



# City of Denton

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

## Meeting Agenda Public Art Committee

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Thursday, August 1, 2024

4:00 PM

Civic Center Community Room

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After determining that a quorum is present, the Public Art Committee of the City of Denton, Texas will convene in a Regular Meeting on Thursday, August 1, 2024, at 4:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas, at which the following items will be considered:

### 1. PRESENTATION FROM MEMBERS OF THE PUBLIC

This section of the agenda permits a person to make comments regarding public business on items not listed on the agenda. This is limited to two speakers per meeting with each speaker allowed a maximum of four (4) minutes. Such person(s) shall have filed a "Blue Card" requesting to speak during this period prior to the calling of this agenda item.

### 2. ITEMS FOR CONSIDERATION

- A. [PAC24-019](#) Consider approval of the minutes of June 6, 2024.

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

- B. [PAC24-020](#) Receive a report, hold a discussion, and give input to staff regarding the status of current Halloween-related public art and placemaking efforts.

Attachments: [Exhibit 1- Agenda Information Sheet](#)  
[Exhibit 2- Presentation](#)  
[Exhibit 3- Downtown Halloween Brand Guide](#)

- C. [PAC24-021](#) Receive a report, hold a discussion, give input to staff regarding the use of HOT funds to support the purchase of Denton Event Art Letters

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

- D. [PAC24-022](#) Receive a report, hold a discussion, give input to staff regarding the City's purchase of three Public Engagement Phone Booths.

Attachments: [Exhibit 1- Agenda Information Sheet](#)  
[Exhibit 2- Phone Booth Proposal](#)  
[Exhibit 3- Phone Booth Spec Budget](#)

- E. [PAC24-023](#) Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

1. Recently Completed Projects
  - a. Sycamore Street Mural
  - b. S. Bonnie Brae Sculpture
2. Design Downtown Denton Art Impacts

3. Future Projects
  - a. Development Services Mural
  - b. Wolff's Park Light and Sound
  - c. Future Bond Projects

Attachments:      [Exhibit 1- Agenda Information Sheet](#)  
                              [Exhibit 2- Presentation](#)  
                              [Exhibit 3- Bond Issuance Timeline](#)

- F.    [PAC24-024](#)    Receive a report, hold a discussion, give input to staff regarding the use of HOT funds to support the creation of a temporary Halloween Graffiti Art Wall hosted by the Greater Denton Arts Council outside the Patterson-Appleton Arts Center as part of the Denton Halloween initiative.

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

### 3. CONCLUDING ITEMS

A.    Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Public Art 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 Public Art 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.

### C E R T I F I C A T E

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 29, 2024, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

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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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## Legislation Text

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**File #:** PAC24-019, **Version:** 1

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### **AGENDA CAPTION**

Consider approval of the minutes of June 6, 2024.



**City of Denton Parks, Public Art Committee**  
**Minutes**  
**June 6, 2024**

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After determining that a quorum of the City of Denton, Texas, Public Art Committee was present, the Committee convened in a Regular Meeting on Thursday, June 6, 2024, at 4:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

**Present:** Chair Monet Franklin, Vice-Chair Joey Liechty, and Members Adam Chamberlain, Leigh Johnson, Valois Vera, Francesca Romano and Travis Velseka.

**Absent:** Members Jennifer Lane, and Connor Bradford

**1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC**

- None

**2. ITEMS FOR CONSIDERATION**

A. PAC24-005: Consider approval of the minutes of February 1, 2024.

Member Chamberlain moved to adopt the item as presented; Vice-Chair Johnson seconded. Motion carried.

AYES (6): Chair Franklin, and Vice Chair Liechty, and Members Chamberlain, Johnson, Vera, and Veselka

NAYS (0): None

ABSENT (3): Member Bradford, Romano, and Lane

B. PAC24-003: Receive a report, hold a discussion, and give input to staff regarding proposed changes to the Public Art Policy (Art in Public Places) and its temporary art addendum (Temporary Art in Public Places).

The item was presented, and discussion followed.

