



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Meeting Agenda

### Community Partnership Committee

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Friday, December 12, 2025

9:00 AM

City Council Work Session Room

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After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Regular Meeting on Friday, December 12, 2025, at 9:00 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

#### 1. PRESENTATIONS 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.

#### 2. ITEMS FOR CONSIDERATION

- A. [CPC25-035](#) Consider approval of the minutes from September 22, 2025.

Attachments:      [Exhibit 1 - Agenda Information Sheet](#)  
                                 [Exhibit 2 - Draft Minutes September 22, 2025](#)

- B. [CPC25-036](#) Receive a report and hold a discussion regarding Post Event Summary Reports for events that receive Hotel Occupancy Tax and Sponsorship Program Funding.

Attachments:      [Exhibit 1 - Agenda Information Sheet](#)  
                                 [Exhibit 2 - Presentation](#)

- C. [CPC25-037](#) Receive a report, hold a discussion, and give staff direction regarding the streamlined approval process for neighborhood block parties requiring residential street closures.

Attachments:      [Exhibit 1 - Agenda Information Sheet](#)  
                                 [Exhibit 2 - Presentation](#)  
                                 [Exhibit 3 - Streamlined Block Party Process Overview](#)  
                                 [Exhibit 4 - Sample Street Closure Map Template](#)

- D. [CPC25-038](#) Receive an update from staff on the Convention and Visitors Bureau

Attachments:      [Exhibit 1 - Agenda Information Sheet](#)  
                                 [Exhibit 2 - Presentation](#)

- E. [CPC25-039](#) Consider approval of the 2026 Community Partnership Committee meeting calendar.

Attachments:      [Exhibit 1 - Agenda Information Sheet](#)  
                                 [Exhibit 2 - Ordinance 19-2865](#)  
                                 [Exhibit 3 - Committee Meeting Dates](#)

F. [CPC25-040](#) 1. Future Agenda Items

Attachments: [1. Future Agenda Items](#)

**3. CONCLUDING ITEMS**

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Community Partnership 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 Community Partnership 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 Monday, December 8, 2025, in advance of the three (3) business day posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

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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 TWO (2) BUSINESS DAYS 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.



# City of Denton

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** December 12, 2025

### **SUBJECT**

Consider approval of the minutes from September 22, 2025.

### **BACKGROUND**

The draft minutes from the Community Partnership Committee special-called meeting held on September 22, 2025, are attached for the Committee's consideration and approval.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Minutes September 22, 2025

Respectfully submitted:  
Matt Hamilton  
Interim Director of Finance

Prepared By:  
Daniel Jones  
Senior Grants Analyst

## City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Special Called Meeting on Monday, September 22, 2025, at 9:03 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Vice-Chair Vicki Byrd, and Member Brian Beck.

ABSENT: None.

### 1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

### 2. ITEMS FOR CONSIDERATION

#### A. **CPC25-030** Consider approval of minutes from June 27, 2025.

The item was presented, and discussion followed. Member Brian Beck motioned to approve; Vice-Chair Vicki Byrd seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Brian Beck

(0) NAYS:

(0) ABSENT:

**B. CPC25-031** Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of Mayor City Council Contingency funds totaling one thousand three hundred dollars (\$1,300) in support of the following organizations: Bob's House of Hope (\$300), Cumberland Youth & Family Services (\$100), Denton County Friends of the Family (\$200), Denton Freedom House (\$100), Life Works Community (\$200), Project Hope – Hands of Hope (\$300), and Texas Veteran's Hall of Fame (\$100).

The item was presented, and discussion followed. Vice-Chair Vicki Byrd inquired about information on Life Works Community. Chair Joe Holland inquired about information on Bob's House of Hope. Member Brian Beck inquired about information on the difference between where the organization operates in/where the effort is being put and the headquarters of the organization.

Member Brian Beck motioned for the recommendation from staff; Vice-Chair Vicki Byrd seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Brian Beck

(0) NAYS:

(0) ABSENT:

**C. CPC25-032** Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of District 2 City Council Contingency funds in the amount of one thousand seven hundred dollars (\$1,700) in support of the Greater Denton Arts Council.

The item was presented, and discussion followed.

Chair Joe Holland motioned for the recommendation from staff; Vice-Chair Vicki Byrd seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Brian Beck

(0) NAYS:

(0) ABSENT:

**D. CPC25-033** Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of District 3 City Council Contingency funds totaling one thousand seven hundred (\$1,700) in support of the following organizations: Denton Community Food Center (\$700), Interfaith Ministries (\$500), and Serve Denton (\$500).

The item was presented, and discussion followed. Vice-Chair Vicki Byrd inquired more information about Serve Denton.

Vice-Chair Vicki Byrd motioned for the recommendation from staff; Member Brian Beck seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Brian Beck

(0) NAYS:

(0) ABSENT:

**E. CPC25-034** Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of At-Large Place 6 City Council Contingency funds totaling one thousand seven hundred dollars (\$1,700) in support of the following organizations: Texas Veteran's Hall of Fame (\$850), and Denton Holiday Association (\$850).

The item was presented, and discussion followed.

Chair Joe Holland motioned for the recommendation from staff; Vice-Chair Vicki Byrd seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Brian Beck

(0) NAYS:

(0) ABSENT:

## **2. CONCLUDING ITEMS**

None.

With no further business, the meeting was adjourned at 9:11 a.m.

