



City of Denton

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

Meeting Agenda

Downtown Economic Development Committee

Thursday, April 3, 2025

8:30 AM

Development Service Center

After determining that a quorum is present, the Downtown Economic Development Committee of the City of Denton, Texas, will convene in a Regular Meeting on Thursday, April 3, 2025, at 8:30 a.m. in the Development Service Center Training Rooms 1 and 2 at 401 N. Elm Street, Denton, Texas at which the following items will be considered:

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

Citizens may complete one Request to Speak "Public Comment" card per night for the "Presentations from Members of the Public" portion of the meeting and submit it to City Staff. Presentations from Members of the Public time is reserved for citizen comments regarding item not listed on the agenda. No official action can be taken on these items. Presentation from Members of the Public is limited to five speakers per meeting with each speaker allowed a maximum of three (3) minutes.

2. ITEMS FOR CONSIDERATION

- A. [DEDC25-005](#) Consider approval of the meeting minutes for February 6, 2025.

Attachments: [February 6, 2025 DEDC Minutes - DRAFT](#)

3. WORK SESSION

- A. [DEDC25-006](#) Staff Reports:
1. Ambassador Update - Courtney Douangdara
 2. Quarterly Main Street Program Update - Kristen Pulido
 3. Future Agenda Items - Brittany Sotelo

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Ambassador Presentation](#)
[Exhibit 3 - Main Street Presentation](#)
[Exhibit 4 - Queue of Agenda Items](#)

4. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Downtown Economic Development 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 Downtown Economic Development 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 March 28, 2025, 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

File #: DEDC25-005, **Version:** 1

AGENDA CAPTION

Consider approval of the meeting minutes for February 6, 2025.

**MINUTES
CITY OF DENTON
DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE
February 6, 2025**

After determining that a quorum was present, the Downtown Economic Development Committee convened on Thursday, February 6, 2025, at 8:32 a.m., in the Development Service Center, Training Rooms 1 and 2, 401 N. Elm Street, Denton, Texas, 76201.

PRESENT: Clyde Rick Woolfolk (Chair), Hank Dickenson (Vice-Chair), Jason Bodor, Jill Herbst, Kristen Kendrick-Bigley, Melissa Lenaburg, Beth Lewis, Rina Maloney, Nick Miller, Bob Moses, and Krissi Oden

ABSENT: Peggy Capps and Brock McKnight

STAFF PRESENT: Scott Bray, Vanessa Esparza, Kristen Pulido, Cameron Robertson, Brittany Sotelo, and Matilda Weeden

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

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No presentations from members of the public.

2. ITEMS FOR CONSIDERATION

A. DEDC25-001 Consider approval of the meeting minutes for December 5, 2024.

Bodor made a motion to approve the meeting minutes for December 5, 2024. Miller seconded the motion. Motion carried (9-0-2).

AYES (9): Bodor, Dickenson, Kendrick-Bigley, Lenaburg, Lewis, Maloney, Miller, Moses, and Woolfolk

NAYS (0): None

ABSENT FOR VOTE (2): Jill Herbst and Krissi Oden

B. DEDC25-002 Receive nominations and elect a Vice-Chair of the Downtown Economic Development Committee.

Herbst and Oden entered at 8:34 a.m.

Dickenson made a motion to nominate and elect Kendrick-Bigley as Vice-Chair for the Downtown Economic Development Committee. Lenaburg seconded the motion. Motion carried (11-0-0).

AYES (11): Bodor, Dickenson, Herbst, Kendrick-Bigley, Lenaburg, Lewis, Maloney, Miller, Moses, Oden, and Woolfolk

NAYS (0): None

ABSENT FOR VOTE (0): None

C. DEDC25-003 Receive a report, hold a discussion, and make a recommendation to the Tax Increment Reinvestment Zone Number One Board regarding a Downtown Reinvestment Grant Program application for 227 W. Oak, The Plot Twist.