Following discussion, staff was provided no direction.

C. PAC24-010: Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Denton's Day of the Dead Festival's application for a \$67,168 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program.

The item was presented, and discussion followed.

Following discussion, Vice-Chair Franklin moved to adopt the item with the updated amount of \$49,000; Member Chamberlain seconded. Motion carried.

AYES (6): Chair Franklin, and Vice Chair Liechty, and Members Chamberlain, Johnson, Vera, and Veselka

NAYS (0): None

ABSENT (3): Members Bradford, Romano, and Lane

- D. PAC24-011: Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for the Greater Denton Arts Council's application for a \$12,000 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program

The item was presented, and discussion followed.

Following discussion, Chair Franklin moved to adopt the item as presented; Member Vera seconded. Motion carried.

AYES (7): Chair Franklin, and Vice Chair Liechty, and Members Chamberlain, Johnson, Vera, Romano, and Veselka

NAYS (0): None

ABSENT (2): Members Bradford and Lane

- E. PAC24-012: Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for the Tejas Storytelling Association's application for a \$7,000 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program.

The item was presented, and discussion followed.

Following discussion, Member Chamberlain moved to adopt the item as presented; Member Johnson seconded. Motion carried.

AYES (7): Chair Franklin, and Vice Chair Liechty, and Members Chamberlain, Romano, Johnson, Vera, and Veselka

NAYS (0): None

ABSENT (2): Members Bradford, and Lane

- F. PAC24-013: Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Theatre Denton's application for a \$18,000.00 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program. The item was presented, and discussion followed.

Following discussion, Member Chamberlin moved to adopt the item as presented; Chair Franklin seconded. Motion carried.

AYES (7): Chair Franklin, and Vice Chair Liechty, and Members Chamberlain, Johnson, Vera, Romano, and Veselka

NAYS (0): None

ABSENT (2): Member Bradford and Lane

- G. PAC24-014: Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Texas Filmmakers Corporation's application for a \$20,000.00 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program.

The item was presented, and discussion followed.

Following discussion, Member Johnson moved to adopt the item as presented; Member Chamberlain seconded. Motion carried.

AYES (7): Chair Franklin, and Vice Chair Liechty, and Members Chamberlain, Johnson, Romano, Vera, and Veselka

NAYS (0): None

ABSENT (2): Member Bradford, and Lane

- H. PAC24-015: Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for the Denton Festival Foundation's application for a \$15,000 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program.

Following discussion, Chair Franklin moved to adopt the item as presented; Member Romano seconded. Motion carried.

AYES (7): Chair Franklin, and Vice Chair Liechty, and Members Chamberlain, Johnson, Romano, Vera, and Veselka

NAYS (0): None

ABSENT (2): Member Bradford and Lane

- I. PAC24-016: Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:
1. Original Denton District (ODD)
    - a. Traffic Box Wraps
  2. "Serve" Sculpture
    - a. Certificate of Substantial Completion
    - b. Minor remaining fixes
  3. Continuing projects
    - a. Sycamore Street Mural
    - b. S. Bonnie Brae Sculpture
  4. Art Maintenance and Repair
    - a. Dallas Drive Murals
  5. Encounters with Art Status
  6. Future Projects
    - a. Sound sensitive lighting
    - b. Future Bond Projects

The item was presented and discussion followed.

Following discussion, staff was provided the following direction:

- Consider adding a mural at Carl Young Splashpad or historical signage.

- I. PAC24-016: Receive a report, hold a discussion, and give input to staff regarding the proposed installation of a Jude Landry mural at the Development Services Building (401 N. Elm St.).

The item was presented and discussion followed.

Following discussion, staff was provided no direction.

### **3. CONCLUDING ITEMS**

- Any updates on Lewisville, Flower Mound, Denton Paddling Trail
- GDAC Opening for Art Exhibit at 6pm.

With no further business, the meeting was adjourned at 5:06p.m.

