



# City of Denton

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

## Meeting Agenda

### Economic Development Partnership Board

---

Thursday, April 4, 2024

8:30 AM

Development Service Center

---

#### Downtown Economic Development Committee

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 4, 2024, 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. ITEMS FOR CONSIDERATION

- A. [EDP24-026](#) Consider approval of the minutes of March 7, 2024.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Draft Minutes of March 7, 2024](#)

- B. [EDP24-027](#) Receive a report, hold a discussion, and give staff direction regarding correcting the meeting date and time to the previously approved meeting calendar for the year 2024.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Meeting Dates](#)

#### 2. WORK SESSION

- A. [EDP24-028](#) Receive a report and hold a discussion regarding the Quarter Two Main Street Report.

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

- B. [EDP24-029](#) Staff Reports:
1. Fine Arts Project Update - Christine Taylor
  2. Downtown Master Plan Update - Cameron Robertson
  3. Future Agenda Items - Christine Taylor

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Queue of Agenda Items](#)

#### 3. 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, 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



# City of Denton

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

## Legislation Text

---

**File #:** EDP24-026, **Version:** 1

---

### **AGENDA CAPTION**

Consider approval of the minutes of March 7, 2024.



# City of Denton

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

---

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** April 4, 2024

### **SUBJECT**

Consider approval of the minutes of March 7, 2024.

### **BACKGROUND**

The draft minutes of the March 7, 2024, meeting are attached for the Board's review and consideration.

### **EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Draft Minutes of March 7, 2024

Respectfully submitted:  
Matilda Weeden  
Economic Development Specialist

**MINUTES  
CITY OF DENTON  
DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE  
March 7, 2024**

After determining that a quorum was present, the Downtown Economic Development Committee convened on Thursday, March 7, 2024, at 8:36 a.m., in the Development Service Center, Training Room 1 & 2, 401 N. Elm Street, Denton, Texas, 76201.

**PRESENT:** Jeremy Fykes (Chair), Hank Dickenson (Vice-Chair), Jason Bodor, Beth Lewis, Kristen Kendrick-Bigley, Jill Herbst, Rina Maloney, Bob Moses, and Nick Miller

**ABSENT:** Peggy Capps, Brock McKnight, and Krissi Oden

**STAFF PRESENT:** Leia Atkinson, Megan Ball, Christina Davis, Vanessa Esparza, Cameron Robertson, Marcella Lunn, Kristen Pulido, Christine Taylor, and Matilda Weeden

**1. ITEMS FOR CONSIDERATION**

**A. EDP24-019 Consider approval of the minutes of the November 2, 2023, Downtown Economic Development Committee meeting.**

Kendrick-Bigley made a motion. Herbst seconded the motion. Motion carried. (9-0)

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

NAYS (0): None

Miller arrived at 8:38 a.m.

**B. EDP24-020 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 212 W. Sycamore St. by Eagle Surveying, LLC.**

Applicant presented the item. After hearing the presentation, the Committee reviewed and scored the application. The application received an average score of 34 points, making it eligible for a recommendation of up to \$50,000. The project's submitted expenses were \$1,465,728, and the grant request is for \$50,000. Applicable policy limits for the grant are limited to a 50% match with a cap of \$50,000 per grant application.

Moses made a motion to recommend approval of the Downtown Reinvestment Grant Program application for 212 W. Sycamore St. by Eagle Surveying, LLC. in the amount of \$50,000. Bodor seconded the motion. Motion carried (9-0).

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

NAYS (0): None

**2. WORK SESSION**

- A. EDP24-021 Receive training and hold a discussion regarding a Downtown Economic Development Committee member orientation.**

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

- B. EDP24-022 Staff Reports:**

- 1. Ambassador Program Update - Megan Ball**
- 2. Affordable Housing Toolkit - Leia Atkinson**
- 3. Downtown Master Plan Update - Cameron Robertson and Sean Jacobson**
- 4. Main Street Program Update - Kristen Pulido**
- 5. Future Agenda Items - Christine Taylor**

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

**3. CONCLUDING ITEMS**

With no further business, the meeting adjourned at 9:29 a.m.

---

**Jeremy Fykes, Chair**  
**Downtown Economic Development Committee**

---

**Vanessa Esparza**  
**Administrative Assistant**

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 #:** EDP24-027, **Version:** 1

---

### **AGENDA CAPTION**

Receive a report, hold a discussion, and give staff direction regarding correcting the meeting date and time to the previously approved meeting calendar for the year 2024.





---

**AGENDA INFORMATION SHEET**

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** April 4, 2024

**SUBJECT**

Receive a report, hold a discussion, and give staff direction regarding correcting the meeting date and time to the previously approved meeting calendar for the year 2024.

