



City of Denton

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

Meeting Agenda

Economic Development Partnership Board

Thursday, August 1, 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, August 1, 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. [EDP24-056](#) Consider approval of the meeting minutes for June 6, 2024.

Attachments: [Exhibit 1 - June 6, 2024 DEDC Minutes - DRAFT](#)

2. WORK SESSION

- A. [EDP24-058](#) Staff Reports:

1. Mews Street Update - Trevor Crain
2. Downtown Master Plan Update - Cameron Robertson
3. Downtown Ambassador Program Update - Courtney Douangdara and Kevin Woods
4. Main Street Update - Kristen Pulido
5. Future Agenda Items - Christine Taylor

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 – Downtown Ambassador Program Update](#)
[Exhibit 3 – Q3 Denton Main Street Report](#)
[Exhibit 4 – 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 July 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.



City of Denton

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215 E. McKinney St.
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Legislation Text

File #: EDP24-056, **Version:** 1

AGENDA CAPTION

Consider approval of the meeting minutes for June 6, 2024.

**MINUTES
CITY OF DENTON
DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE
June 6, 2024**

After determining that a quorum was present, the Downtown Economic Development Committee convened on June 6, 2024, at 8:32 a.m., in the Development Service Center, Training Room 1 & 2, 401 N. Elm Street, Denton, Texas, 76201.

PRESENT: Hank Dickenson (Acting Chair), Jason Bodor, Melissa Lenaburg, Beth Lewis, Brock McKnight, Bob Moses, and Krissi Oden

ABSENT: Peggy Capps, Jeremy Fykes, Jill Herbst, Kristen Kendrick-Bigley, Rina Maloney, and Nick Miller

STAFF PRESENT: Farhan Butt, Courtney Douangdara, Council Member Joe Holland, Marcella Lunn, Rameir Martin, Chandra Muruganandham, Charlie Rosendahl, Brittany Sotelo, Christine Taylor, and Matilda Weeden

1. ITEMS FOR CONSIDERATION

A. EDP24-043 Consider approval of the minutes of May 2, 2024.

McKnight made a motion to approve the minutes of May 2, 2024. Bodor seconded the motion. Motion carried. (7-0)

AYES (7): Bodor, Dickenson, Lenaburg, Lewis, McKnight, Moses, and Oden
NAYS (0): None

2. WORK SESSION

A. EDP24-044 Receive a report and hold a discussion regarding Section 2.83(c) of the City Code which governs boards, commissions, and committees specifically related to the attendance policy.

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

B. EDP24-045 Receive a report and hold a discussion regarding an ongoing downtown parking study.

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

C. EDP24-046 Staff Reports:

- 1. Parks and Recreation Halloween Denton Update - Rameir Martin**
- 2. Main Street Program Update - Kristen Pulido**
- 3. Future Agenda Items - Christine Taylor**

Staff presented each item and discussion followed. Staff Report No. Two was not presented, and the Committee members were directed to view the materials within their packet. No action was taken.

3. CONCLUDING ITEMS

With no further business, the meeting adjourned at 9:25a.m.

Jeremy Fykes, Chair
Downtown Economic Development Committee

Vanessa Esparza
Administrative Assistant

Minutes Approved On: _____



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Legislation Text

File #: EDP24-058, **Version:** 1

AGENDA CAPTION

Staff Reports:

1. Mews Street Update - Trevor Crain
2. Downtown Master Plan Update - Cameron Robertson
3. Downtown Ambassador Program Update - Courtney Douangdara and Kevin Woods
4. Main Street Update - Kristen Pulido
5. Future Agenda Items - Christine Taylor



AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: August 1, 2024

SUBJECT

Staff Reports:

1. Mews Street Update – Trevor Crain
2. Downtown Master Plan Update – Cameron Robertson
3. Downtown Ambassador Program Update – Courtney Douangdara and Kevin Woods
4. Main Street Update – Kristen Pulido
5. Future Agenda Items – Christine Taylor

BACKGROUND

Mews Street Update

The Mews Streets (Pecan, Austin, Cedar, and Walnut) were included in the 2005 Bond Election as Downtown Improvements for a total of \$2,800,000 (Streets and Sidewalks). In August of 2010, the Citizens Advisory Oversight Committee made a recommendation to city council to reallocate a total of \$1.8M to the Hickory Street Grand Project which city council approved in October of 2010. The remainder of the funds were reallocated to the Hickory Street Grand Project in August 2012 to cover increased costs. At this time, there are no plans to provide funding to complete the Mews Streets project.