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Joe Holland  
Chair

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Daniel Jones  
Recording Secretary

MINUTES APPROVED ON: \_\_\_\_\_



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** December 12, 2025

### **SUBJECT**

Receive a report and hold a discussion regarding Post Event Summary Reports for events that receive Hotel Occupancy Tax and Sponsorship Program Funding.

### **BACKGROUND**

The Hotel Occupancy Tax Program and the Sponsorship Program provide cash funding and in-kind support through City services to local nonprofit organizations that host events and programs within the City of Denton. For events that receive in-kind support through City services, staff prepares a Post Event Summary Report when issues are observed and recommendations for improvements are needed.

The Special Events Review Committee (SERC) meets monthly to discuss recent events and identify any improvements that can be made by City staff. SERC also reviews upcoming events to prepare for City services that will be provided.

### **Events with no issues or major recommendations:**

Monster Dash  
UNT Nightmare on Elm Street  
Turkey Trot

### **Events with recommendations:**

Arts and Jazz Festival  
Peterbilt Truck Parade  
Denton's Day of the Dead

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet  
Exhibit 2 - Presentation

Prepared By:  
Daniel Jones  
Senior Grant Analyst

Respectfully submitted:  
Matt Hamilton  
Interim Director of Finance



# Post Event Summary Reports

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**Community Partnership Committee**

**CPC 25-036**

**December 12, 2025**





# HOT and Sponsorship Program Events

- The Hotel Occupancy Tax Program allocates awards to non-profit organizations that support tourism and the hotel industry in the City of Denton.
- The Sponsorship Program provides cash funding and in-kind support through City services to events and programs held within the City of Denton.
- Events can receive in-kind City services from one or more departments during their event.
  - Police, Fire, Emergency Management, Parks, and Solid Waste
  - The Community Partnership Committee allocates funding for these services with an annual budget of \$200,000.
- Staff prepares Post Event Summary Reports to provide information on any incidents or issues each department experienced during the event and to provide recommendations to event organizers and staff for future events.





# Events with no major issues or recommendations

- These events did not have any significant issues identified by City staff, and no major recommended changes have been provided for the events at their current service level needs. If there are changes in the size and/or scope of these events in the future, the Special Events Review Committee (SERC) will address those changes with the event organizer leading up to next year's event.
  - **Monster Dash**
    - Cash Sponsorship = \$1,800
    - In-Kind Sponsorship = \$410
  - **UNT Nightmare on Elm Street (Basketball on the Square)**
    - In-Kind Sponsorship = \$5,670
  - **Turkey Trot**
    - In-Kind sponsorship = \$5,000



# Arts and Jazz Festival

- Arts and Jazz Festival: October 3 - 5, 2025
- HOT Funds: \$135,000
- Cash Sponsorship: \$20,000
- In-Kind Sponsorship: \$70,800
  - Invoiced amount for services beyond in-kind award: \$54,392
- The Denton Arts and Jazz Festival was established in 1980 and is an event that is held annually in Quakertown Park. It celebrates the City's vibrant culture through music, art, and community engagement. The festival's central focus is Jazz music with performances by local musicians and nationally recognized artists across multiple stages. The festival brings in food vendors and artisans as well as featuring children's activities, interactive art exhibits, and community art tents.



# Arts and Jazz Festival

## Areas for Improvement:

- **Police Staffing & Resource Allocation:** Despite the event's reduced footprint, onsite officers reported that staffing levels were insufficient for the crowd density. Furthermore, spillover from concurrent Halloween events and parking congestion along McKinney St. forced PD to divert resources to monitor the southern portion of the park, stretching coverage thin.
- **Vendor Communication & Logistics:** There were significant gaps in communication regarding event logistics and safety protocols. Specifically, the schedule for authorized set-up and tear-down times was not clearly conveyed, resulting in vendors driving vehicles within the event footprint during active operating hours. Additionally, vendors were unaware that no overnight guard services would be provided, leading to concerns regarding asset protection.
- **Pedestrian Safety:** The flow of foot traffic between the Arts & Jazz event and the nearby Halloween activities created safety concerns, particularly where crowds crossed major thoroughfares.



# Arts and Jazz Festival

## Recommendations:

- **Re-evaluate Public Safety staffing.**
- **Formalize Vendor Load-In/Out Procedures:** Clearly define and strictly enforce "vehicle-free" hours in all vendor communications. Ensure vendors understand that driving in the event space during active hours is prohibited.
- **Contract Private Security:** Hire private security specifically for overnight monitoring of vendor tents to ensure asset protection and alleviate vendor concerns.
- **Implement Traffic Control:** Deploy designated crosswalk attendants to manage the flow of pedestrians moving between event locations to mitigate safety risks.



# Peterbilt Truck Parade

- Peterbilt Truck Parade: October
- In-Kind Sponsorship: \$14,630
- The Peterbilt Pride & Class Parade is an annual event that features over 50 custom Peterbilt trucks around the Square to raise money for the United Way of Denton County.



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# Peterbilt Truck Parade

## Areas for Improvement

- **Airspace Security & Unauthorized Drones:** The presence of an unidentified drone (UAS) and operator within the event perimeter raised immediate security concerns. Police resources had to be diverted to locate the operator and investigate the flight, as there was no prior record of authorized aerial filming.



# Peterbilt Truck Parade

## Recommendations

- **Implement Pre-Event Drone Coordination:** The Special Events planning team must explicitly inquire about drone usage during the application or coordination meetings. This will allow PD to verify FAA compliance and handle airspace deconfliction well in advance of the event.
- **Acknowledge Emerging Hazard & Limited Mitigation:** Recognize that unauthorized drone usage is an emerging hazard in the event space. It must be noted that local law enforcement currently has limited technical and legal capabilities to combat or disable drones once they are airborne. Therefore, proactive identification of operators before the event is critical.





