



# City of Denton

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

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor

**DATE:** June 16, 2026

### **SUBJECT**

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.

### **BACKGROUND**

Since 1990, the City of Denton has administered a Downtown Development Program using the National Main Street methodology in conjunction with the Texas Historical Commission. The Program emphasizes downtown economic revitalization through preservation and rehabilitation of historic buildings in order 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.

### **DISCUSSION:**

The City has continually maintained the contract with the Texas Main Street Program under the Texas Historical Commission. From 2019 through May 2023, administration of the Main Street Manager position, known within the Denton Main Street Association as the Executive Director, operated under a 501(c)(6) organization. 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 position back under the City's administration. As the program transitions back to the City, the Denton Main Street Board must also transition to operate under the City's oversight to ensure alignment with Texas Main Street Program requirements and City governance practices.

The Denton Main Street Advisory Board will meet quarterly and consist of seven (7) voting members and two (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

Ex-Officios:

- (1) Denton County Representative
- (2) University Representative

Board members will serve a term of two years and serve no more than three (3) 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 Open Meeting Act.

The Main Street Service area for the board shall be the Main Street District, defined as: 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. The Main Street District shall constitute all of that area within the City of Denton, Denton County, Texas bounded by the line commencing at Quakertown Park on North Bell Avenue, thence west on Withers Street to Oakland Street, thence Northwesterly along Oakland Street to North Locust Street, thence North on North Locust Street to West University Drive, thence West on West University Drive to Carroll Boulevard, thence South on Carroll Boulevard to Eagle Drive, thence East on Eagle Drive to the T.P. & M.K.T. Railroad, thence Northeasterly along the T.P. & M.K.T. Railroad, to Sycamore Street, thence East to Exposition Street, thence North to McKinney Street, to Bell Place, thence North on Bell Place to North Bell Avenue.

The future objectives of the Main Street Program focus on strengthening downtown through expanded small business programming and outreach, advancing historic preservation efforts, and continuing placemaking initiatives that enhance the vibrancy and appeal of the district. Key priorities include administering the TIRZ #1 Downtown Reinvestment Grant Program to support revitalization projects, and pursuing catalyst economic development initiatives that attract investment and contribute to long-term economic growth. The program will also emphasize cross-departmental collaboration by serving as a liaison to ensure transparent communication, coordinated planning, and unified execution of the Design Downtown Plan’s goals. Additionally, the program will manage and uphold national accreditation standards through the Main Street Community Accreditation process, ensuring continued excellence and alignment with best practices.

**PRIOR ACTION/REVIEW:**

On Friday, April 10, an Informal Staff Report was provided to the Mayor and City Council outlining the responsibilities of the Participant, the City, and the Local Program under the Texas Main Street Program. This transition is necessary to ensure the Main Street Advisory Board is formally placed under the City, as required by the program structure.

**EXHIBITS**

- Exhibit 1 – Agenda Information Sheet
- Exhibit 2 – Ordinance
- Exhibit 3 – Presentation

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