Downtown Master Plan Update

Provide a general update regarding Design Downtown Denton Plan Phase 4: Adoption of Plan.

Downtown Ambassador Program Update

A brief update on the Ambassador Program. This verbal report includes data collected, scope of work overview, and service trends through Quarter Three.

Main Street Update

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

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 – Downtown Ambassador Program Update

Exhibit 3 – Q3 Denton Main Street Report

Exhibit 4 – Queue of Agenda Items

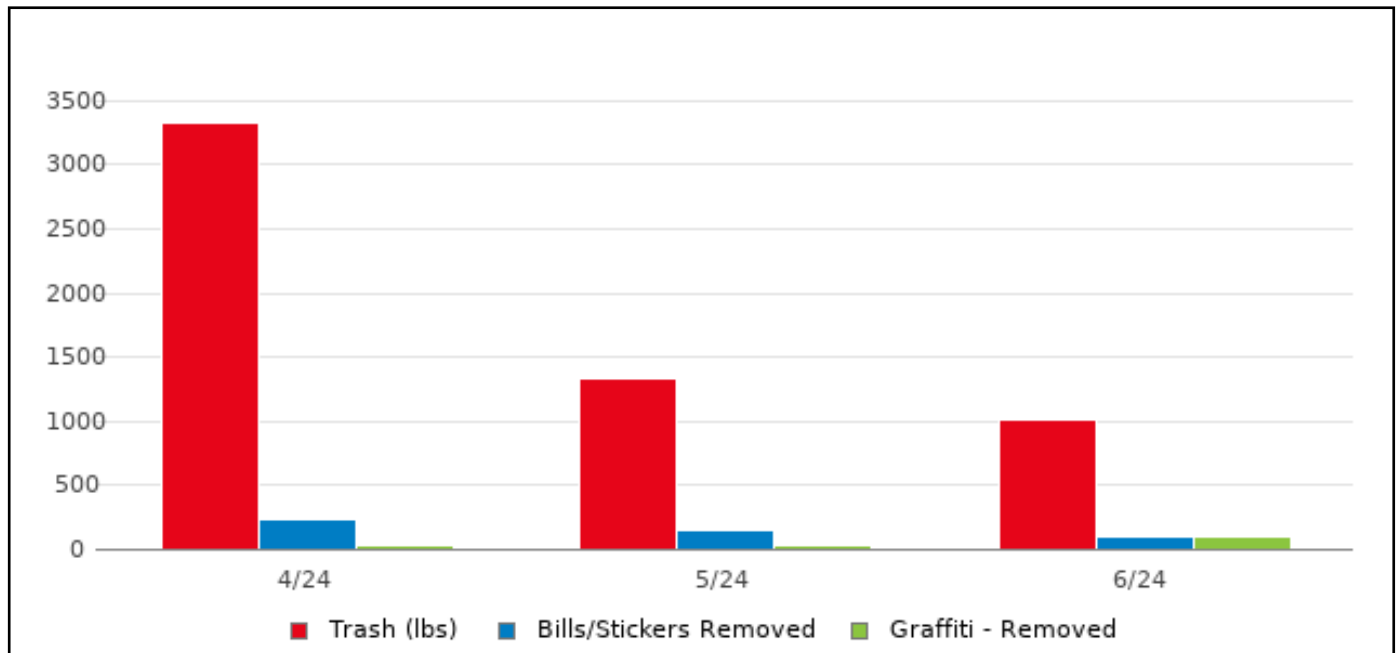
Respectfully submitted:
Matilda Weeden
Economic Development Specialist