# Denton's Day of the Dead

- Denton's Day of the Dead: October 24 - 26, 2025
- HOT Funds: \$65,100
- Cash Sponsorship: \$8,000
- In-Kind Sponsorship: \$16,120
  - Invoiced amount for services beyond in-kind award: \$3,261
- Denton's Day of the Dead festival is an annual event that celebrates the cultural heritage of Mexico and the Dia De Los Muertos holiday. This festival has grown to a three-day event that includes pine-box derby races, the downhill coffin races on Hickory Street, live performances, and the Cirque du Horror show.



# Denton's Day of the Dead

## Areas for Improvement:

- **Critical Safety & Crowd Separation:** A significant safety hazard was identified regarding spectator proximity to moving vehicles. Children and pedestrians were observed standing within feet of parade vehicles without physical barriers. This risk was compounded by low visibility (nighttime event) and the consumption of alcohol by attendees.
- **Traffic Control Implementation:** The Traffic Control Plan (TCP) was not implemented in a timely manner. Street closures were still actively taking place as the parade began, creating confusion and potential conflict points.
- **Perimeter Integrity & Barricades:** The security perimeter was compromised in several ways:
  - **Parking Lots:** Lots within the route were not closed, allowing vehicles to bypass barricades and enter the event footprint.
  - **Missing Assets:** Barricades designated on the plan were missing from key locations and had to be pulled from other intersections.
  - **Tampering:** Unmanned barricades were moved by the public, breaching the road closures.
- **Sanitation & Inter-Departmental Communication:** A breakdown in communication occurred regarding in-kind sponsorship obligations. Parks and Recreation staff were not notified of their designated role in post-event cleanup. Consequently, no sanitation crews were onsite following the event, leaving a significant amount of trash and debris throughout the event space.



# Denton's Day of the Dead

## Recommendations

- **Re-evaluate Public Safety staffing.**
- **Confirm In-Kind Support Services:** Ensure confirmation of all in-kind services. Relevant departments (such as Parks & Rec) must be notified and acknowledge their work orders/schedules prior to the event to ensure resources are deployed for cleanup.
- **Secure the Perimeter Early:** Advance the timeline for road closures to ensure the Square is fully secured and all barricades are in place *before* the parade steps off.
- **Secure Internal Parking:** Mandate the closure of all parking lots within the parade route to prevent vehicle breaches during the event.
- **Implement Parade Guidelines:** Due to the inherent risks of parades, especially nighttime parades (limited visibility and alcohol presence), the City must finalize and enforce parade guidelines. Future events should explore the idea of requiring physical barriers to separate pedestrians from the parade route in the high-traffic areas.



# Questions?





# City of Denton

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

**ACM:** Christine Taylor

**DATE:** December 12, 2025

### **SUBJECT**

Receive a report, hold a discussion, and give staff direction regarding the streamlined approval process for neighborhood block parties requiring residential street closures.

### **BACKGROUND**

In 2019, the City adopted Code of Ordinances Sec. 25-245 to support neighborhood block parties as beneficial to community engagement and public interest. The ordinance allows for a simplified permitting process, waives special event application fees, and exempts block parties from insurance requirements under certain conditions.

To further improve accessibility and clarity for residents, Parks and Recreation staff have developed a streamlined, step-by-step process to guide applicants through the requirements for hosting a neighborhood block party, including street closures.

### **DISCUSSION**

The streamlined process is designed to balance ease of access for residents with public safety and ordinance compliance. Key features include:

- **Eligibility Criteria:** Events must be hosted by residents, limited to a maximum duration of 8 hours, with no more than 200 attendees, and no amplified sound or commercial activity.
- **Required Documentation:** Includes a street closure map (TXMUTCD-compliant), a roster of affected homeowners with required signatures, and a simplified application form.
- **Online Submission:** Residents submit applications via the Special Event Smartsheet a minimum of 14 days in advance.
- **Review Process:** Applications are reviewed by Parks and Recreation, Transportation Services, and public safety departments.
- **Barricade Responsibility:** Organizers are responsible for providing TXMUTCD-compliant barricades and signage.

This process supports community-building while ensuring emergency access, traffic safety, and neighborhood notification.

### **RECOMMENDATION**

Staff recommends that City Council receive the report and provide direction on the following options:

- Endorse the streamlined process as the standard for neighborhood block party approvals.

- Consider reinstating a permitting fee for neighborhood block parties to recover administrative costs.
- Amend the ordinance to increase the required application submission window from 14 days to a longer period (e.g., 30 days) to allow for adequate review and coordination.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Exhibit 3 - Streamlined Block Party Process Overview

Exhibit 4 - Sample Street Closure Map Template

Respectfully submitted:

Rameir Martin

Assistant Director of Parks & Recreation





# **Neighborhood Block Party: Streamlined Approval Process**

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**Prepared by : Parks and  
Recreation**

**December 12, 2025**





# Neighborhood Block Parties

## ***Code of Ordinances Sec. 25-245. - Neighborhood block parties.***

*The city believes that neighborhood block parties are in the public interest and a benefit to the citizens. Persons organizing a neighborhood block party are required to obtain a special event permit from the city and must file an application at least fourteen (14) days before the intended event date. The director of parks and recreation, or his designee, may determine that the application can be processed in a shorter time period, taking into consideration the nature and scope of the proposed event.*

