



# City of Denton

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

## Meeting Agenda

### Parks, Recreation and Beautification Board

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Monday, December 2, 2024

6:00 PM

Civic Center Community Room

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After determining that a quorum is present, the Parks, Recreation and Beautification Board of the City of Denton, Texas will convene in a Regular Meeting on Monday, December 2, 2024, at 6:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas, at which the following items will be considered:

#### 1. 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. 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. [PRB24-043](#) Consider approval of the minutes of November 4, 2024.

Attachments: [Exhibit 1- November 4, 2024 Minutes](#)

- B. [PRB24-042](#) Receive a report, hold a discussion, and give staff direction regarding the Parks, Recreation and Beautification Advisory Board Annual 2025 meeting schedule.

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

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

[Exhibit 3- 2025 Meeting Schedule](#)

- C. [PRB24-044](#) 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](#)

#### 3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Parks, Recreation and Beautification Board 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 Parks, Recreation and Beautification Board 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

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**File #:** PRB24-043, **Version:** 1

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### **AGENDA CAPTION**

Consider approval of the minutes of November 4, 2024.



**City of Denton Parks, Recreation, and Beautification Board**  
**Minutes**  
**November 4, 2024**

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After determining that a quorum of the City of Denton, Texas, Parks, Recreation, and Beautification Board was present, the Board convened in a Regular Meeting on Monday, September 9, 2024, at 6:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

**Present:** Vice-Chair Frances Punch, Members Robert Aughtry, Grace Martin-Young, Kwami Koto, and Elinor Lichtenberg

**Absent:** None

**1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC**

- None

**2. ITEMS FOR CONSIDERATION**

- A. PRB24-036: Consider approval of the minutes of September 9, 2024.

The item was presented, and discussion followed.

Following discussion, Member Aughtry moved to adopt the item as presented; Member Martin-Young seconded. Motion carried.

AYES (5): Vice-Chair Punch, Members Aughtry, Martin-Young, Lichtenberg, and Koto

ABSENT (0): None

NAYS (0): None

- B. PRB24-038: Receive nominations and elect a Chair and Vice-Chair for the Parks, Recreation and Beautification Board.

The item was presented, and discussion followed.

Following discussion, Member Koto nominated Vice-Chair Punch as Chair; Member Aughtry seconded. Motion carried

AYES (5): Vice-Chair Punch, Members Aughtry, Martin-Young, Lichtenberg, and Koto

ABSENT (0): None

NAYS (0): None

Chair Punch nominated Member Koto as Vice-Chair; Member Aughtry seconded. Motion carried

AYES (5): Chair Punch, Members Aughtry, Martin-Young, Lichtenberg, and Vice-Chair Koto

ABSENT (0): None

NAYS (0): None

- C. PRB24-037: Receive a report and hold a discussion regarding active adult and senior programming. The item was presented, and discussion followed.

Following discussion, staff was provided no direction.

**3. CONCLUDING ITEMS**

- Chair Punch wished to recognize Keep Denton Beautiful for their hard work.
- Halloween update given

With no further business, the meeting was adjourned at 6:55pm.

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FRANCES PUNCH  
CHAIR  
CITY OF DENTON, TEXAS

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ROBIN HILL  
ADMINISTRATIVE ASSISTANT  
CITY OF DENTON, TEXAS

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



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## Legislation Text

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**File #:** PRB24-042, **Version:** 1

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### **AGENDA CAPTION**

Receive a report, hold a discussion, and give staff direction regarding the Parks, Recreation and Beautification Advisory Board Annual 2025 meeting schedule.



# City of Denton

City Hall  
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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation  
**ACM:** Christine Taylor, Assistant City Manager  
**DATE:** December 2, 2024

### **SUBJECT**

Receive a report, hold a discussion, and give staff direction regarding the Parks, Recreation and Beautification Advisory Board Annual 2025 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 Parks, Recreation and Beautification Advisory Board needs to proceed with adopting its meeting schedule for Year 2025. 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.

### **OPTIONS**

Approve, deny or make revisions.

### **RECOMMENDATION**

Approve meeting schedule as presented.