April - June

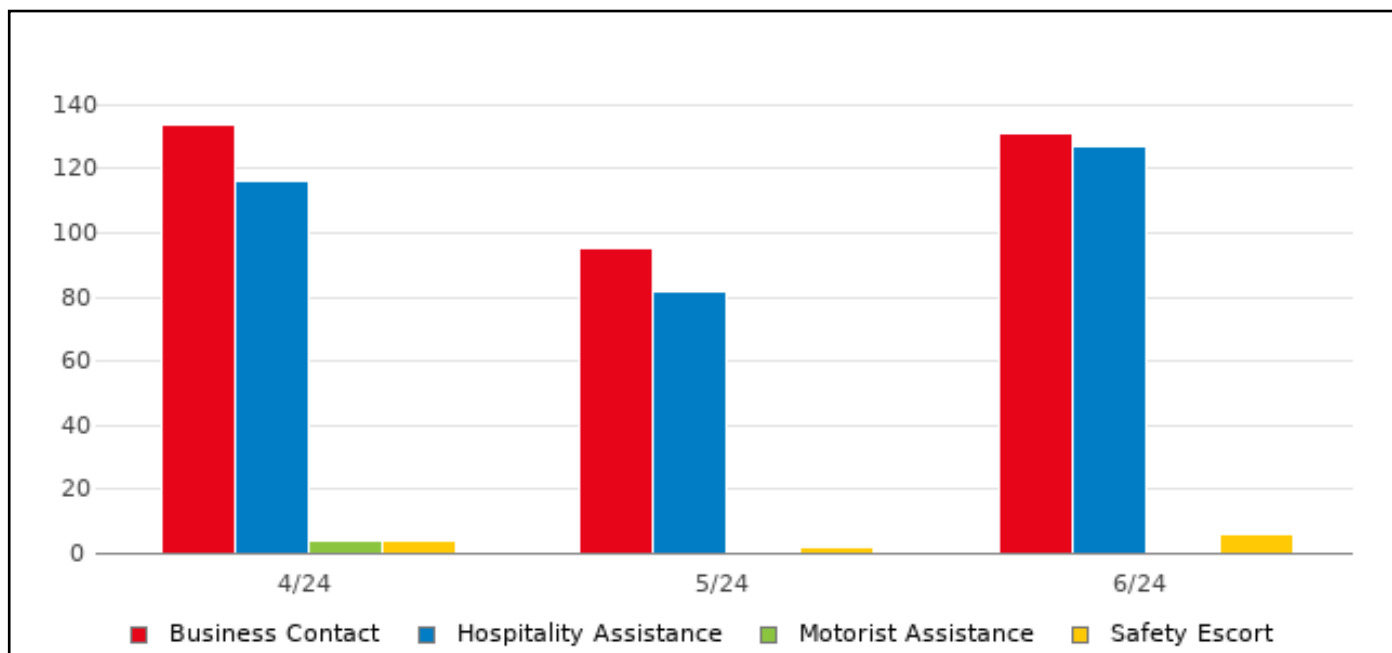
April 2024 through June 2024

	04/2024	05/2024	06/2024	TOTAL
Bills/Stickers Removed	231	145	97	473
Biohazard Clean Up - Feces	10	10	6	26
Business Contact	134	95	131	360
Graffiti - Removed	31	39	109	179
Greeting	7474	6080	5562	19116
Hazardous Clean Up - Urine	7	4	3	14
Hazardous Clean Up - Vomit	6	3	17	26
Homeless Service Referral	16	7	7	30
Hospitality Assistance	116	82	127	325
Litter Collected	12378	7752	9317	29447
Motorist Assistance	4	0	1	5
Safety Escort	4	2	6	12
Trash (lbs)	3321	1337	1015	5673

April 2024 through June 2024



April 2024 through June 2024





Q3 Main Street Program Quarterly Report
Kristen Pulido
Main Street Program Manager

Vision Statement

To maintain downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

Mission Statement

To promote and preserve downtown Denton as a vital asset of the community.

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



Economic Vitality

Economic Development Incentive Agreement

- **Fine Arts Theater** - 115 N. Elm
 - **April 2, 2024** – City Council approved the recommendation to provide an incentive of \$1,620,869 in a City Chapter 380 Grant
 - **TIRZ Grant 1** - \$1,076,366 - City of Denton Chapter 380 incentive grant – Term 10 Years
 - **TIRZ Grant 2** - \$544,503 - City of Denton Chapter 380 incentive grant – Term 10 Years

*The project is eligible for a Façade Grant in an amount up to \$50,000 which will be presented to the TIRZ Board and City Council on a future date



Downtown Reinvestment Grant

- **Eagle Surveying** – 212 W. Sycamore
 - **May 21, 2024** – City Council approved the recommendation to provide a Downtown Reinvestment Grant of \$50,000 for Interior/Code Improvements & Façade/Building Rehab
 - Estimated cost of project \$1,465,727