*Neighborhood block parties will be exempt from special event application fees described in this article, but may be subject to other city fees (e.g. tent permit fees). A process for notifications to affected properties adjacent to the special event must be submitted in accordance with [section 25-217](#). Neighborhood block parties are exempt from the insurance requirements set forth in [section 25-248](#).*

# Points of Discussion

- **Eligibility Criteria:** Events must be hosted by residents, limited to 8 hours, with no more than 200 attendees, and no amplified sound or commercial activity.
- **Required Documentation:** Includes a street closure map (TXMUTCD-compliant), a roster of affected homeowners with required signatures, and a simplified application form.
- **Online Submission:** Residents submit applications via the Special Event Smartsheet at least 30 days in advance.
- **Review Process:** Applications are reviewed by Parks and Recreation, Transportation Services, and Public Safety departments.
- **Barricade Responsibility:** Organizers are responsible for providing TXMUTCD-compliant barricades and signage.





# Staff Recommendations

- Streamline the process for neighborhood block party approvals.
- Consider adding a permit fee for block parties during the FY 26-27 Budget Process.
- Amend the ordinance to increase the required application submission window from 15 days to a longer period (e.g., 30 days) to allow for adequate review and coordination.



# Questions/Discussion



**Neighborhood block parties:**  
**Streamlined Block Party Approval Process**  
(Based on Code of Ordinances Sec. 25-245 – adopted 2019)

**Sec. 25-245. - Neighborhood block parties.**

*The city believes that neighborhood block parties are in the public interest and a benefit to the citizens. Persons organizing a neighborhood block party are required to obtain a special event permit from the city and must file an application at least fourteen (14) days before the intended event date. The director of parks and recreation, or his designee, may determine that the application can be processed in a shorter time period, taking into consideration the nature and scope of the proposed event.*

*Neighborhood block parties will be exempt from special event application fees described in this article, but may be subject to other city fees (e.g. tent permit fees). A process for notifications to affected properties adjacent to the special event must be submitted in accordance with [section 25-217](#). Neighborhood block parties are exempt from the insurance requirements set forth in [section 25-248](#).*

**Purpose**

To simplify and expedite the approval process for neighborhood block parties that require residential street closures, while ensuring public safety, resident notification, and compliance with city ordinances.

**Eligibility Criteria**

- The event is hosted by residents on a residential street.
- Street closure is for social gathering purposes only (no races, parades, amplified sound, or commercial sales).
- Event duration is no more than 8 hours.
- The attendance does not exceed 200
- Location is limited to two events per year

**Step-by-Step Process**

**Step 1: Prepare Required Documents**

Before applying, gather the following:

1. Street Closure Map: If requesting a street closure for a block party, the map must follow TXMUTCD standards. It should clearly show street names, closure areas, a north arrow, and barricade placement. Include Type 3 barricades, “Road Closed” signs, advance warning signs (e.g., “Special Event Ahead”), and

detour signage. If using a barricade rental company, they can often provide a compliant Traffic Control Plan at no extra cost.

**Note:** Emergency vehicles (police and fire) must be able to access and navigate the street at all times.

2. Roster of Affected Homeowners:
  - a. Less than ½ mile closure: 75% of affected homeowners must sign.
  - b. More than ½ mile closure: 50% of affected homeowners must sign.
3. Simplified Block Party Application:
  - a. Organizer contact info
  - b. Event date/time
  - c. Description of activities
  - d. Estimated attendance
  - e. Notification plan for adjacent properties
  - f. Insurance Waiver (if applicable)

## **Step 2: Submit Online Application**

Use the Special Event – Smartsheet (Modify SE form) to apply for:

1. Block Party Permit
2. Residential Street Closure
3. Upload all required documents.
4. Submit at least 30 days before the event.

## **Step 3: City Review & Approval**

- Parks & Recreation reviews the block party application.
- Transportation Service reviews the street closure and barricade plan.
- Safety Review – PD, Fire, EAP, (Solid Waste)
- No insurance required unless otherwise determined by risk management.

## **Step 4: Barricades and Road Closure signage**

- Barricade and road closure signs are the responsibility of the event organizer
- Barricades and road closure signs must meet TXMUTCD standards

