



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Meeting Agenda

### Community Partnership Committee

---

Wednesday, March 22, 2023

5:00 PM

Council Work Session Room

---

#### AMENDED 03-16-2023

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Regular Meeting on Wednesday, March 22, 2023, at 5:00 p.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

#### 1. ITEMS FOR CONSIDERATION

- A. [CPC23-001](#) Consider approval of the minutes from October 12, 2022.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                                 [Exhibit 2 Draft Minutes](#)

- B. [CPC23-002](#) Receive a report and hold a discussion regarding the Sponsorship Program.

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

- C. [CPC23-003](#) Receive a report and hold a discussion regarding the Hotel Occupancy Fund (HOT) Program for Program Year (PY) 2022.

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

- D. [CPC23-004](#) Receive a report, hold a discussion, and provide a recommendation regarding a hotel occupancy tax funding request from Denton Black Film Festival for Fiscal Year 2022-23 for the production of a Southroad Pictures documentary series.

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

#### 2. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Community Partnership 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 Community Partnership 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 amended 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 16, 2023, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

---

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.



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

---

**File #:** CPC23-001, **Version:** 1

---

### **AGENDA CAPTION**

Consider approval of the minutes from October 12, 2022.



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

---

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2023

### **SUBJECT**

Consider approval of the minutes from October 12, 2022.

### **BACKGROUND**

The draft minutes from the Community Partnership Committee meeting held October 12, 2022 are attached for the Committee's consideration and approval.

### **EXHIBITS**

Exhibit 1 Agenda Information Sheet

Exhibit 2 Draft Minutes

Respectfully submitted:

Laura Behrens

Assistant Director of Procurement/Warehouse/Grants

## **City of Denton Community Partnership Committee**

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Regular Meeting on Wednesday October 12, 2022, at 1:04 p.m. in the City Hall Conference Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Jesse Davis, Vice-Chair Alison Maguire, and Member Vicki Byrd.

### **1. ITEMS FOR CONSIDERATION**

#### **A. CPC22-015 Consider approval of the minutes from July 27, 2022.**

Member Byrd moved to approve the minutes as presented; motion seconded by Vice-Chair Maguire. Motion carried.

AYES (3): Chair Davis, Vice-Chair Maguire, and Member Byrd.

NAYS (0): None.

#### **B. CPC22-016 Receive a report and hold a discussion regarding the Sponsorship Program for Fiscal Year 2022-23.**

The item was presented, and discussion followed.

#### **C. CPC22-017 Receive a report and hold a discussion regarding the Council Contingency fund process for Fiscal Year 2022-23.**

The item was presented, and discussion followed.

#### **D. CPC22-019 Receive a report, hold a discussion, and provide a recommendation regarding a Council Contingency request.**

The item was presented, and discussion followed.

Vice-Chair Maguire recommended approval to City Council for \$370.00 for American Legion; motion seconded by Member Byrd. Motion carried.

AYES (3): Chair Davis, Vice-Chair Maguire, and Member Byrd.

NAYS (0): None.

**E. CPC22-018 Consider approval of the 2023 Community Partnership Committee meeting calendar.**

The item was presented, and discussion followed.

Vice Chair Maguire moved to approve the meeting schedule as presented; motion seconded my Member Byrd. Motion carried.

AYES (3): Chair Davis, Vice-Chair Maguire, and Member Byrd.

NAYS (0): None.

**2. CONCLUDING ITEMS**

Vice-Chair Maguire mentioned the recent Denton Arts and Jazz Festival was a success.

With no further business, the meeting was adjourned at 1:50 p.m.

\_\_\_\_\_  
Jesse Davis  
Chair

\_\_\_\_\_  
Tammy Peal  
Recording Secretary

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



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

---

**File #:** CPC23-002, **Version:** 1

---

### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the Sponsorship Program.



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

---

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2023

### **SUBJECT**

Receive a report and hold a discussion regarding the Sponsorship Program.

### **BACKGROUND**

Beginning FY 2022-23, the Denton Parks and Recreation Department's Co-sponsorship program was merged with the City's Sponsorship program. The Sponsorship program now includes an in-kind award for City services provided to an event in addition to cash awards. Sponsorship applications were reviewed by the Community Partnership Committee on July 27, 2022, with recommendations made to City Council during the annual budget process. The recommendations were formally approved by Council on September 27, 2022, with the FY 2022-23 budget adoption.

