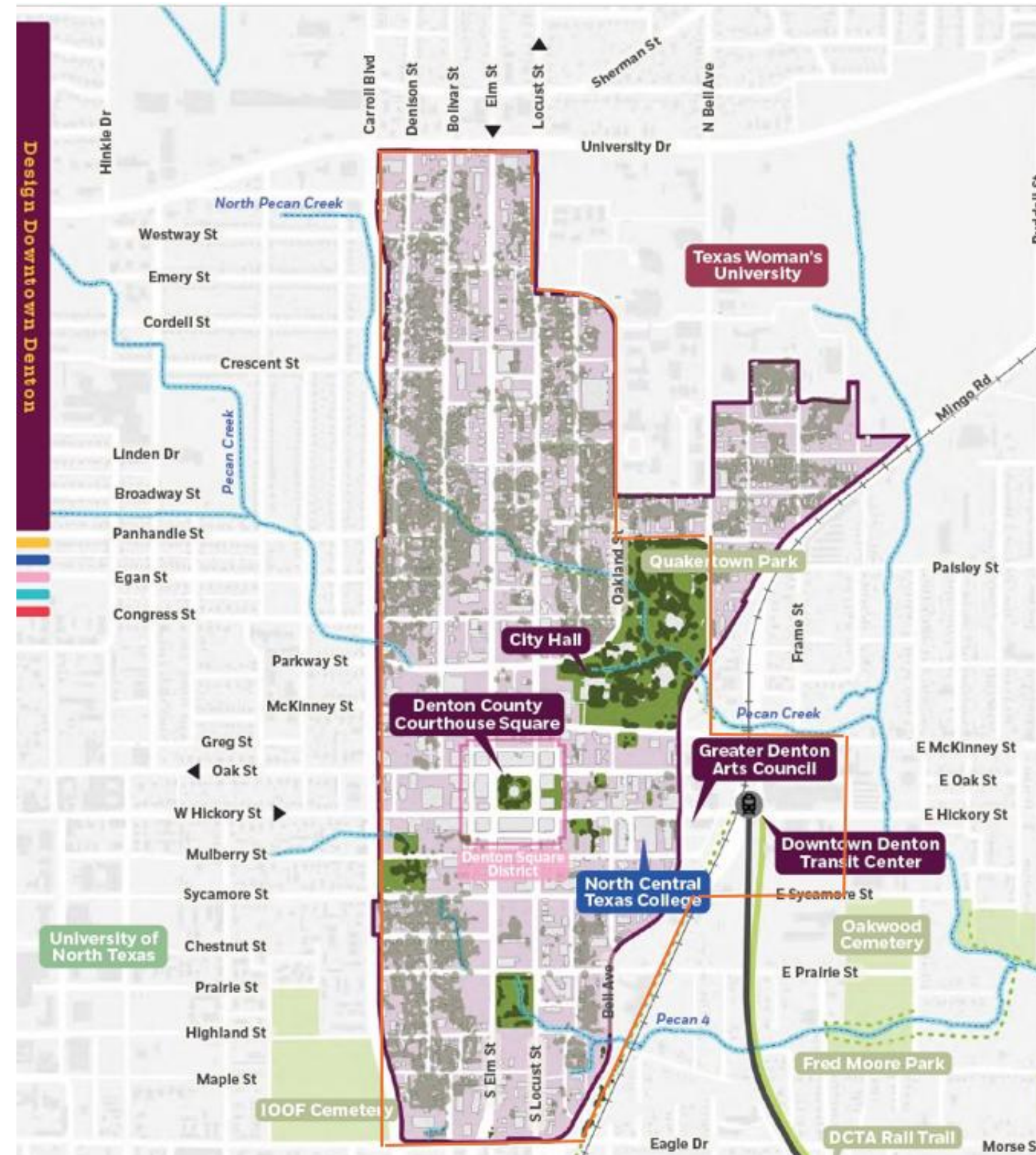
- The Board will meet quarterly and consist of 7 voting members and 2 non-voting ex-officio members who are appointed by City Council.
- Members of the board shall consist of the following:
  1. Historic Preservation or HLC Representative
  2. Greater Denton Arts Council Executive Director (GDAC)
  3. Downtown Denton Foundation Leadership/Staff
  4. Main Street District Property Owner
  5. Main Street District Business Owner
  6. Main Street District Business Owner
  7. Hospitality and Tourism Representative
  8. Ex-Officios
    - a) Denton Country Representative
    - b) University Representative

# Term

- Board members will serve a term of two-years and serve no more than three consecutive terms.
- The Board will comply with all applicable policies and procedures outlined in the City of Denton Handbook for Boards, Commissions, and Council Committees (the “Handbook”), including but not limited to requirements regarding ethics, conflicts of interest and the Texas Openning Meetings Act.

# MAIN STREET SERVICE AREA

- The collective body comprised of all business and governmental entities and individuals that own or lease real property, maintain a place of business, or that reside within the geographical boundaries set forth herein; OR
- The physical area as defined by the boundaries set forth herein.



\*Purple: Design Downtown Boundary

\*Orange: Current Main Street Boundary

# Future Main Street Objectives

- Small Business Programming and Outreach
- Historic Preservation Efforts
- Placemaking Implementation
- TIRZ #1 Downtown Reinvestment Grant Program
- Catalyst Economic Development Initiatives
- Collaboration with city departments by serving as a liason to ensure transparent communication, coordinated planning, and unified execution of the Design Downtown Plan's goals.

# RECOMMENDATION

- Consider adoption of an ordinance of the City of Denton establishing a Main Street Advisory Board to advise the City Council on matters relating to the City of Denton Main Street Program including downtown revitalization, economic development, design improvements, promotion strategies, and preservation efforts; providing for its purpose, powers, and duties; and providing an effective date.

**Questions?**