**BACKGROUND**

At the beginning of each calendar year, the committee approves a meeting schedule. During the February meeting, the Committee approved the annual meeting calendar. After the meeting staff determined that the meeting date for the November meeting was incorrect.

The meeting schedule has been corrected to reflect the correct November meeting date as November 7, 2024 at 8:30 a.m.

**PREVIOUS ACTION**

At the February meeting, the Committee approved the annual meeting calendar. After the meeting staff determined that the meeting date for the November meeting was incorrect.

**RECOMMENDATION**

Staff recommends approval of the corrected meeting schedule.

**EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Meeting Dates

Respectfully submitted:  
Christina Davis  
Business Development Administrator

**Calendar Year 2024**

**Downtown Economic Development Committee Meeting Dates**

The Board meets MONTHLY on the First Thursday.

Meeting starts at 8:30 a.m. for 1 hour.

February 1, 2024

March 7, 2024

April 4, 2024

May 2, 2024

June 6, 2024

July 4, 2024 – Holiday, no meeting

August 1, 2024

September 5, 2024

October 3, 2024

November 7, 2024

December 5, 2024

January 2, 2025 – Holiday, no meeting

February 6, 2025





# City of Denton

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

## Legislation Text

---

**File #:** EDP24-028, **Version:** 1

---

### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the Quarter Two Main Street Report.



---

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** April 4, 2024

### **SUBJECT**

Receive a report and hold a discussion regarding the Quarter Two Main Street Report.

### **BACKGROUND**

In 2023, the City Council approved the Main Street Program Manager position to be back with the City of Denton and housed in Economic Development. The Main Street Program Manager also oversees the Denton Main Street Association (DMSA) which is a non-profit 501 (c) (6). The Main Street Program follows the four-point approach to support community transformation.

### **Economic Vitality**

Bullseye Bikes has completed its renovation and its final inspection was approved. They will move forward to request their reimbursement from the Downtown Reinvestment Grant. There are three active Private/Public partnerships.

- 116 W. Oak (McBride's > Voodoo Brewery)
- 104-106 W. Oak (McNeill's > Engineering Firm/Retail Space)
- 212 W. Sycamore (Eagle Surveying)

Held the first Main Street Masterclass of 2024 to review the process of the Downtown Reinvestment Grant. Partnered with the Building Inspection team to explain how permits and the grant process work together. The Historic Preservation Officer explained the different designations and certificates buildings Downtown can receive along with state and federal historic tax credits.

Within quarter two, there have been seven new businesses opened, five businesses closed, and one relocated.

### **Design**

Downtown Beautiful Business Award – Each month Main Street works in cooperation with Keep Denton Beautiful, Parks and Rec, the Historical Preservation Officer, and a group of Downtown community members to recognize a business within the Downtown District that has done an exemplary job keeping their property clean, maintaining building exterior standards i.e., signage, paint, cleanliness, and has enhanced the area with beautification efforts. Winners: January, Juliet's Jewels; February, Flowergarden 118; March, L'Amitie.

### **Promotion**

For the entire month of February, Main Street businesses partnered with local non-profits to provide designated donation days or special discounts if customers donated items to the non-profit. This initiative

helped promote not only the non-profits but also created an opportunity for guests to discover new businesses.

### **Organization**

Main Street hosted a Downtown Safety Meeting in partnership with the Community Services Team to roll-out the Downtown Ambassador Program to Downtown stakeholders.

Main Street hosted a Retail Roundtable for retail specific businesses to discuss struggles, wins, and any initiatives Main Street can use to bring more attention to Downtown retailers.

Main Street had 144 Volunteer Hours, 155 Board Member Volunteer Hours for a total of 299 Total Volunteer Hours.

### **EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:  
Kristen Pulido  
Main Street Program Manager



Q2 Main Street Program Quarterly Report  
Kristen Pulido  
Main Street Program Manager

Main Street uses the four-point approach to support community transformation...

- Economic Vitality
- Design
- Promotion
- Organization



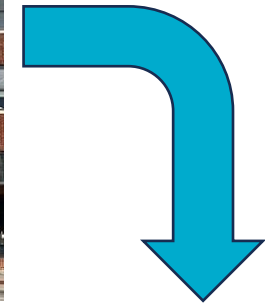


# ECONOMIC VITALITY

Focuses on capital, incentives and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies

## ***Downtown Reinvestment Grants – In Process***

- **108 W. McKinney** – Bullseye Bike, Completed renovation and final inspection approved
  - Estimated cost of project \$142,800
- **116 W. Oak** - McBride's to Voodoo Brewery
  - Estimated cost of project \$298,333
- **104-106 W. Oak** - McNeill's to Engineering Firm/Retail
  - Estimated cost of project \$1,078,269
- **212 W. Sycamore** - Eagle Surveying
  - Estimated cost of project \$1,465,727



# Main Street Masterclass

Reviewed the process of the Downtown Reinvestment Grant and how it relates to city permits as well as Historic Preservation

### What is the Downtown Reinvestment Grant?

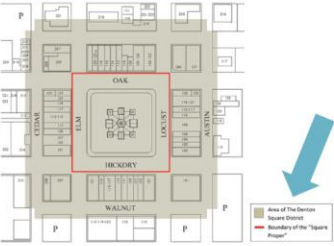


A reimbursement program to assist downtown projects with façade improvements; roof and foundation repair; new signs and awning; reimbursement of impact fees; utility upgrade costs and fire suppression.