## **Step 5: Host The Event!**

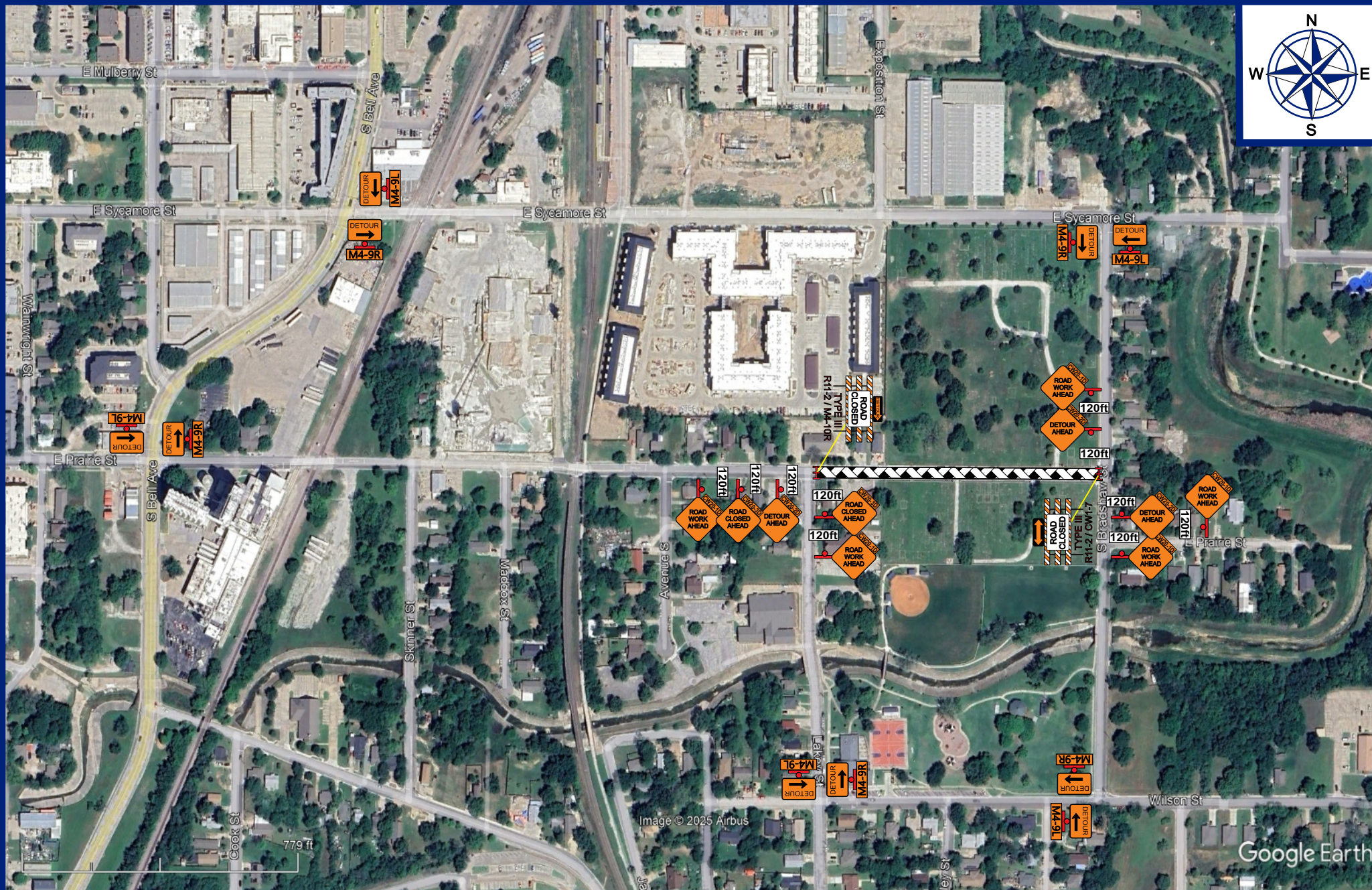
Ensure compliance with:

- No amplified sound or commercial sales
- No food trucks, unless acting as caterers
- No entry fees
- Keep the event within the approved time window.

## Current Special Event Process vs. Streamlined Neighborhood Block Party Option

Category	Current Process	Streamlined Block Party Option
Review Process	Fluid, case-by-case review	Clear, defined parameters
Application Timeline	60- 90 day advance submission required	Reduced to 30-day submission window
Liability Insurance	Mandatory	Not required
Submitted Documents	10–15 required	Fewer than 5 required





<div>SALESMAN EXECUTIVE</div> <div>Preston Thomas</div> <div>TCP DESIGNER</div> <div>Hector Gonzalez</div> <div>THIS PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY AND IS NOT INTENDED TO RELIEVE THE CONTRACTOR FROM THE REQUIREMENTS SET FORTH BY RELATED CONTRACT DOCUMENTS, THE TEXAS MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD) OR THE OVERALL RESPONSIBILITY TO TRAFFIC CONTROL SAFETY.</div>		<div>LEGEND</div> <div><div><div>H</div><div>Type 3 Barricade</div></div></div>		<div>NOTES</div> <div><div>CONTACT: Yosselin Muller</div><div>CONTACT NUMBER: 940-349-8147</div><div>DATE: 11/18/2025</div><div>Devices spaced on 20ft centers</div><div>Posted speed limit 30MPH</div></div>		<div><div>CONTRACTOR: City of Denton</div><div>CITY: Denton</div><div>JOB NAME: 747 E Prairie St</div><div>LOCATION: 747 E Prairie St</div><div>SCOPE OF WORK: Road Closure</div></div>		<div><div>BUYERS</div><div>BARRICADES</div><div>All Traffic Control Plans (TCPs) are the property of Buyers Barricades, Inc. and are included with Buyers Barricades rental agreements. Traffic Control Plans issued without a rental agreement will be charged to the customer.</div></div>	
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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Discover Denton

**CM:** Sara Hensley

**DATE:** December 12, 2025

### **SUBJECT**

Receive an update from staff on the Convention and Visitors Bureau.

### **BACKGROUND**

Staff is providing a quarterly update to the Committee regarding Sales and Services for Discover Denton. This update includes metrics on bookings and leads, service team and sales team updates, partnerships, networking events, and hotel performance report for Q3 2025.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet  
Exhibit 2 - Presentation

Respectfully submitted:  
Kristi Franz  
Executive Director





# Community Partnership Committee Meeting

*DECEMBER 12, 2025*

CPC 25-038

**DISCOVER  
DENTON TX**



A photograph of the Denton County Courthouse, featuring a prominent clock tower with a blue-tiled dome and yellow clock faces, set against a sunset sky with orange and pink clouds. A dark blue diagonal overlay covers the right side of the image.