Staff presented the item. After hearing the presentation, the Committee reviewed and scored the application. The application received an average score of 26 points, making it eligible for a recommendation of up to \$35,000.

Lewis made a motion to recommend approval of the Downtown Reinvestment Grant Program application for 227 W. Oak, The Plot Twist. Bodor seconded the motion. Motion carried (11-0-0).

AYES (11): Bodor, Dickenson, Herbst, Kendrick-Bigley, Lenaburg, Lewis, Maloney, Miller, Moses, Oden, and Woolfolk

NAYS (0): None

ABSENT FOR VOTE (0): None

3. WORK SESSION

A. DEDC25-004 Hold a discussion regarding strategic plan tasks designed for Downtown and receive Board of Directors feedback and priorities for 2025.

Staff presented item and discussion followed. No action was taken.

4. CONCLUDING ITEMS

With no further business, the meeting adjourned at 9:20 a.m.

Clyde Rick Woolfolk, Chair
Downtown Economic Development Committee

Vanessa Esparza
Administrative Assistant

Minutes Approved On: _____



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Legislation Text

File #: DEDC25-006, **Version:** 1

AGENDA CAPTION

Staff Reports:

1. Ambassador Update - Courtney Douangdara
2. Quarterly Main Street Program Update - Kristen Pulido
3. Future Agenda Items - Brittany Sotelo



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AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: April 3, 2025

SUBJECT

Staff Reports:

1. Ambassador Update– Courtney Douangdara
2. Quarterly Main Street Program Update – Kristen Pulido
3. Future Agenda Items – Brittany Sotelo

BACKGROUND

Ambassador Update

Receive a report and hold a discussion regarding the Downtown Denton Ambassador Pilot Program.

Quarterly Main Street Program Update

Receive a report, hold a discussion regarding a recap of Denton Main Street's Quarter two activities.

Future Agenda Items:

Receive a report and hold a discussion regarding an overview of current items in the Agenda Queue and discussion of possible future agenda items.

EXHIBITS

- Exhibit 1 – Agenda Information Sheet
- Exhibit 2 – Ambassador Presentation
- Exhibit 3 – Main Street Presentation
- Exhibit 4 – Queue of Agenda Items

Respectfully submitted:
Matilda Weeden
Economic Development Specialist



UPDATE: DOWNTOWN DENTON AMBASSADOR PILOT PROGRAM

Presenter: Courtney Douangdara
Deputy Director Community Services

BACKGROUND

Strategic Plan Key Focus Area:

Strengthen Community and Quality of Life

GOALS:

- Develop solutions for a **cleaner, safer, more vibrant** Downtow Denton.
- Identify **sustainable funding source**, such as a Public Improvement District (PID).