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MONET FRANKLIN  
MEMBER  
CITY OF DENTON, TEXAS

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ROBIN HILL  
ADMINISTRATIVE ASSISTANT  
CITY OF DENTON, TEXAS

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



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## Legislation Text

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**File #:** PAC24-020, **Version:** 1

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### **AGENDA CAPTION**

Receive a report, hold a discussion, and give input to staff regarding the status of current Halloween-related public art and placemaking efforts.



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

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

**DATE:** August 1, 2024

### **SUBJECT**

Receive a report, hold a discussion, and give input to staff regarding the status of current Halloween-related public art and placemaking efforts.

### **BACKGROUND**

The City of Denton is emphasizing a month-long, extensive calendar of events this October to make Denton a regional destination for Halloween and Halloween-related entertainments. City of Denton Marketing staff recently revealed a program brand guide, which includes a tag line for the program – “Denton, Texas: Halloween All Month Long.” The brand guide includes various logo designs for use on stickers, t-shirts, and other promotional material, as well as guidelines for City staff on the streamlined use of fonts and colors (**Exhibit 3: Halloween Brand Guide**).

The overall purpose of the initiative is to establish Denton as a Halloween destination, and in doing so, to encourage tourism and attendance for local residents thereby increasing local sales tax and hotel occupancy tax revenue.

Parks and Recreation staff are working on various aspects of the program including sourcing elements required for placemaking such as pumpkins, witches’ hats, corn stalks, giant skeletons, spiders, werewolves, inflatable tentacles, etc. Other efforts include developing additional, compelling Halloween programming, including the Scary Chairy Orchard and Halloween Graffiti Art Walls (see separate AIS in packet), and using staff capacity and volunteer help to manufacture elements of our placemaking efforts. For example, we imagine relying on volunteer painters to help us paint several hundred bats for public display.

These public art efforts are supported by Hotel Occupancy Tax (HOT) funds that were initially allocated to support the development of the Chairy Orchard. These funds were reallocated to support *Halloween All Month Long* after it was determined that Parks and Recreation would be able to support a new Chairy Orchard at a future date with a more robust level of funding by connecting that project to upcoming projects, specifically the Active Adult Center and the new South Branch Library, which were approved as part of the 2023 Bond Program.

The Scary Chairy Orchard will involve crafters and artists repurposing old chairs (some from the Chairy Orchard, itself) and turning them into Halloween-themed art objects. The Scary Chairy Orchard is being facilitated with the help of Keep Denton Beautiful in partnership with Thistle Creative Re-use. Current plans call for the Scary Chairy Orchard to be installed at the City Hall Courtyard. Visitors will be able to vote on their favorite chairs by scanning a QR code, and prizes will be given out for the winning chairs. City staff hope to build an inventory of art chairs to use in Scary Chairy Orchards each year.

### **RECOMMENDATION**

None.

### **ESTIMATED SCHEDULE OF PROJECT**

Parks and Recreation staff are currently working with departmental, Citywide, and partnering stakeholders and vendors to create placemaking opportunities throughout Denton. These efforts will continue up until the reveal of these elements on October 1, 2024. They will remain on display throughout the entire month of October.

### **OPERATIONAL IMPACT**

The first year of operations will be challenging for Parks and Recreation as we get the program up and running. It is the goal of the program to balance staff impacts and increase community involvement in the effort as the program evolves.

### **FISCAL INFORMATION**

Current HOT Fund allocation for FY 23-24: Chairy Orchard, re-allocated to Halloween expenditures. Current budget for Halloween is \$49,000. In addition, Marketing also has \$25,000 budgeted for promotion and will be using Communications PEG fund for some promotional/artistic engagement items. Opportunities for sharing costs with other departments, or relying on help from community partners, and Denton residents (volunteer labor, e.g.), also exist and will help stretch the City's budget for Halloween.

