



City of Denton

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

Meeting Agenda Public Art Committee

Thursday, August 6, 2026

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, August 6, 2026, 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. [PAC26-005](#) Consider approval of the minutes of April 2, 2026 and June 4, 2026.

Attachments: [Exhibit 1- April 2, 2026 Minutes](#)
 [Exhibit 2- June 4, 2026 Minutes](#)

- B. [PAC26-014](#) Receive a report, hold a discussion, and give input to staff regarding the status of preparations for Halloween Denton 2026.

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

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 July 31, 2026, in advance of the three (3) business day 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 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 Parks, Public Art Committee

Minutes

April 2, 2026

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, April 2, 2026, at 4:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

Present: Vice-Chair Adam Chamberlain, Members Susan Thornton, Will Milne, Travis Veselka, Connor Bradford and Andrew Beck.

Absent: Chair Jennifer Lane, Member Francesca Romano,

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

Items are listed in the order they were considered.

A. PAC26-003: Consider approval of the minutes of February 5, 2026.

Following discussion, Member Beck moved to approve the minutes; Member Milne seconded. Motion carried.

AYES (6): Vice-Chair Chamberlain, Members Thornton, Milne, Beck, Bradford, and Veselka

NAYS (0):

ABSENT (2): Chair Lane, Member Romano.

B. PAC25-027: Receive nominations and elect a Chair and Vice-Chair for the Public Art Committee.

Item was presented; and discussion followed.

Following discussion, Vice Chair Chamberlain nominated themselves for Chair; Member Milne seconded. Motion carried.

AYES (6): Vice-Chair Chamberlain, Members Thornton, Milne, Beck, Bradford, and Veselka

NAYS (0):

ABSENT (2): Chair Lane, and Member Romano.

Following discussion, Member Beck nominated themselves for Vice-Chair; Chair Chamberlain seconded. Motion carried.

AYES (6): Chair Chamberlain, Members Thornton, Milne, Bradford, Beck, and Veselka

NAYS (0):

ABSENT (2): Members Lane and Romano.

C. PAC26-002: Receive a report, hold a discussion, regarding the roles and responsibilities of the Public Art Committee.

Item was presented; and discussion followed.

Following discussion, staff provided no direction.

- D. PAC26-002: Receive a report, hold a discussion, and provide input to staff regarding the status of the following Public Art Committee projects:
1. Current Projects
 - a. Traffic Box Wraps
 - b. Fire Stations #5 and #6
 - c. MLK Jr. Recreation Center Mural
 2. Future Public Art Projects
 - a. Linda McNatt Animal Shelter Expansion (Bond-Funded)

Item was presented; and discussion followed.

Following discussion, staff was provided no direction.

3. CONCLUDING ITEMS

- Halloween Boo Team has met. A call for artists will go out soon.
- Park Tour invitation- June 1st at 4pm.
- Beck to miss meetings in June.

The meeting adjourned at 4:48pm

ADAM CHAMBERLAIN
CHAIR
CITY OF DENTON, TEXAS

ROBIN HILL
ADMINISTRATIVE ASSISTANT
CITY OF DENTON, TEXAS

MINUTES APPROVED ON: _____

City of Denton

Public Art Committee

The Public Art Committee of the City of Denton, Texas, was noticed to convene in a meeting on Thursday, June 4, 2026, at 4:00pm in The Community Room at the Denton Civic Center, 321 E. McKinney St., Denton, TX. The following attendance was recorded:

PRESENT: *Chair Adam Chamberlain, Member Will Milne*

ABSENT: *Members Andrew Beck, Connor Bradford, Jennifer Lane, Andrew Beck, Travis Veselka, and Susan Thornton*

Attendees waited until 4:20pm for a quorum of members to arrive.

A quorum failed to materialize, no action was taken, and the meeting was adjourned at 4:20pm.