### **ESTIMATED SCHEDULE OF PROJECT**

N/A

### **EXHIBITS**

Exhibit 1- Agenda Information Sheet  
Exhibit 2- Ordinance 19-2865

Exhibit 3- 2025 Meeting Schedule

Respectfully submitted:  
Gary Packan,  
Director of Parks and Recreation

Prepared by:  
Robin Hill  
Administrative Assistant  
Parks and Recreation

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 20th 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

## Parks, Recreation, and Beautification Board Meeting Schedule

### 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

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	

### March

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					

### April

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			

### May

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

### June

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					

### July

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		

### August

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						

### September

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				

### October

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	

### November

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						

### December

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			



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## Legislation Text

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**File #:** PRB24-044, **Version:** 1

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### **AGENDA CAPTION**

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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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation  
**ACM:** Christine Taylor, Assistant City Manager  
**DATE:** December 2, 2024

### **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, McKinney, Grapevine, and Frisco would require an expensive outlaying or 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 145,000 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) - \$37,000

Marketing (Communication PEG Fund) - \$55,395

FY24-25:

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

### **EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

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



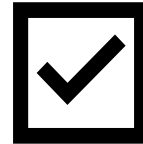
Create distinct, attractive, and inviting public space



Celebrate Denton's cultural heritage and diversity



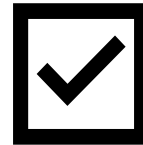
Distinguish Denton's image in the metroplex



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





12/2/24

PRB24-044





# 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





THE EXORCIS

SPLASH ZONE

Yard Waste  
PUMPKINS, LEAVES, & BRANCHES CAN GO IN THE YARD WASTE CART  
www.cityofdenver.com/yardwaste





# EVENT DATA

12/2/24

PRB24-044

# 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

# 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.





# IMPROVEMENTS FOR 2024

# IMPROVEMENTS

## Marketing and Communications

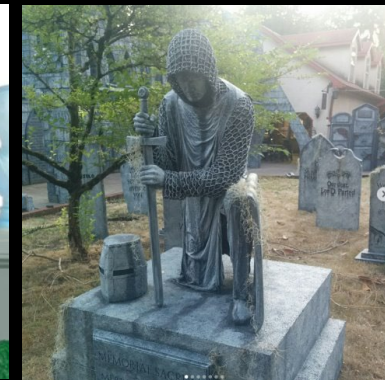
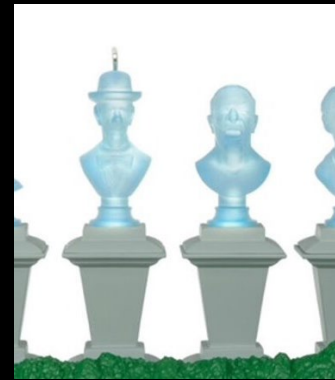
- Website
  - Event cart for individual users and optional reminder emails, Vendor opportunities, auto-populate event submission capabilities.
- Advertising and Promotions
  - Streaming platforms, Spirit
- Media Engagement
  - Regular show and tell media avails, radio-sponsored event promos, destination 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