Timeline

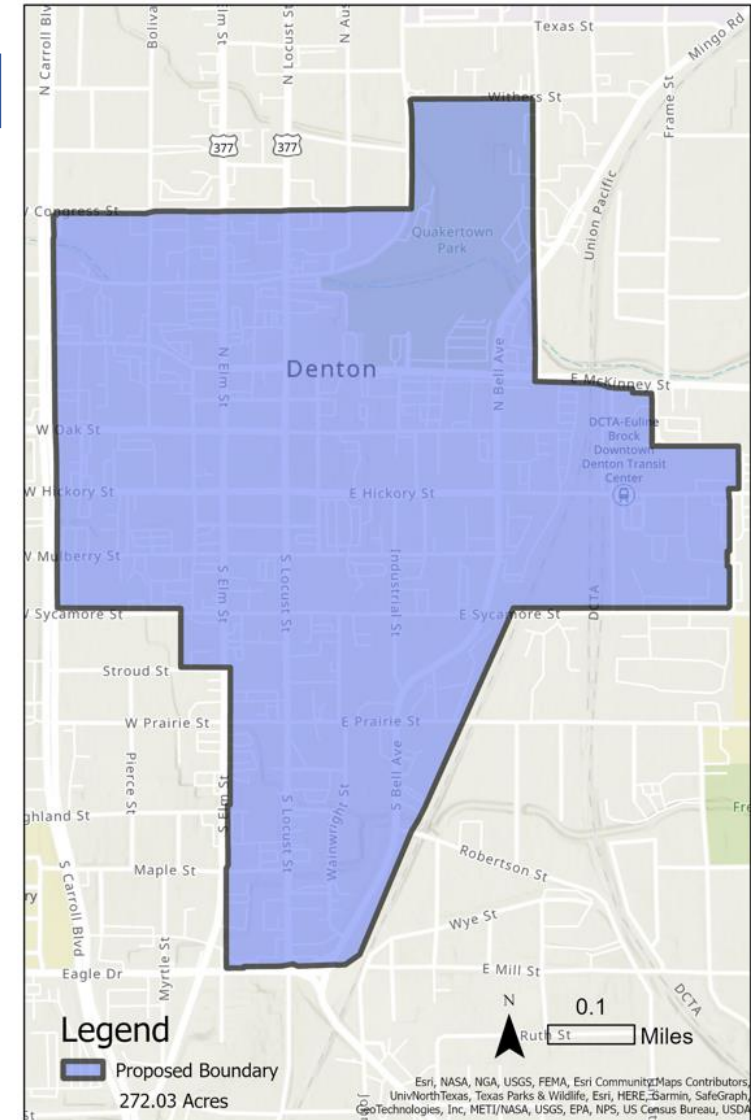
- July 2023 – Council direction to pursue 2-year pilot program.
- January 2024 – Program Launch
- February 2025 – Council Work Session Updat



DOWNTOWN DENTON AMBASSADOR PILOT PROGRAM

- 2-Year Pilot: \$703,303 annual cost; funded through General Fund
- Contract with Block by Block to provide coverage 7 days a week

<p>Clean Team 7 a.m. to 3:30 p.m. daily</p>	<p>Cleaning, Power Washing, Trash Removal, Graffiti Removal, Beautification</p>
<p>Safety Team 7 a.m. to 11 p.m. daily</p>	<p>Safety Tasks: Referrals to Social Services & Collaboration with Outreach, Discourage Illegal Behavior, Regular Communication with Law Enforcement Hospitality Tasks: Directions, Motorist Assists, Safety & Umbrella Escorts, Business Contacts, Coordination with Parks Downtown Maintenance</p>



CLEANER DOWNTOWN



2024 Downtown Denton Ambassador Cleaning Outputs

Metric	2024 Total*	Monthly Avg
Trash Removed (lbs)	26,087	2,372
Sidewalks Power Washed	288	26
Hazardous Cleanup (feces, urine, vomit)	543	49
Graffiti Removed (Paint; Bills/Stickers)	3207	291

*Program launched Jan. 29, 2024. Eleven (11) months of data included.

- Graffiti has decreased downtown.
- Business reported increased satisfaction with cleanliness downtown throughout the year.
- Notable differences per downtown businesses: Cleaner side streets, Trash cans no longer overflowing

SAFER DOWNTOWN

2024 Downtown Denton Ambassador Safety Outputs

Metric	2024 Total*	Monthly Avg
Safety Escorts	36	3
Motorist Assistance	84	7
Homeless Service Referrals	376	34

*Program launched Jan. 29, 2024. Eleven (11) months of data included.

- Safety ratings of **downtown businesses** have remained consistently high throughout the first year of the program.
- Approximately 3 out of 4 **community members** surveyed about the Ambassador Program feel a strong sense of safety downtown.



Jan. 2025: Block by Block Operations Manager deicing sidewalks downtown.

MORE VIBRANT DOWNTOWN

2024 Downtown Denton Ambassador Safety Outputs

Metric	2024 Total*	Monthly Avg
Greetings to Downtown Visitors	87,854	7,986
Hospitality Assistance (wayfinding, recommendations, etc.)	1,750	159
Business Contacts	2,860	260

*Program launched Jan. 29, 2024. Eleven (11) months of data included.