Economic Vitality



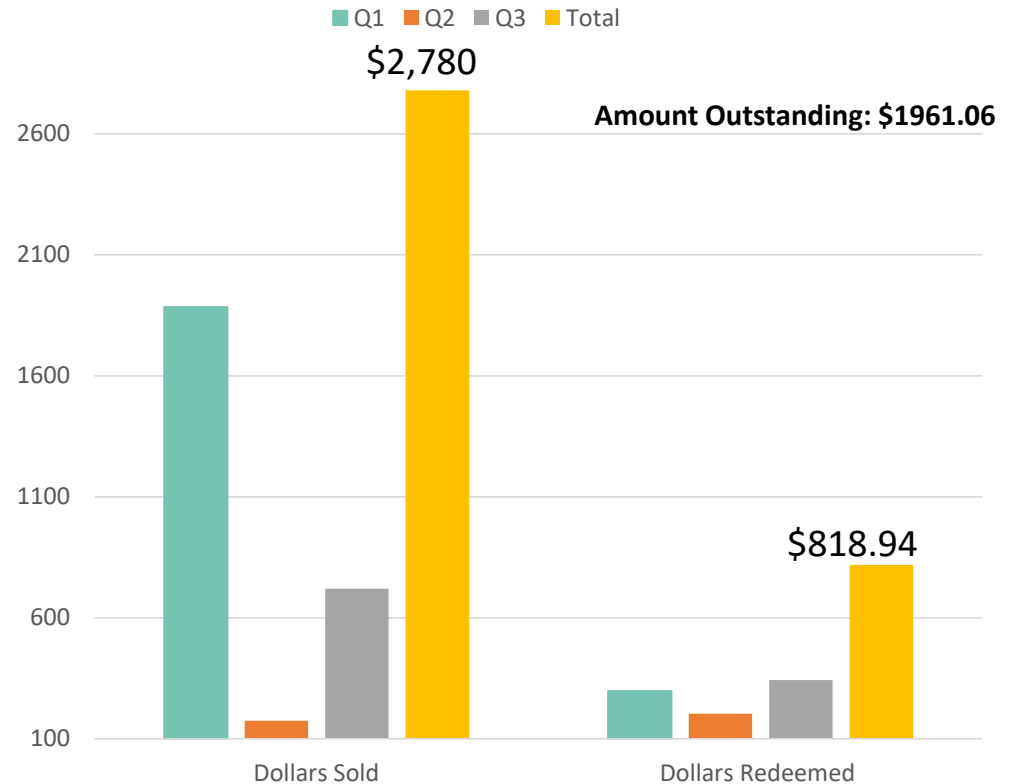
PRESENTED BY:



POWERED BY:



- Participating Businesses: 94
- Website Impressions: 2860



Economic Vitality/Promotion

SPRING OPEN HOUSE



Shop Small Crawl 4.6

- Participating Shops: 17
 - On the Square: 7
 - Off the Square: 10
- # of Entries: 282
- Total Dollars Spent: \$7,050

Get Eclipsed Crawl 4.7

- Participating Businesses: 14

SHOP SMALL CRAWL

SATURDAY, APRIL 6TH
ALL DAY

It's a fun-filled day of shopping, exploring, and giving back to our community. Stay tuned for participating stores and special offers. For every \$25 you spend at participating locations, you are eligible to be entered into the prize drawing.

- | | |
|--|-----------------------------------|
| 🛍️ Salvage Secondhand Shoppe | 🛍️ Salon NV |
| 🛍️ Lone Star Naturals | 🛍️ Soma Massage Therapy |
| 🛍️ Second Hand Sports & Game Swap | 🛍️ 3 Wishes Gifts |
| 🛍️ Susie's Snack Shop | 🛍️ Regenus |
| 🛍️ Patchouli Joe's Books & Indulgences | 🛍️ Demure Stylez Boutique |
| 🛍️ Half Pint Children's Boutique | 🛍️ The Palm Tree Boutique |
| 🛍️ Norman Roscoe | 🛍️ UNT CoLab |
| 🛍️ Studio LaSalle | 🛍️ Discover Denton Visitor Center |
| 🛍️ Mallouf Hat Company | |

GET ECLIPSED CRAWL

SUNDAY, APRIL 7TH
1:00 PM - 5:00 PM

The local watering holes and restaurants are crafting their versions of "Signature Solar Sips and Snacks." You will have the opportunity to vote on your favorites. Escape the ordinary and soak up the daytime fun with the Get Eclipsed Crawl.