### Historic Preservation

Submit **Certificate of Design Consistency** or **Certificate of Appropriateness**

- Certificate of Design Consistency if located within *Denton Square District*  
\*CANNOT be a landmarked property
- Certificate of Appropriateness
  - Locally landmarked properties
  - Local historic districts
  - National Register Landmarks
  - Recorded Texas Historic Landmarks
- Will receive a letter from the HPO following review and approval



### Committee Reviews & Permits

DEDC	TIRZ #1	City Council
Downtown Economic Development Committee, TIRZ #1 Board, and City Council process is approximately THREE months. Permits and project construction can move forward during application review and approval.		
↓		
<b>Apply for Demo Permit/ROW Permit/Alteration Permit</b> City review takes 10 business days (1 <sup>st</sup> review)		
<b>Apply for Alteration Permit</b> City review takes 10 business days (1 <sup>st</sup> review)		
<b>Apply for Certificates of Occupancy</b> City review takes 2-3 business days max per tenant		

## *Downtown Openings & Closings*

Business Name	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
<b>January-March</b>				
Top Secret Recording Studio	x		2	
Lone Star Naturals	x		2	
Studio LaSalle	x		4	
M&B Tiny		x		1
Third & Sage		x		3
Innana Birth & Women's Care		x		4
Brown Thumb (Relocation)				
Spiral Diner		x		10
Charms and Choice	x		4	
L' Amitie	x		10	
La di da		x		3
Next Level Sound Therapy	x		3	
Aglio Pizza	x		4	
<b>TOTAL</b>			<b>29</b>	<b>21</b>

# DESIGN

Supports a community's transformation by enhancing the physical and visual assets that set the Downtown District apart

# Downtown Beautiful Business Award

January



February



March



# PROMOTION

Positions the Downtown District as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics



Record breaking campaign to support Main Street businesses and bring awareness to local Non-Profit Organizations.

PARTICIPATING BUSINESSES & NON-PROFITS

- **Brite Smiles by Heather**  
w/ Denton Public School Foundation
- **Patchouli Joe's Books & Indulgences**  
w/ St. Andrew Presbyterian Church
- **Lone Star Naturals**  
w/ RegenusCARES
- **Yellow Dog Art Bar and Gallery**  
w/ Denton Animal Support Foundation
- **Neighborhood Autos**  
w/ Denton Animal Support Foundation
- **The Cookie Crave**  
w/ The Art Room
- **Susie's Snack Shop**  
w/ United Way of Denton County
- **Salon NV**  
w/ Friends with Benefits
- **True Leaf Studio**  
w/ RegenusCARES
- **Vibe Digital Marketing**  
w/ Downtown Denton Foundation
- **Barley & Board**  
w/ Our Daily Bread
- **Andy's Bar & Paschall Bar**  
w/ Greater Denton Arts Council
- **Miss Angeline's**  
w/ Friends with Benefits
- **Half Pint Children's Boutique**  
w/ Interfaith Ministries of Denton
- **Studio LaSalle**  
w/ Denton Public School Foundation



# ORGANIZATION

Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for Downtown.

## Q1 Organizational Initiatives

### **Downtown Safety Meeting**

Partnered with Community Services to educate the Downtown community & stakeholders about the Ambassador Program



### **Retail Roundtable**

Retail focused meeting to discuss Downtown retailers struggles, wins, and any initiatives Main Street can utilize to bring more attention to retailers