### **EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Exhibit 3- Downtown Halloween Brand Guide

Respectfully submitted:

Gary Packan, Director Parks and Recreation

Prepared by:

Omar Siddiqi, Admin. Analyst,

Parks and Recreation



Mission: Halloween Denton  
Public Art Committee Update  
August 1, 2024



**DENNIS THE MENACE** By Hank Ketcham



"SORRY, MA'AM! I KNOW IT'S THE MIDDLE  
OF JULY, BUT I'M PRACTICING FOR  
THE END OF OCTOBER."

# Objectives



Increase Tourism, Sales Tax, Hotel Occupancy Tax



Boost Economic Impact



Community Engagement



Enhance Denton Culture

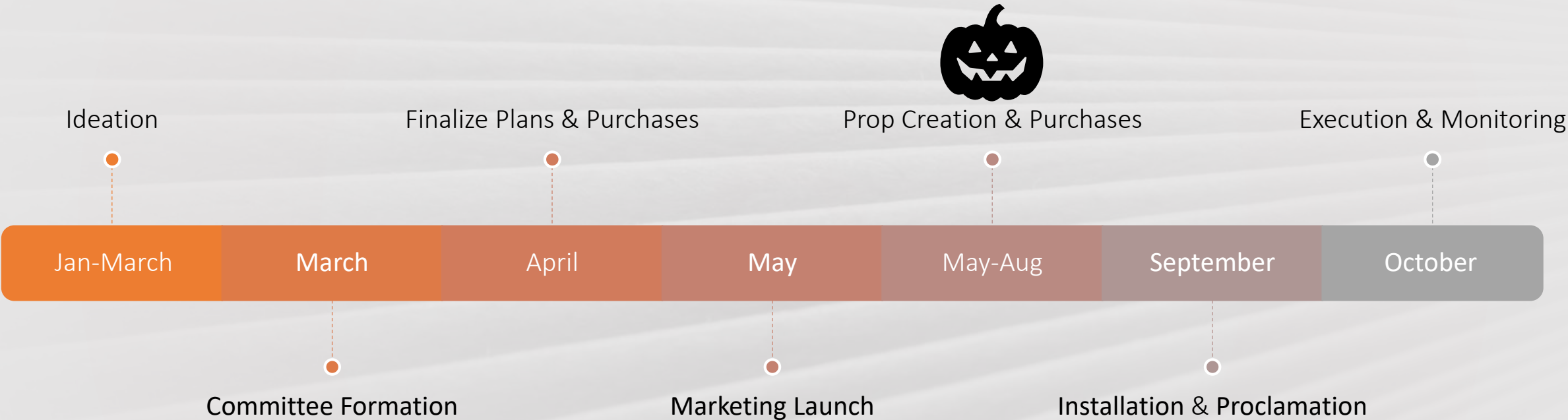


Enhance Public Spaces



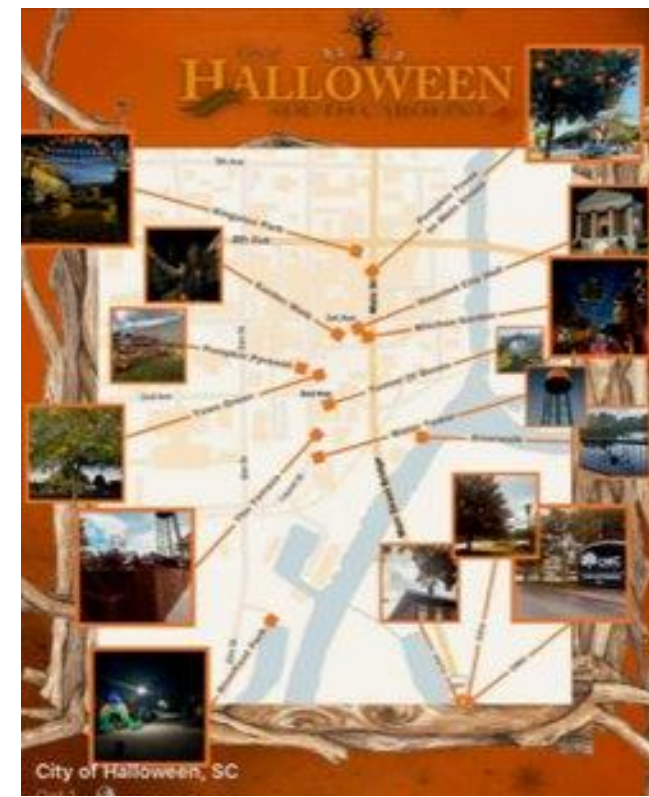
Showcase Creativity

# Timeline





# INSPIRATION – Conway, SC

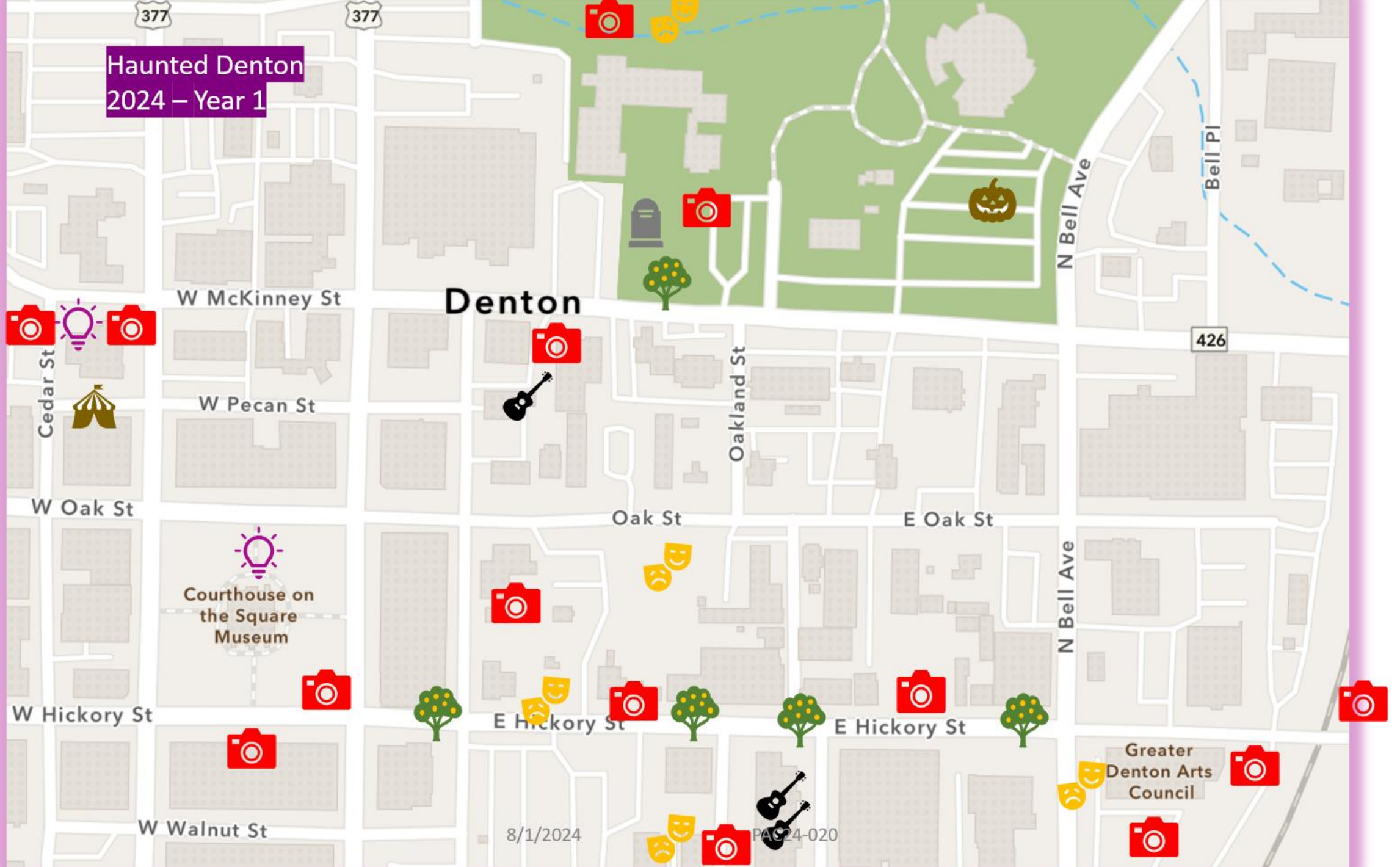


8/1/2024

PAC24-020



Haunted Denton  
2024 – Year 1



# Following the 3 P's!

## Programming

- Over 100 programs and events are currently planned

## Placemaking

- 13+ locations around the downtown and community for engagement

## Promotions

- MARCOM promoting Denton as a destination for Halloween activities



# CITY OF DENTON SITE UPDATES

Mission: Halloween Denton



# WereWolffs Park

- Large werewolves located in the landscape bed adjacent to the medallions. May need to tap into the electric if animated.
- Run wire on the existing light poles to provide additional opportunity to hang decorations.
- Drape or hang light select material from the wires to provide a “ceiling” of sorts to enhance the space.