- | | |
|--|--|
| 🍷 Andersons Eatery and Distillery | 🍷 Beth Marie's Old Fashioned Ice Cream |
| 🍷 Bramblitt's Yellow Dog Art Bar & Gallery | 🍷 Cheese & Salsa |
| 🍷 East Side Denton | 🍷 Chestnut Tree Bistro (only from 11a-3pm) |
| 🍷 El Taco H | 🍷 The Saucy Hibachi |
| 🍷 Miss Angeline's Denton | 🍷 Shuck Me |
| 🍷 Oak St. Drafthouse and Cocktail Parlor | 🍷 Andersons Eatery and Distillery |
| 🍷 Steve's Wine Bar | |
| 🍷 Denton County Brewing Company | |

WAYS TO PARTICIPATE

Denton Main Street Association welcomes you to downtown Denton for some spring shopping, dining and entertainment. Get out to enjoy the season and check out new merchandise, shopping deals, and dining specials.



ENJOY THE ARTS, MUSIC, AND CULTURE

Join us for First Friday, after all, a visit downtown wouldn't be complete without taking in the sights. View art in the galleries, listen to live music at various venues, and experience the vibrant creativity of Denton.



EXPLORE DOWNTOWN DENTON DEALS

Whether you're searching for a one-of-a-kind gift or a statement outfit for yourself, Downtown Denton's eclectic mix of shops promises a fun shopping adventure. Browse new spring arrivals, enjoy special deals and offers, and remember to shop small!



RAISE A GLASS TO SPRINGTIME WEATHER

Explore unique patios, sip on refreshing brews and signature solar-themed cocktails, and discover the hidden gems of Denton's bar scene. It's the perfect way to unwind, connect with friends, and experience the city in a whole new light!

Economic Vitality

Imagine the Possibilities

Hosted 48 developers, investors, and entrepreneurs to view development opportunities in Downtown Denton.



FRIDAY, MAY 17
DOWNTOWN
DENTON, TEXAS

11 a.m. | Downtown & Southeast Master Plan Preview Stoke | 608 E. Hickory St., Suite 128

Noon to 3 p.m. | Self-Guided Tours of Downtown

The City of Denton and partner organizations invite YOU, the Denton community, to "imagine the possibilities" and join us as we work to develop the downtown area with the Downtown Denton Master Plan. Come take a tour, meet other members of the community, and learn more about what's on the horizon!

Slated for completion in June 2024, the Downtown Master Plan calls for catalytic projects, utilization of existing TIRZ funds, and more. Rated as the "Top City for Business," Denton is the next big city primed for development!



Economic Vitality/Promotion/Organization

-Award winning free concert series in Downtown Denton every Thursday in May & June

Summer Series: Established in 1994

- Every Thursday in May and June with International Make Music Day to end the series
- Located on the Denton County CHOS lawn
- Average weekly attendance 550
- 5-7 sponsors each week that set-up tables to promote their products or initiatives



Downtown Openings & Closings

Business Name	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
April-June				
La Mexicana		x		5
El Chaparral *Boka Feliz will be taking over the location		x		10
Pepe La Barbershop	x		5	
Old Bear Vintage-Women Owned Vintage Shop *2nd location	x		2	
Black Locust Studio-Women Owned Tattoo and Beauty Studio	x		5	
The Never Sleep (formerly Golden Boy)		x		5
Quantum Wellness Spa	x		3	
Bullseye Bikes *Recieved Downtown Reinvestment Grant	x		3	
Record Coffee Supply	x		3	
Bullseye Tattoos	x		2	
TOTAL	7	2	23	20

Downtown Beautiful Business Award

Mission: To promote a clean and vibrant Business district through litter cleanups and beautification