# WELCOME

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Promoting Denton.  
Driving demand.  
Strengthening our community.



# Sales & Services ACTIVITY REPORTS

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UNION  
BEAR  
BREWING CO.

DRIVEN  
BY

• DOWNTOWN  
SHOP  
DINE  
ARTS

CPC 25-038

# Q3 GROUP BOOKINGS UPDATE

DEFINITE GROUPS BOOKED	JULY	AUGUST	SEPTEMBER	Q3 TOTAL
NUMBER OF GROUPS	7	3	4	14
NUMBER OF ROOM NIGHTS	2,806	1,116	1,956	5,878
ESTIMATED ECONOMIC IMPACT	\$2,186,168.84	\$1,116,620.55	\$2,287,598.67	\$5,590,388.06

DEFINITE GROUPS BOOKED	Q3 2025	Q3 2024	VARIANCE	FY 25 YTD	FY 24 YTD
TOTAL DEFINITE	14	5	+9	32	59
TOTAL ROOM NIGHTS	5,878	2,408	+3,470	16,418	24,612
TOTAL EEI*	\$5,590,388.06	\$1,411,124.01	+\$4,179,264.05	18,247,174.47	6,901,552.66

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# Q3 GROUP BOOKINGS AND LEADS UPDATE

## Highlights

- Denton is competing with San Antonio and San Marcos on hosting a city-wide event in 2029, Combat Veterans Motorcycle Association's Conference. Approximately 6,000 attendees working with all hotels, total use of convention center, and the Coliseum at UNT. EEI is approximately \$5.1 million. Partnership with American Eagle Harley in Corinth and Gainesville Chamber for Ride Up to the Medal of Honor Museum.
- Denton is working with Ladies in Leather for September of 2026 for their annual parade event. Approximately 300 attendees over 3 days, partnering with American Eagle Harley, citywide parade for charity up to 6-mile ride. Competing with Wichita Falls. EEI is approximately \$1 million or more with parade attendees push for overnight stays.
- Denton will host Texas Chapter of American Public Works Association in 2027 and 2031 with a combined EEI of \$600k
- Denton will host the Texas Public Safety Conference in 2026 and 2027 with a combined EEI of nearly \$2million
- Denton will host the Guitar Foundation's International Competition in 2027 with UNT with an EEI of nearly \$1million

## FUTURE PACE

- **36** definite groups on the books through June 2031  
These group bookings have an estimated economic impact (EEI) of **\$11,305,700.44.**



# SALES AND SERVICES – SERVICE TEAM UPDATES

- ✓ Hosted Hospitality Roundup: hosted at Steve's Wine bar, brought together hotel partners, community stakeholders, and new members of Discover Denton's Team. Partnered with a new vendor, "Cheese Amour" for beautiful charcuterie board setup.
- ✓ Serviced more than 75% of Conference Center groups: provided onsite booth with Discover Denton literature.
- ✓ Hosted our first Dine Around Food Tour with Contemporary Ceramics Studio Association's (CCSA): 50+ attendees, utilized Downtown Ambassadors, included transportation from Roadrunner Charters, partnered with Graffiti Pasta, LSA, El Taco H, and Beth Marie's.
- ✓ Partnered with the City MarComm Team on Halloween Initiatives: Boo! Boards for participating hotels, Uber-credit envelopes for overnight guests during Halloween, activated DentonHalloween.com booking initiatives

DISCOVER  
DENTON TX

CCSA FOOD TOUR

Welcome to Downtown Denton! Below is some information on your food tour stops.



**EL TACO H**

Street tacos served up with elote, agua frescas, and fun cocktails all with a luchador flair.

213 E Hickory St.

[ElTacoHDenton.com](http://ElTacoHDenton.com)



**GRAFFITI PASTA**

Fast-casual pasta spot with craft cocktails & live entertainment throughout the week.

118 W Oak St.

[GraffitiPasta.com](http://GraffitiPasta.com)



**LSA BURGER CO.**

Creative burgers & a rooftop patio in an upbeat setting inspired by Texas music.

113 Hickory St.

[LSABurger.com](http://LSABurger.com)



**BETH MARIE'S**

Founded in 1998, Beth Marie's Old Fashioned Ice Cream has over 150 flavors.

117 Hickory St.

[BethMaries.com](http://BethMaries.com)

Feel like shopping? Here are some additional stops we think you may like!



**PALM TREE BOUTIQUE**

Curated selection of clothing, jewelry, shoes, gifts and accessories!

119 N Elm St.

[ThePalmTreeBoutique.com](http://ThePalmTreeBoutique.com)



**NORMAN ROSCOE**

Vintage-inspired screen printed t-shirts and so much more!

109 W Hickory St.

[NormanRoscoe.com](http://NormanRoscoe.com)



**OLD BEAR VINTAGE**

Curated, one-of-a-kind pieces. Rare band t-shirts, Coogi sweaters and so much more!

114 N Locust St.

[OldBearVintage.com](http://OldBearVintage.com)



**DISCOVER DENTON VISITOR CENTER**

Stocked with local goods, Texas-centric gifts, and helpful ambassadors ready to assist you!