- Can we hang a full moon somewhere
- Design the stage with a decorative backdrop for the werewolf to be placed on the stage.





# City Hall East

- Owner: ?
- Theme: Scarecrows
- Change light bulbs in the decorative poles to orange or purple
- What can be done in the open space?
  - A series of scarecrows to serve as a backdrop for photos? 10-15 scarecrows needed
- Community could build the scarecrows
- A minimum of four scarecrows on the poles, 2 on the east and 2 on the west
- If possible, add scarecrows to the poles in front of the Police Station
- Add cornstalks on poles as well
- Community could build the scarecrows
- What can be done in the open space?
  - A series of scarecrows to serve as a backdrop for photos?

8/1/2024



PAC24-020

21



# The Ghosts of Fowler

- Owner: Denton Public Library with assistance from another department
- Flood Lights - 15
- Flood lights placed around the base of the building
- Programming to be executed by Library staff to include story time, featured guest readers, book selection and more
- Estimated to have 10-15 decorative ghosts to create placemaking



8/1/2024

PAC24-020



CONFIRMED

# City Hall Cemetery

- Owner: Denton Parks and Rec
- Theme: Graveyard
- Need to find an artist in the community to help with the task
- Create a graveyard made from 2" Styrofoam cutouts (75-100 ct)
- Make the names and title fun to encourage people to visit and read all the headstones



8/1/2024

PAC24-020