April



May




June




Promotion


Facebook & IG Ads

**Clicks**
DMSA


2,713

**Impressions**
DMSA


58,434

**CPC**
DMSA


\$0.13

**Amount spent**
DMSA


\$349.96

**Link Clicks**
DMSA

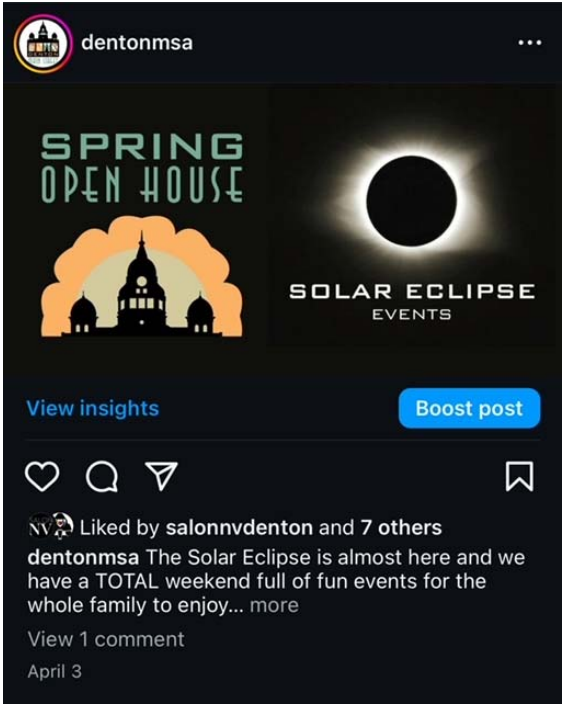
560

**Reach**
DMSA

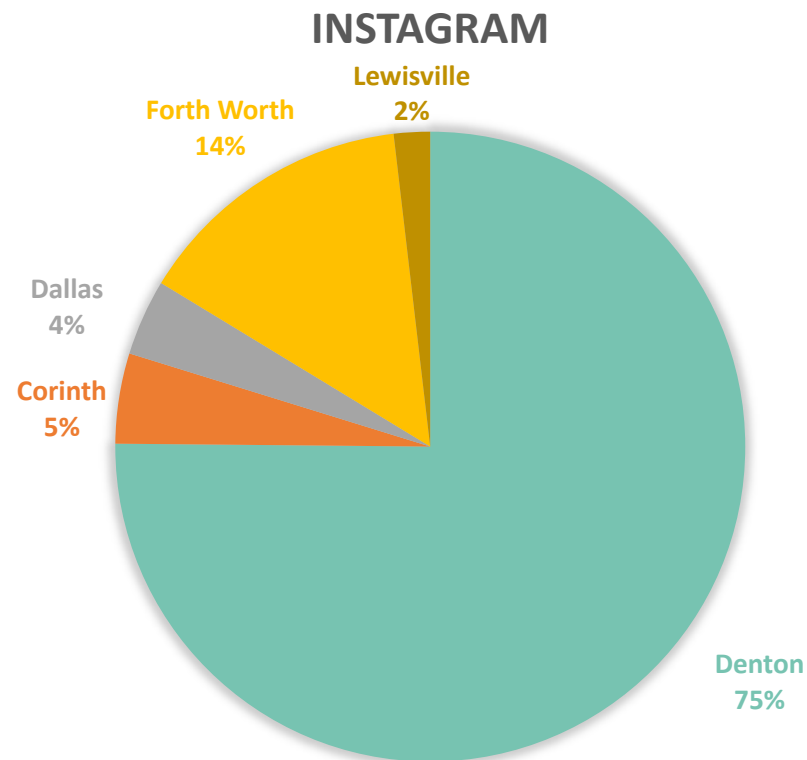
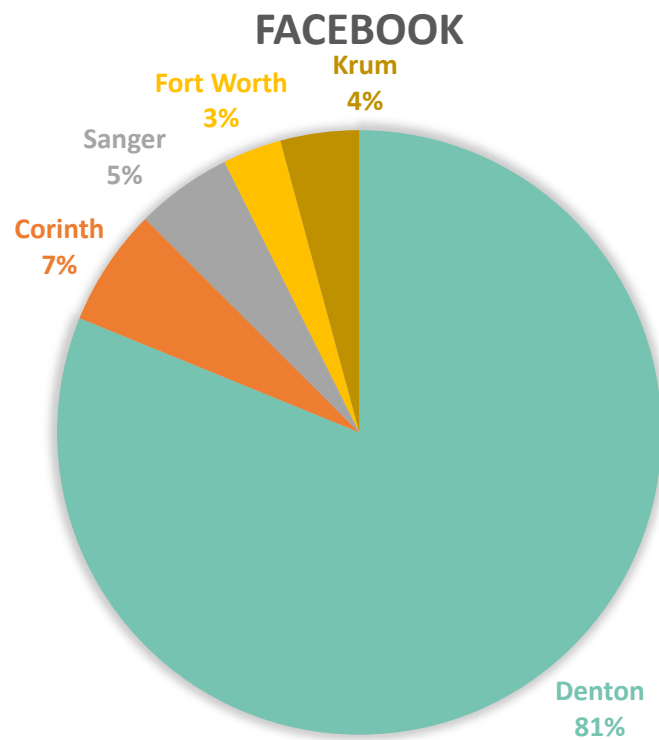
11,625