## Volunteer Hours

Year	Month	Event Name	# of Volunteers	# of Board members	# of Hours
<b>2024</b>					
	January	Board Retreat	0	13	13
	January	Downtown Safety Meeting	20	8	28
	January	EDPB	0	13	13
	January	Promotions Comm Meeting	3	1	4
	January	Marketing Comm Meeting	4	3	7
	January	Website Task Force	2	3	5
	January	Membership Mixer	23	8	31
	January	Arts and Autos Meeting	6	2	8
	January	DBBA	4	1	5
	February	EDPB	0	13	13
	February	Promotions Comm Meeting	5	2	9
	February	Arts and Autos Meeting	7	2	9
	February	DEDC	0	13	13
	February	Board Meeting	3	13	16
	February	Website Task Force	2	2	4
	February	Retail Roundtable	6	2	8
	February	Marketing Comm Meeting	5	4	9
	February	TIRZ	2	6	8
	February	DBBA	4	1	5
	March	DEDC	0	13	13
	March	Board Meeting	3	12	15
	March	Digital Marketing Meeting	3	1	4
	March	Marketing Comm Meeting	3	3	6
	March	Arts and Autos Meeting	6	3	9
	March	Website Task Force	2	1	3
	March	Promotions Comm Meeting	16	1	17
	March	Twilight Tunes Committee	5	3	8
	March	Main Street Masterclass	10	1	11
	March	TIRZ	0	6	6
	March	DDBA	4	1	5
<b>Q1</b>	<b>Total:</b>		<b>144</b>	<b>155</b>	<b>299</b>

*Questions?*



# City of Denton

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

## Legislation Text

---

**File #:** EDP24-029, **Version:** 1

---

### **AGENDA CAPTION**

Staff Reports:

1. Fine Arts Project Update - Christine Taylor
2. Downtown Master Plan Update - Cameron Robertson
3. Future Agenda Items - Christine Taylor



---

**AGENDA INFORMATION SHEET**

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** April 4, 2024

**SUBJECT**

Staff Reports:

1. Fine Arts Project Update – Christine Taylor
2. Downtown Master Plan Update – Cameron Robertson
3. Future Agenda Items – Christine Taylor

**BACKGROUND**

**Fine Arts Project Update:**

Receive a report on an incentive request that the City has received from Fine Arts Theater of Denton, LLC.

*Proposed Project:*

- Facility Renovation: Renovation of the Denton Fine Arts Theater to modernize facilities, improve accessibility, and ensure compliance with safety and building codes.
- Technological Upgrades: Implementation of cutting-edge audio-visual technology to enhance the audience experience and attract a broader range of performances and events.
- Artistic Expansion: Investment in programming and partnerships to diversify artistic offerings, fostering inclusivity and broadening the appeal to a wider audience.
- Community Engagement Initiatives: Implementation of outreach programs and educational partnerships to engage the local community and schools, promoting a culture of arts appreciation.

*Economic Impact:*

- The Denton Fine Arts Theater's revitalization is expected to generate economic benefits:
- Increased Tourism: A revitalized and culturally enriched theater will attract visitors, contributing to increased foot traffic for local businesses, hotels, and restaurants.
- Cultural Hub: Positioning Denton as a cultural hub will attract artists, performers, and tourists, thereby boosting the city's reputation and attractiveness.
- Educational Opportunities: Enhanced educational programming will provide local schools and colleges with valuable resources, fostering creativity and educational development.

**Downtown Master Plan Update:**

The Design Downtown Denton plan launched in July of 2023, tasked to guide priorities for the next 20 years in Downtown, including mobility, economic development, culture, parks, historic preservation and more. The plan has since completed Phases 0 through 2 of the scope of work, and are currently in Phase 3

of the plan, where conceptual plans and actions are created based on previous community engagement and feedback.

**Future Agenda Items:**

An overview of current items in the Agenda Queue and discussion of possible future agenda items.

**EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Queue of Agenda Items

Respectfully submitted:  
Matilda Weeden  
Economic Development Specialist

## Downtown Economic Development Committee

Meeting Dates	Item	Staff	Time
<b>Thursday, May 2, 2024</b>			
Items for Consideration	Fine Arts DT Grant	Kristen P/Christine T	15
Worksession	Downtown Master Plan Update	Cameron Robertson	15
Worksession	Downtown Capital Improvements Project Update	Seth Garcia/Trevor Cra	30
Worksession	Staff Reports: Main Street Program Update	Kristen Pulido	5
<b>Thursday, June 6, 2024</b>			
Worksession	Main Street Quarterly Report	Kristen Pulido	10
Worksession	Staff Reports: Ambassador Program Update		
<b>Thursday, July 4, 2024</b>			
Worksession	Staff Reports: Main Street Program Update		
<b>Thursday, August 1, 2024</b>			
Items for Consideration	New member nominations		
Worksession	Staff Reports: Main Street Program Update		
<b>Thursday, September 5, 2024</b>			
Worksession	Staff Reports: Ambassador Program Update Main Street Program Update		
<b>Thursday, October 3, 2024</b>			
Items for Consideration	Vice Chair appointment		
Worksession	New member orientation		
Worksession	Staff Reports: Main Street Program Update		
<b>Thursday, November 7, 2024</b>			
Worksession	Staff Reports: Main Street Program Update		
<b>Thursday, December 5, 2024</b>			
Worksession	Staff Reports: Ambassador Program Update Main Street Program Update		
<b>Future, No date:</b>			
	Mews streets		