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Haunted Mansion



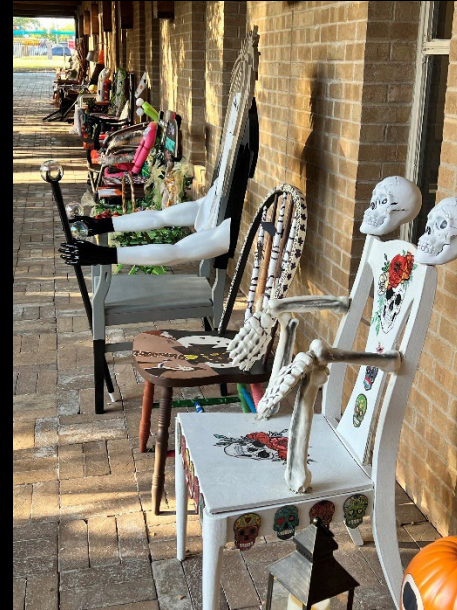
35



# 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

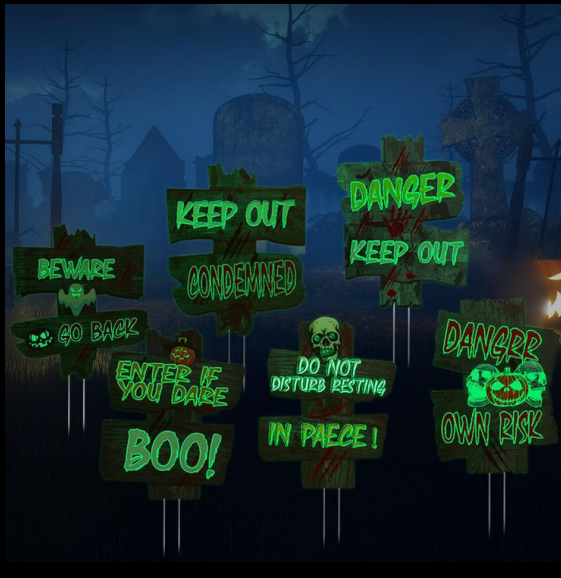




# IMPROVEMENTS

## 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



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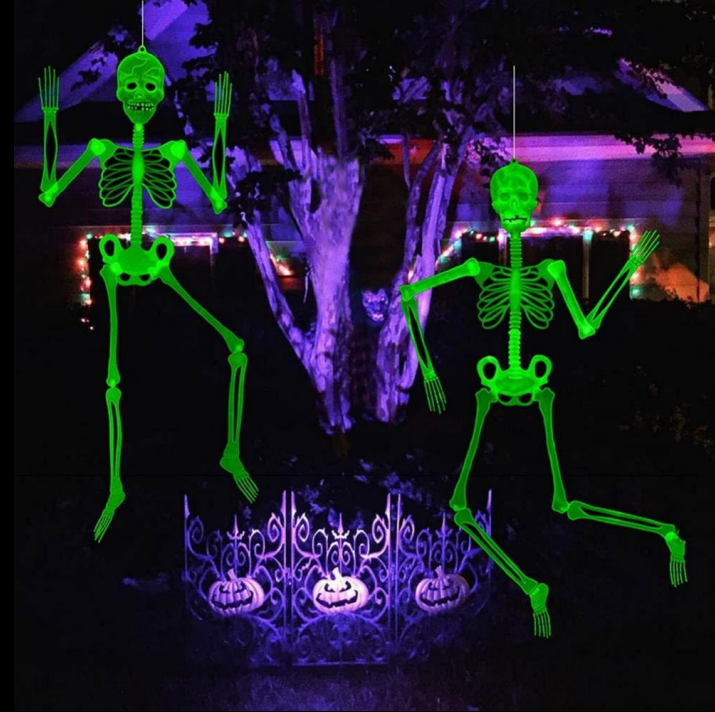
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# IMPROVEMENTS

## 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

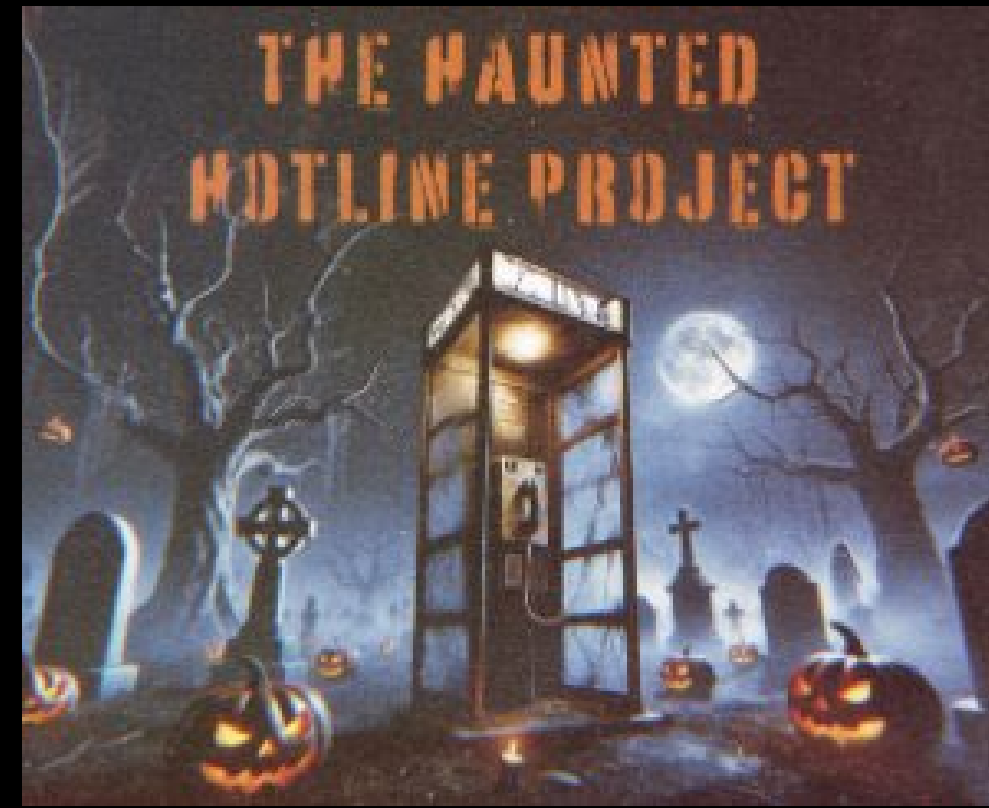
- In 2024 the NTX Ghostbusters were a HIT!
  - Headquarters at Discover Denton
  - Collaboration between DCBC, Discover Denton & Ghostbusters on Ecto Juice hard seltzer
    - Discover Denton gave out 1400 samples over 4 Fridays
    - DCBC sold 1664 pints, and 39 cases, a 50% increase in sales over their 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