**Campaign performance**
DMSA

Campaign	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
Event: Spring Open House + Solar Eclipse Events	1,256	28,932	9,006	3.21	4.34%	\$ 0.20	\$ 250.00	423
Event: Twilight Tunes: Guitar George Trio	405	8,236	3,281	2.51	4.92%	\$ 0.06	\$ 25.00	166
Event: Twilight Tunes: Lady Cass & The Fellas	402	8,277	3,255	2.54	4.86%	\$ 0.06	\$ 24.96	183
Event: Twilight Tunes: Helium Queens	370	7,456	2,901	2.57	4.96%	\$ 0.07	\$ 25.00	130
Event: Twilight Tunes: Captain Moon & Silver Spoons	280	5,533	2,881	1.92	5.06%	\$ 0.09	\$ 25.00	107
	2,713	58,434	11,625	5.03	4.64%	\$ 0.13	\$ 349.96	1,009



Promotion



Promotion-Website Analytics

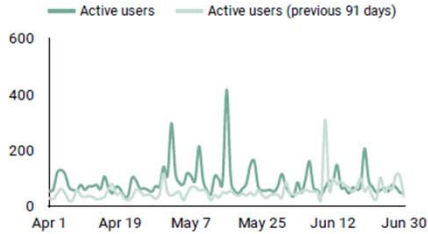
User Engagement

by Users, Sessions, and Engagement



Active Users

by Active Users vs. Previous Period



User Localities

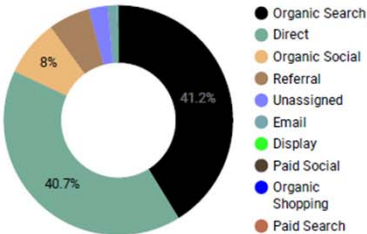
by Region and City

	Region	City	Active ...	Sessions	Engage...
1.	Texas	Dallas	1,554	2,043	805
2.	Texas	Denton	1,431	2,320	1,321
3.	Texas	(not set)	329	431	185
4.	(not set)	(not set)	186	196	21
5.	Washington	Moses Lake	184	184	115
6.	Texas	Fort Worth	177	212	92
7.	Wyoming	Cheyenne	154	155	73

1 - 10 / 1030 < >

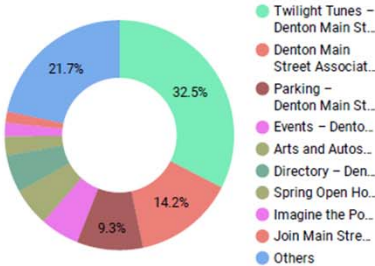
User Acquisition

by Acquisition Channel



Most Popular Pages

by Views

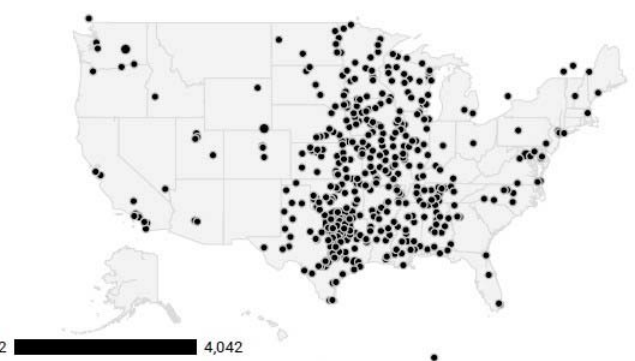


	Page title	Views
1.	Twilight Tunes - Denton Main Str...	4,698
2.	Denton Main Street Association	2,046
3.	Parking - Denton Main Street Ass...	1,340
4.	Events - Denton Main Street Ass...	792
5.	Arts and Autos - Denton Main Str...	777
6.	Directory - Denton Main Street As...	758
7.	Spring Open House - Denton Mai...	393
8.	Imagine the Possibilities Tour - D...	272
9.	Join Main Street - Denton Main S...	230
10.	About - Denton Main Street Asso...	200

Promotion-Website Analytics

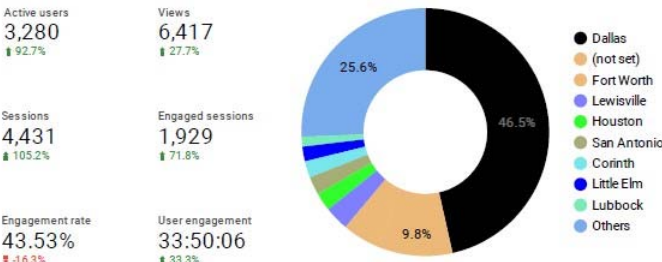
Audience Map

by Views



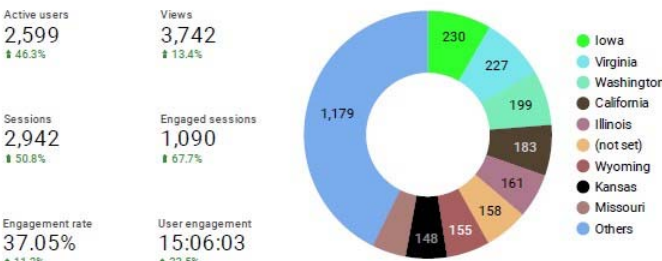
In-State Activity

by Views, Sessions, and Active Users (TX excl. Denton)