As part of the expanded program, an Event Performance Report is now required in addition to the Financial Report historically required to document and verify expenses. The Performance Report collects feedback on the Sponsorship process and logistical information such as attendance and vendor information. A standard form has been created and is sent to the Sponsorship recipient after the event date. The Performance Report is due within 30 days of the last day of the event and the Financial Report is due no later than 30 days after the ending term date.

In the Quarter 4 report for the FY 21-22 program, Kiwanis Youth Services reported \$810.42 in unspent funds related to the 2022 July 4 Fireworks event. The organization was awarded a total of \$40,000 in FY 19-20 and FY 20-21. The funds were rolled over when events were canceled due to COVID-19 and used for the 2022 event. A refund was submitted in the amount of the unspent funds.

Two award adjustments have been made in the current fiscal year. The 2023 940 Disc Golf Tournament planned by the Denton Parks Foundation was not held. The event was awarded \$2,015 in In-Kind support. Funds will remain in the program budget. Community Band requested \$500 in cash and in-kind services estimated at \$1,922. The organization was awarded \$250 in cash and \$1,208.09 of in-kind services. Staff met with a representative from Community Band who expressed that the events could not be held without a 100 percent award. Staff discussed options including exploring alternative dates to reduce City facility rental costs and fundraising efforts. Ultimately, the organization declined the award.

Additionally, actual costs for in-kind services are coming in lower than the estimated costs. The variations are primarily attributed to logistical changes for both the event and City services. Staff will continue to refine the process of evaluating in-kind requests during the review of applications. Staff is also working to improve how the impact of special events is assessed. Currently, attendance estimates are collected from event organizers, however, there is no standardization in the way attendance is estimated and a breakdown



between resident and out-of-town visitors is extremely difficult to collect. With more accurate attendance information, additional measures such as economic impact can be estimated. Technology that measures foot traffic within a geographic area is available and would benefit several departments in their planning and performance efforts. A software tool has been evaluated by the Technology Governance Committee and is currently going through the procurement process.

**EXHIBITS**

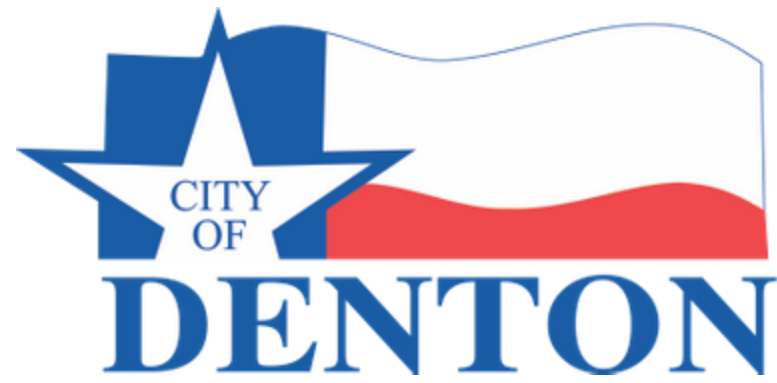
Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:

Laura Behrens

Assistant Director of Procurement/Warehouse/Grants



# Sponsorship Program Update



# Sponsorship Update

## Program

- Event Performance Report
  - Collects program feedback and event logistics
  - Sent to event organizers after event
  - Due within 30 days of event end date
- In-kind actual expenses lower than estimated
- Exploring technology to assess impact of special events

## Awards

- FY 21-22
  - \$810.42 refund from Kiwanis Youth Services for 2022 July 4<sup>th</sup> Fireworks Show
- FY 22-23
  - 2023 940 Disc Golf Tournament
    - Parks Foundation
    - \$2,015 In-Kind award
    - Event not held
  - Community Band
    - \$250 Cash / \$1,208.09 In-Kind award
    - Event cancelled



# Questions and Discussion

Laura Behrens  
Assistant Director  
Finance Department



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

---

**File #:** CPC23-003, **Version:** 1

---

### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the Hotel Occupancy Fund (HOT) Program for Program Year (PY) 2022.



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

---

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2023

### **SUBJECT**

Receive a report and hold a discussion regarding the Hotel Occupancy Fund (HOT) Program for Program Year (PY) 2022.

### **BACKGROUND**

The HOT Fund application period opens annually in the Spring. Applications are reviewed by the Community Partner Committee with funding recommendations made to City Council. Final awards are adopted with the City's budget. HOT Fund agreements are executed in December of each year and the term runs a calendar year, beginning the following January. Final PY reports are due by January 31 after the term ending date.