- 65% of community members surveyed about the Ambassador Program rated hospitality downtown highly.
- Ambassadors assisted with over 25 events downtown in 2024.



FUNDING & FUTURE CONSIDERATIONS

- Staff initiated conversations with downtown property owners to gauge interest in establishing a Public Improvement District (PID).
- Some initial interest in establishing a PID. Staff will continue to engage property owners through the Spring.
- If PID funding is not available to support the program, staff recommendation is to discontinue at the end of the pilot (Dec. 2025).
- Staff will provide updates during the budget process.

Questions?



Main Street Quarterly Report

Kristen Pulido
Office of Economic Development
Main Street Program Manager

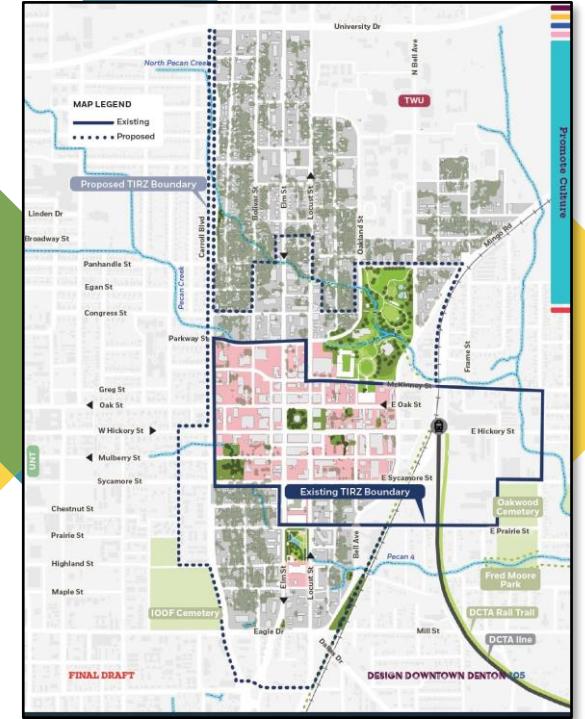
Main Street 4-point Approach

Preservation based Economic Development



Downtown Reinvestment Grant

- Tax Increment Reinvestment Zone Number One Expansion
 - Approved December 17, 2025



FY 24-25 Tax Increment Reinvestment Zone Number One (Downtown) Grants									
Owner/Business	Address	Type	Amount	Approved By			Construction	Reimbursement	Completed
				DEDC	TIRZ	Council			
Little D Property Group/ Office Space & Retail	104-106 W Oak	Fire Suppression	50,000	X	X	X	X	X	X
Little D Property Group/Office Space & Retail	104-106 W. Oak	Facade/Building Rehab	50,000	X	X	X	X	X	X
Green Eggs and Ham LLC/Restaurant	116 W. Oak	Fire Suppression	50,000	X	X	X	X		
Green Eggs and Ham LLC/Restaurant	116 W. Oak	Facade/Building Rehab	50,000	X	X	X	X	X	X
Eagle Surveying LLC/ Office Space	212 W. Sycamore	Facade/Building Rehab	50,000	X	X	X	X	X	X
The Plot Twist/Retail	227 W. Oak	Sign/Interior Improvements	35,000	X	3.25.2025		X		
380 Incentive Grant									
Axis Realty/Fine Arts Theater	113 N. Elm	380 Incentive Grant	1,076,366	X	X	X			
Axis Realty/Fine Arts Theater	113 N. Elm	380 Incentive Grant	544,503	X	X	X			
Total			\$ 1,905,869						

Downtown Opening & Closings

Business Name	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
January-March				
The Plot Twist	X		7	
The Filling Station - Relocation		X		6
Desi Adda *Replaced by Bindaas		X		8
Bindaas	X		8	
Barley and Board		X		80
Andy's Venue and Basement		X		5
Eagel Cawfee (inside Studio LaSalle)	X		2	
Hemlock Fox	X		5	
TOTAL	4	4	22	99