111 W Hickory St.

[DiscoverDenton.com](http://DiscoverDenton.com)

DiscoverDenton.com • @DiscoverDenton

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## SALES AND SERVICES – SALES TEAM UPDATES

- ✓ Sales and Marketing attended Connect Marketplace in Miami: Kristi, Dustin, and Emily manned the Discover Denton Booth inside the Team Texas Booth; Fallon and Dustin attended approximately 40 one on one appointments with planners.
- ✓ Entire Discover Denton Team attended the formerly known as TACVB Conference in Fort Worth: rebranded name is now Destinations Texas; networked with colleagues, learned about the Texas Events Foundation and CO-Op.
- ✓ Fallon represented the entire Discover Denton Team at the Texas Travel Alliance Summit in San Antonio: sparked new strategic initiative of making our city and events more accessible, looking into getting certified with the Sunflower Initiative and Wheel of the World- Loreda and Corpus Christi are the only two cities in the state of Texas who have gotten certified; had dinner with Madden to strengthen relationship; met an industry colleague to discuss KeyData platform.
- ✓ Discover Denton has been meeting with various sports organizations, partnering with UNT athletics' department, and working on a plan towards a Sports Commission for the City of Denton. Dustin has been helpful with this initiative after experiencing the demand for it in our appointments in Miami; he has also been supporting the growing partnership with UNT and Discover Denton.
- ✓ Discover Denton has been working closely with the Denton Black Film Festival as part of the initiative for a Film Commission in the City of Denton, trending before our peers on the “Set Jetting” campaign. DBFF brought together all the community assets for the Quaker Town Expo and permanent city tour idea.

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# UPCOMING INDUSTRY CONFERENCES AND NETWORKING EVENTS

*Because of TPID Support, Denton's Next Industry Events Shine Brighter!*

**Destination Southwest in College Station:** Discover Denton will be the **closing lunch sponsor** for 110 planner attendees

**RCMA Emerge in Lexington, Kentucky:** Discover Denton will have **twelve 3'x3' sticker signs** on the floor leading from all entry points to our expo booth

## SALES AND SERVICES – PARTNERSHIP SUCCESS

- ✓ The promotion of 31 Days of Halloween includes tourism! We offered hotels the opportunity to promote a special rate for the month of October to encourage visitors to come stay, work, and play in Denton!

Individual hotel pick-up from participating hotels:

Best Western Premier: 44

Hilton Garden Inn: 14

Holiday Inn South: 15

Holiday Inn North: 0

Embassy Suites: 1

Home 2 Suites: 0

Homewood Suites: 6

Springhill Suites: 0

Total nights booked: 80 Room Nights

\*data as of 10/21/2025



# PAST INDUSTRY CONFERENCES AND NETWORKING EVENTS

## UNT vs Navy Game Day, November 1, 2025

### *Partner Appreciation Event*

#### **Celebrating the Team Behind the Scenes**

Discover Denton invites our valued hospitality and community partners to join us for a spirited **Game Day Partner Appreciation Event** as we cheer on the **UNT Mean Green vs Navy Midshipmen!**

This event kicks off our **Month of Gratitude** — a celebration of the people and partners who make Denton shine. Together, we'll honor their dedication to growing our destination, serving our visitors, and creating memorable experiences that keep Denton's hospitality spirit alive.

#### **Event Highlights:**

- Game day festivities and tailgate bites
- Networking with fellow partners and the Discover Denton team
- A toast to teamwork, community, and gratitude





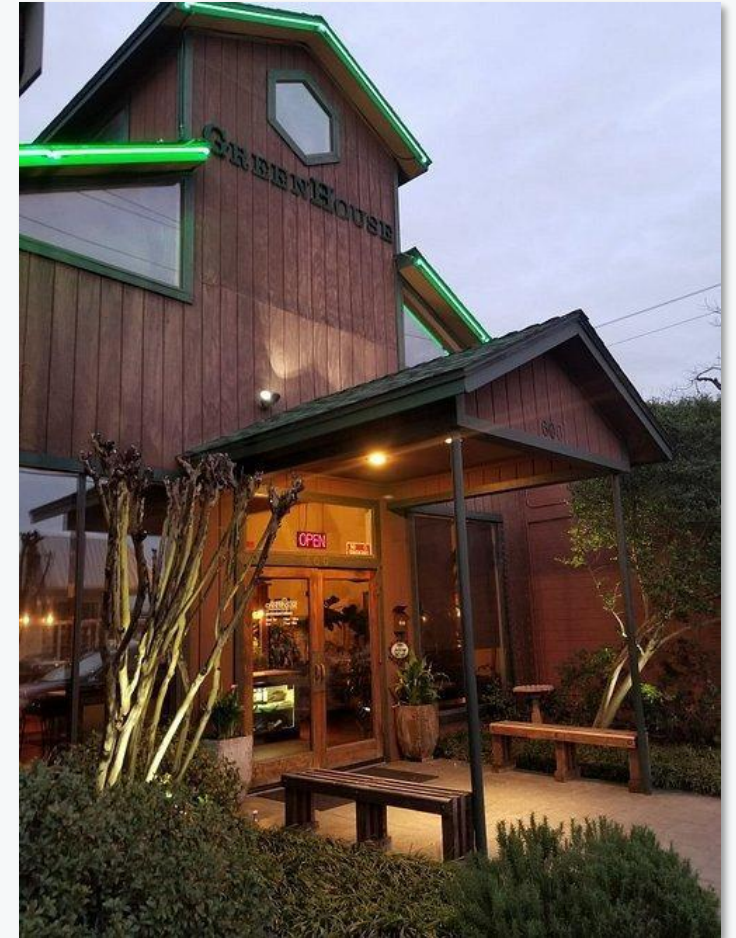
# PAST INDUSTRY CONFERENCES AND NETWORKING EVENTS

## First Quarterly Business Review

**November 13 | 11:30 AM – 1:30 PM | Greenhouse Restaurant**

Discover Denton invites all hotel and partner sales teams to our **first Quarterly Business Review** — a new opportunity to connect, collaborate, and celebrate our collective success. Together, we'll review recent wins, upcoming opportunities, and key initiatives shaping Denton's meetings and events landscape. This will also be a great time to share insights, strengthen partnerships, and align our goals as we head into 2026.