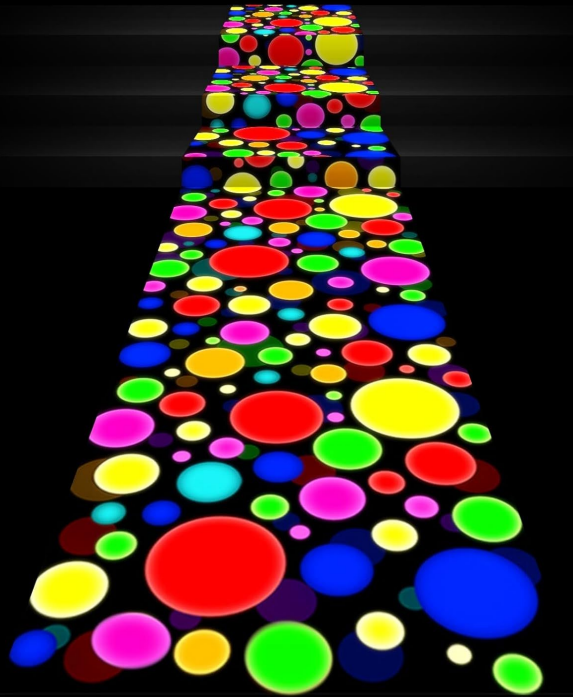
- Huge success!
- (235) unique visitors to scavenger final page
- Staff have rewired the booths to allow direct connection to power
- Messages were too long based on the lines and need to comprehend
- Consider new locations for Haunted Hotlines
- Additional phone booth to help push traffic?
  - Vampires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





# IMPROVEMENTS

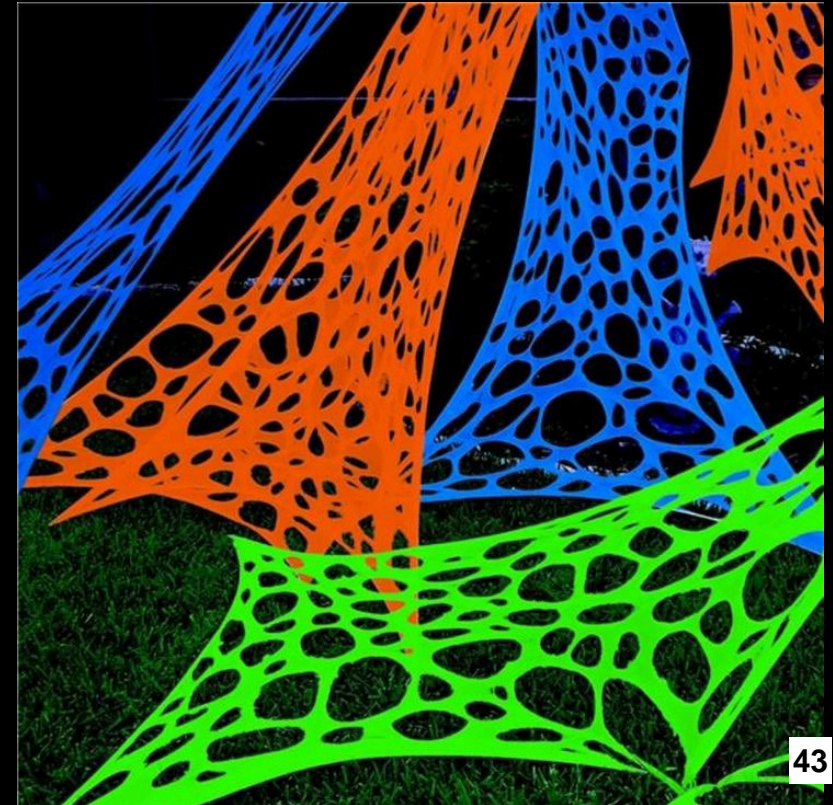
- Increase immersive experiences
- Glow opportunities in select areas



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# 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

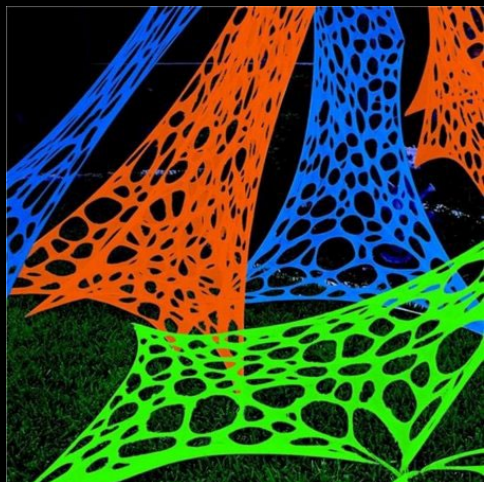
WHAT ELSE  
DID WE MISS?



# PLACEMAKING 2025



# MOOD BOARDS



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# 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





# 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](mailto: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

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## Halloween Interest Form



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## Halloween Text Club