Two refunds were reported in Quarter 4 and have been received for PY 2022. Tejas Storytelling refunded \$10,414.07. Tejas reported lower costs due to holding a virtual event. Denton Community Market refunded \$5,871.72. Denton Community Market reported the organization had unplanned staff turnover and were unable to implement all planned activities resulting in lower costs.

The refunds were applied to the HOT Fund balance.

### **EXHIBITS**

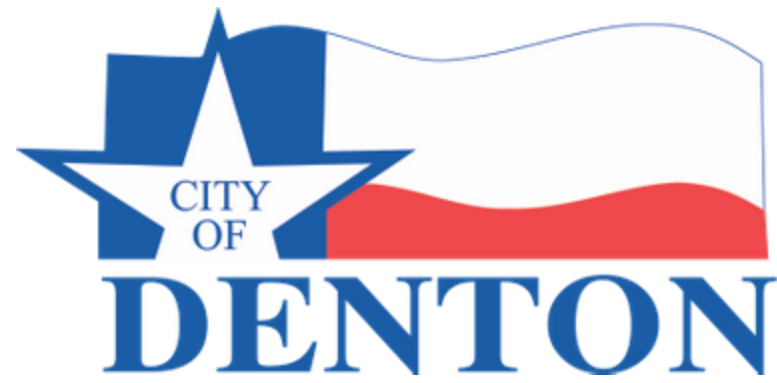
Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:

Laura Behrens

Assistant Director of Procurement/Warehouse/Grants



# Hotel Occupancy Tax (HOT) Program Update



# HOT Update

## Awards

- Program Year 2022
  - \$10,414.07 refund from Tejas Storytelling
    - Lower costs due to virtual event
  - \$5,871.72 refund from Denton Community Market
    - Staff turnover
    - Planned activities not fully implemented





# Questions and Discussion

Laura Behrens  
Assistant Director  
Finance Department



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

---

**File #:** CPC23-004, **Version:** 1

---

### **AGENDA CAPTION**

Receive a report, hold a discussion, and provide a recommendation regarding a hotel occupancy tax funding request from Denton Black Film Festival for Fiscal Year 2022-23 for the production of a Southroad Pictures documentary series.



# City of Denton

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

## AGENDA INFORMATION SHEET

**DEPARTMENT:** City Manager's Office

**CM:** Sara Hensley

**DATE:** March 22, 2023

### **SUBJECT**

Receive a report, hold a discussion, and provide a recommendation regarding a hotel occupancy tax funding request from Denton Black Film Festival for Fiscal Year 2022-23 for the production of a Southroad Pictures documentary series

### **BACKGROUND**

On September 13, City Staff presented a Work Session as a result of a two-minute pitch from Council Member Byrd regarding a possible project to memorialize the former residents of Quakertown, an African American community that once stood where Quakertown Park now exists. The conclusion of the Work Session resulted in the direction from Council for staff to:

- Expand stakeholder engagement including relatives of former residents of Quakertown that may or may not still live in Denton, while continuing to include Southeast Denton Neighborhood Association the Southeast Denton Community, and the wider Denton community
- Proceed with commemoration events through 2023 including temporary signage in the park, develop public programming in connection with local festivals, speaker series, etc., incorporating input from the above stakeholder groups
- Coordinate a visit to Tulsa, Oklahoma to learn more about their city program memorializing Greenwood
- Include a permanent memorial option in the Downtown Master Plan which covers Quakertown Park

One of the programming goals is to share Quakertown's history with the wider Denton community by sharing art, music, culture, and learning in a respectful and collaborative environment.

The Denton Black Film Festival, a current recipient of Hotel Occupancy Funds presented an opportunity to partner with SouthRoad Pictures, a Creative Content Studio, to sponsor a four-part docuseries on the history of Quakertown. The proposed project is estimated to cost approximately \$500,000.

Summary of Estimated Project Costs	Proposed Budget
Production (equipment, location, crew, and directors fee)	372,323
Postproduction (editing, audio, and finishing)	119,600
<b>Total</b>	<b>\$491,923</b>

The sponsorship request from the Denton Black Film Festival for the production of a Quakertown Docuseries meets the eligibility requirements of the City's Sponsorship Program for the use of Hotel Occupancy Funds. If the Community Partnership Committee would like to recommend providing a financial sponsorship, the sponsorship level would need to be determined, and the next steps include a budget amendment and sponsorship approval by City Council in April or May 2023.

**EXHIBITS**

1. Agenda Information Sheet
2. Docuseries Creative Content Overview

Respectfully submitted:  
Christine Taylor  
Assistant City Manager