**Let's grow together — one quarter at a time.** 



# Q3 2025 DENTON HOTEL PERFORMANCE REPORT

OCCUPANCY %	JULY	AUGUST	SEPTEMBER	Q3 SUMMARY
2025	73.9%	77.0%	72.7%	74.53%
2024	71.1%	72.7%	66.5%	70.1%
% CHANGE	3.9%	5.9%	9.3%	6.37%
ADR	JULY	AUGUST	SEPTEMBER	Q3 SUMMARY
2025	\$103.22	\$106.29	\$109.90	\$106.47
2024	\$102.54	\$102.18	\$104.2	\$102.97
% CHANGE	0.7%	4.0%	4.9%	3.2%
REVENUE	JULY	AUGUST	SEPTEMBER	Q3 SUMMARY
2025	\$5,826,539	\$6,253,754	\$6,194,303	\$18,274,596
2024	\$5,575,606	\$5,679,969	\$5,156,170	\$16,411,745
% CHANGE	4.5%	10.1%	20.1%	11.57%





# TRANSITION UPDATE

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CPC 25-038



**THANK YOU!**



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** December 12, 2025

### **SUBJECT**

Consider approval of the 2026 Community Partnership Committee meeting calendar.

### **BACKGROUND**

During the January 28, 2020, City Council meeting, the city's Code of Ordinances Section 2-29 (City Council Rules of Procedure) Subsection (h) (Creation of Committees, Boards, and Commissions) was amended requiring boards, commissions, and committees to establish a regular meeting schedule.

The committee will use the tentative committee dates (Exhibit 3) to establish meeting dates to conduct necessary business to facilitate the administration of the Hotel Occupancy Tax, Sponsorship, and Council Contingency programs.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Ordinance 19-2865

Exhibit 3 - Committee Meeting Dates

Respectfully submitted:  
Matt Hamilton  
Interim Director of Finance

Prepared By:  
Daniel Jones  
Senior Grant 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>	<u>      </u>	<u>      </u>	<u>      </u>
Gerard Hudspeth, District 1:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
Keely Briggs, District 2:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
Jesse Davis, District 3:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
John Ryan, District 4:	<u>      </u>	<u>      </u>	<u>      </u>	<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*





# 2026

## January

S	M	T	W	T	F	S
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

## February

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## March

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29	30	31				

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26	27	28	29	30		

## May

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24	25	26	27	28	29	30
31						

## June

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## July

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## August

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30	31					

## September

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## October




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## November

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15	16	17	18	19	20	21
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29	30					

## December

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20	21	22	23	24	25	26
27	28	29	30	31		

 Scheduled CPC Meeting 9am  
 HOT/Sponsorship Application Period  
 Staff Review

Community Partnership Committee - Future Agenda Items

Meeting Date	Item	Legistar ID	Department Involved	Estimated Time (mins.)
Friday, January 23, 2026	Chair Appointment		Grants/Parks	5
	Q1 Contingency Requests		Grants	5
	Economic Impact Model demonstration from CVB – Kristi Franz		CVB	30
				<b>40</b>
Friday, February 20, 2026	Special Events update from Parks (ordinance changes, standardized parade routes, new processes)		Parks	30
	HOT Q4 FY2025 report + FY2025 close-out		Grants	30
				<b>60</b>
Friday, March 20, 2026	Q2 Contingency Requests		Grants	10
	Committee Workshop on rubric criteria		Grants	30
	Discuss any guideline tune-ups for HOT PY2027 & Sponsorship FY26-27.		Grants	15
	Special Event policy adjustments (if needed).		Parks	10
				<b>65</b>
Friday, April 17, 2026	Confirm application windows, rubric refinements, and CVB % allocation target.		Grants	30
	Organization selections for presentations		Grants	10
	After Action Reports (Denton Community Winter Market, Tejas Storytelling, Thin Line)		Grants	15
				<b>55</b>
Friday, May 22, 2026	Event Presentations		Grants	90
				<b>90</b>
Friday, June 19, 2026	Q3 Contingency Requests		Grants	10
	Event Presentations		Grants	90
				<b>100</b>
Friday, July 24, 2026	After Action Reports (Boil Buddies, Amplify, Cinco, Touch a Truck, Juneteenth, July 4)		Grants	20
	CPC funding recommendations for HOT PY 2027 and Sponsorship FY26-27		Grants	30
				<b>50</b>
Friday, August 21, 2026	Meeting set if extra recommendation time is needed.			
Friday, September 18, 2026	No Meeting			
Friday, October 23, 2026	No Meeting			
Friday, November 20, 2026	No Meeting			
Friday, December 11, 2026	Q4 Contingency Requests		Grants	10
	After Action Reports (NTSF, Dog Days, Blues Festival)		Grants/EM/ Parks	30
	Sponsorship FY 25-26 report and close out		Grants	20
				<b>60</b>