Out-of-State Activity

by Views, Sessions, and Active Users (USA excl. TX)



Referral Sources

by User Source, User Medium, Active Users, New Users

	First user so...	First user m...	Active users	% Δ	New users	% Δ
1.	zipsprout.com	referral	1	-	1	-
2.	yahoo	organic	46	21.1...	43	19.4...
3.	www.planned...	referral	1	-	1	-
4.	www.keranews...	referral	2	-	2	-
5.	us10.admin.m...	referral	1	-	1	-
6.	us.search.yaho...	referral	3	-	3	-
7.	twilight_tunes	QR	15	-	14	-
8.	tourtexas.com	referral	1	-	1	-



Organization

Year	Month	Event Name	# of Volunteers	# of Board members	# of Staff Members	# of Hours
2024	Q3					
	April	Board Meeting	2	11	5	18
	April	DEDC	9	1	11	21
	April	Promotions Comm Meeting	5	2	2	9
	April	Downtown Economic Development Committee (DEDC)	9	1	10	20
	April	First Friday Committee	2	2	0	4
	April	Eclipse Planning Meeting	1	1	13	15
	April	Marketing Comm Meeting	5	2	2	9
	April	Imagine the Possibilities Meeting	3	1	5	9
	April	Website Task Force Meeting	0	3	2	3
	April	Twilight Tunes Committee	3	2	1	6
	April	Spring Open House/Mimosa Hop	9	1	2	40
	April	Thin Line Film Fest	3	2	0	5
	April	Arts Autos Comm Mtg	8	4	2	14
	April	New Member Orientation	2	2	1	5
	April	Membership Mixer	42	6	2	98
	April	Membership Committee	1	5	1	13
	May	Promotions Comm Meeting	6	2	2	10
	May	Marketing Comm Meeting	12	3	2	17
	May	Membership Committee	1	3	2	6
	May	Imagine the Possibilities Meeting	3	1	5	9
	May	Board Meeting	4	11	2	16
	May	Twilight Tunes	11	5	1	41
	May	First Friday Committee	2	2	0	4
	May	Historic Bar Tour	7	1	1	22
	May	Arts Autos Comm Mtg	6	5	2	19
	May	Imagine the Possibilities Tour	3	1	5	54
	May	DEDC	9	1	11	21
	June	Marketing Comm Meeting	7	4	2	13
	June	Promotions Comm Meeting	6	5	2	13
	June	Membership Committee	1	4	1	6
	June	Retail Roundtable	4	3	1	8
	June	First Friday Committee	1	2	0	3
	June	Board Meeting	10	10	8	28
	June	Make Music Day	2	0	1	11
	June	Twilight Tunes	14	4	2	50
	June	DEDC	7	0	4	11
	June	Arts Autos Comm Mtg	11	3	2	16
Q3	Total:		231	116	115	667

Questions?

Downtown Economic Development Committee

Meeting Date	Item Description	Presented By	Time
Thursday, September 5, 2024			
Item for Consideration	Approval of Minutes	Chair	5
Item for Consideration	Fine Arts Façade Grant	Kristen Pulido	15
Work Session	PID Discussion	Brittany	20
Work Session - Staff Report	Main Street Program Update	Kristen Pulido	5
		Total Time	45
Thursday, October 3, 2024			
Item for Consideration	Approval of Minutes	Chair	5
Item for Consideration	Vice Chair Appointment	Staff	5
Work Session	New Member Orientation	Staff	10
Work Session	Main Street Quarterly Report	Kristen Pulido	10
		Total Time	30
Thursday, November 7, 2024			
Item for Consideration	Approval of Minutes	Chair	5
Work Session - Staff Report	Main Street Program Update	Kristen Pulido	5
		Total Time	10
Thursday, December 5, 2024			
Item for Consideration	Approval of Minutes	Chair	5
Work Session	Ambassador Program Update	Megan Ball	15
Work Session - Staff Report	Main Street Program Update	Kristen Pulido	5
		Total Time	25