



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Denton Municipal Electric

CM/ DCM/ ACM: Todd Hileman

DATE: March 20, 2018

SUBJECT

Consider adoption of an ordinance of the City of Denton authorizing an agreement between the City of Denton, Texas and Keep Denton Beautiful, Inc. for the sponsorship of the Great American Cleanup, Denton Redbud Festival, Community Tree Giveaway, Neighborhood Beautification Grants, Environmental Education Grants, and Mural Art Initiative; providing for the expenditure of funds therefor; and providing for an effective date. (\$11,500) The Public Utilities Board recommends approval (6-1).

BACKGROUND

This Agreement allows for the total expenditure of \$11,500 from Denton Municipal Electric Sponsorship Funds under the approved City of Denton Resolution R2017-050 (Exhibit 2).

Key provisions of the Agreement include:

- Funds shall be used by Keep Denton Beautiful, Inc. for the following 2018 events:
 - Great American Cleanup - \$1,500
 - Denton Redbud Festival - \$2,500
 - Community Tree Giveaway - \$2,500
 - Neighborhood Beautification Grants - \$2,500
 - Environmental Education Grants - \$1,000
 - Mural Art Initiative - \$1,500

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

The Public Utilities Board reviewed this item on February 26, 2018 and voted 6-1 in recommendation.

FISCAL INFORMATION

Funding for the Agreement will come from Denton Municipal Electric's FY 2017-18 sponsorship fund.

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Safe, Livable & Family-Friendly Community

**Related Goal:
opportunities**

4.4 Provide and support outstanding leisure, cultural, and educational

EXHIBITS

1. Agenda Information Sheet
2. Resolution R2017-050
3. Ordinance
4. Sponsorship Application

Respectfully submitted:
George Morrow
General Manager of Electric Utilities

Prepared by:
Elizabeth Coulter
Denton Municipal Electric