Adam Chamberlain
CHAIR

Robin Hill
RECORDING SECRETARY

MINUTES APPROVED ON: _____



City of Denton

City Hall
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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor

DATE: August 6, 2026

SUBJECT

Receive a report, hold a discussion, and give input to staff regarding the status of preparations for Halloween Denton 2026.

BACKGROUND

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

CURRENT PROJECTS

Graveyard Tales

Parks and Recreation Staff are working with members of the Lil D Storytelling Guild to plan a series of storytelling sessions on Saturday nights in October. These stories will be hosted at the City Hall Graveyard and will be suitably frightening for all ages. Guild members are currently building a roster of performers and their tales. These paid performances are supported by Halloween Denton funds and will be free to the public to attend.

Call for Art

Parks and Recreation and Marketing and Communications staff are evaluating submissions from artists received via a Call for Artists extended to the public.

RECOMMENDATION

Support the projects as presented.

ESTIMATED SCHEDULE OF PROJECT

Launch in late September through October.

FISCAL INFORMATION

Funding supported from HOT Funds.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Respectfully submitted:
Allison Wing, Interim Director Parks and
Recreation

Prepared by:
Allison Wing,
Parks and Recreation



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**



PAC26-014

08/06/26

2026 GOALS

Goals for Halloween



Increase Business Activity, Tourism,
Sales Tax, Hotel Occupancy Tax



Expand Operating Hours of Downtown
Businesses to Support Traffic



Wayfinding and Pedestrian Traffic
Dispersion



Maintain / Expand the "Denton Buzz" and
be Unique Year to Year



Increase Volunteerism / Community
Engagement



Showcase Denton's Creativity / Artist
Community / Strengthening ED footprint



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**

2025 PROGRAM RECAP

31 Days of Halloween Economic Impact Report :

- **Participation:** 54 businesses took part in the survey and provided feedback on their traffic and sales throughout October.
- **Business Activity:** 56% of participants reported that business was significantly busier than in 2024.
- **Busiest Day:** Saturday was overwhelmingly the busiest day of the week for nearly all businesses.
- **Peak Hours:** 48% of businesses indicated that the 5-9pm timeframe was their busiest period each day.
- **Revenue Trends:** Businesses reported higher weekly revenues throughout October compared to 2024.
- **Foot Traffic:** 84% of participants said the initiative brought more visitors to their business, with 67% noting a significant increase
- **Engagement:** 78% of businesses participated in Halloween-themed promotions, events, or offered seasonal menu items



2025 PROGRAM RECAP

Programming

- Over 350 official programs and events implemented

Placemaking

- 30+ locations around the downtown for engagement

Promotions

- MARCOMM promoted w/focus locally AND REGIONALLY

Financials - Projected in Dec/Jan

- 2024: Revenue - \$210,000, Expenses - \$166,266
- 2025: Budgeted - \$150,000 Programs/Placemaking, \$100,000 Marketing. Received a grant for \$62,400. Financials not available until Dec '25.



2025 PROGRAM RECAP

Results

- 515,000ish in October 2023, before Denton Halloween started
- 660,485 in October 2024 (772,897 adjusted amount based on Placer.ai data in November 2025)
- **883,007 visitations to downtown in October 2025**
- 110,110+ visitations in 2025 compared to 2024
- 368,000+ in the district since Denton Halloween started
- 2025 Breakdown: 76% visitors, 24% residents
- 2024 Breakdown: 59% visitors, 41% residents