Business Retention and Expansion

11

Business Retention Visits

3

Business Expansion Visits

9

Developer/New Business Visits



Parking

Walkability/Connectivity

Unhoused population

Marketing

Wayfinding

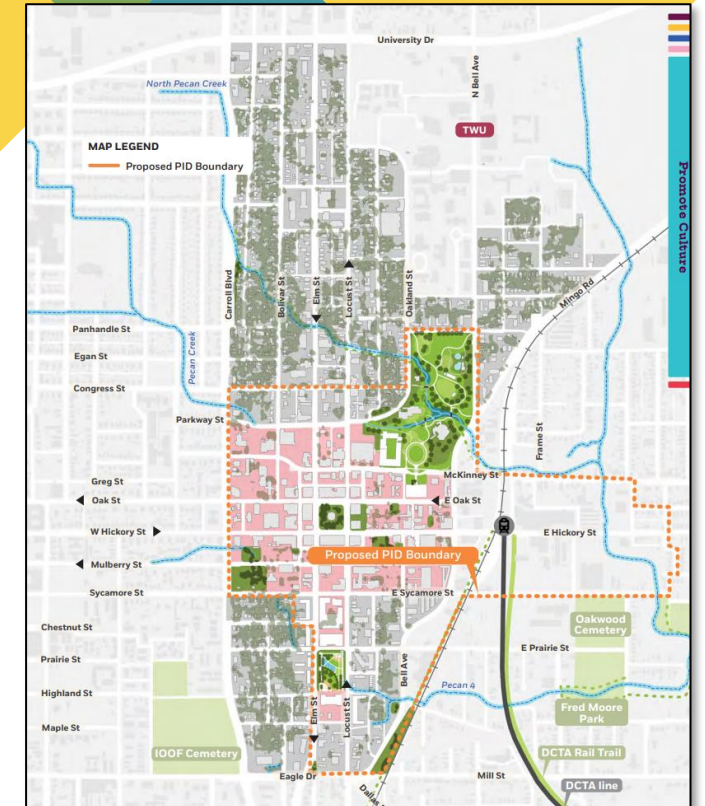
Business Feedback



Public Improvement District

- Design Downtown Plan – 4G

- Establish a Public Improvement District
 - Property Owner Meeting: January 17, 2025
 - At least 50% of the property owners within the proposed district, or the owners of 50% of the land within the proposed district, must sign the petition.
 - Feedback Survey
 - Next meeting April 29, 2025



Upcoming meetings/trainings



**DOWNTOWN MASTER CLASS:
HISTORIC PRESERVATION AND
REINVESTMENT GRANT**

April 15, 2025
9-10AM
Development Services Center
401 N. Elm St. | Denton



**DOWNTOWN
SAFETY MEETING**

Thursday, April 17, 2025
9 a.m to 10 a.m.

Denton Civic Center (321 E. McKinney St.)



Thank you

Downtown Economic Development Committee

Meeting Date	Item Description	Presented By	Time
Thursday, April 3, 2025			
Item for Consideration	Approval of Minutes	Chair	5
Work Session - Staff Report	Ambassador Update	Courtney Douangdara	10
Work Session - Staff Report	Quarterly Main Street Program update	Kristen Pulido	10
Work Session - Staff Report	Future Agenda Items	Staff	5
		Total Time	5
Thursday, June 5, 2025			
Item for Consideration	Approval of Minutes	Chair	5
Work Session - Staff Report	Future Agenda Items	Staff	5
		Total Time	5
Thursday, August 7, 2025			
Item for Consideration	Approval of Minutes	Chair	5
Work Session - Staff Report	Future Agenda Items	Staff	5
		Total Time	5
Thursday, October 2, 2025			
Item for Consideration	Approval of Minutes	Chair	5
Work Session - Staff Report	Future Agenda Items	Staff	5
		Total Time	5
Thursday, December 4, 2025			
Item for Consideration	Approval of Minutes	Chair	5
Work Session - Staff Report	Future Agenda Items	Staff	5
		Total Time	5