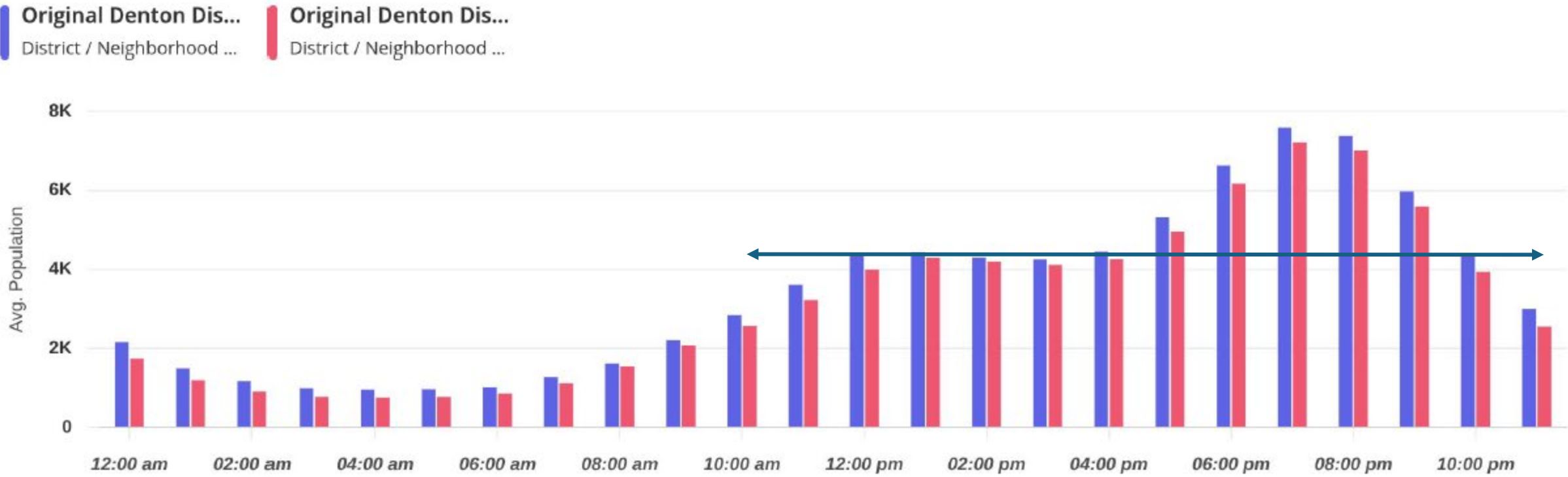
2025 PROGRAM RECAP

Other Fun Facts

- The Maze
 - 54,324 people visited The Maze
- UNT CoLab (Frankenstein Exhibit and Diorama)
 - 13,176 visitors in October!
- # of Onion Rolls – Hundreds!
- Diorama development
 - Estimated 3,000 volunteer hours
- North Texas Ghostbusters
 - Estimated 1,000 volunteer hours
- Volunteer painters of placemaking sets
 - Estimated 500 hours



Hourly Activity



Avg. Population

Original Denton District - Sep 26th, 2025 - Oct 31st, 2025

Original Denton District - Sep 27th, 2024 - Oct 31st, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



OPPORTUNITIES

- Expand the tent programming
- Improve parking awareness and communication
- Implement Park and Ride shuttle via DCTA
- Increase website and schedule awareness
- Continue to focus on overnight stays
- Improve communication around activities or workshops that require pre-registration or paid entry.

OPPORTUNITIES

MARCOMM

- ESPN 8, Red Bull for Day of the Dead Coffin Races
- Need a consistent flow of articles to the website throughout the month and year
- Mobile website
- Website review opportunities for public
- Events on the website – Many not submitted
- Onion
- Street signage with QR Code to map, add more signs
- Sponsorships

OPPORTUNITIES

ART

- Begin marketing and procurement process no later than Jan 1
- New location for “Area 940”
- Scary Chairy Orchard –
 - Voting by community on Day 1
 - Announce finalists early on
 - Move winning chairs to a certain location
 - No touching signage
 - Entry arch with old chairs

OPPORTUNITIES

PROGRAMMING

- Haunted House circuit
- Expanded programming in the Big Top tent
- The Maze – expansion, special events, rentals after hours, etc...
- Onion – Signage, shirts, Onion Roll, etc...

REQUEST FOR ART RESULTS

ART PROPOSALS

Total Submissions:	65
Event/Performance	30
Placemaking/Art	28
Other	9
Researching Potential	32

2026 TCA Grant – Applied for \$99k
Award Notification on August 20, 2026

QUESTIONS?