# Scary Chairy Orchard – City Hall Main Courtyard

- Owner: Denton Parks and Recreation
- Theme: Chairs & Skeletons
- Chairy Orchard 2.0 but scary
- Decorate the courtyard with painted chairs and skeletons
- Chairs could be donated and painted by the community?
- Maybe the community, Summer Camps or GDAC helps with the painting of the chairs?
- Bring out the items preserved from the Chairy Orchard to put on display
- Large skeletons 6 / small skeletons 10



CONFIRMED



# Garden Walk

- Owner: Denton Parks and Recreation
- Theme: Bats
- Decorate the garden in Quakertown with painted bats
- Hang bats from the trees
- Bats to be painted by volunteers
- Bats = 500



CONFIRMED





# Pumpkins on Hickory

- Owners: Water Utilities and DME
- 50 large trees = 1500
- Water Utilities and DME are providing assistance to install pumpkins in the trees
- Current plan is to install pumpkins in trees from the Square to the railway tracks.





# "City Hall"-o-ween West

- Owner: Facilities Management
- Placemaking by flood lights and strobe lights
- East – 4 FL and 6 strobes
- North – 0 FL and 2 strobes
- West – 3 strobes
- South – 2 FL and 2 strobes
- Flood lights in the bell tower

CONFIRMED



8/1/2024

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# Cedar Street

- Owner: Denton Parks and Recreation
- Yarn/fabric bombing three large trees
- Wrapping three smaller trees in orange, purple, and green lights and eyeball pathway swaying lights
- Flood lights





# Welcome to Denton or Denton Civic Center

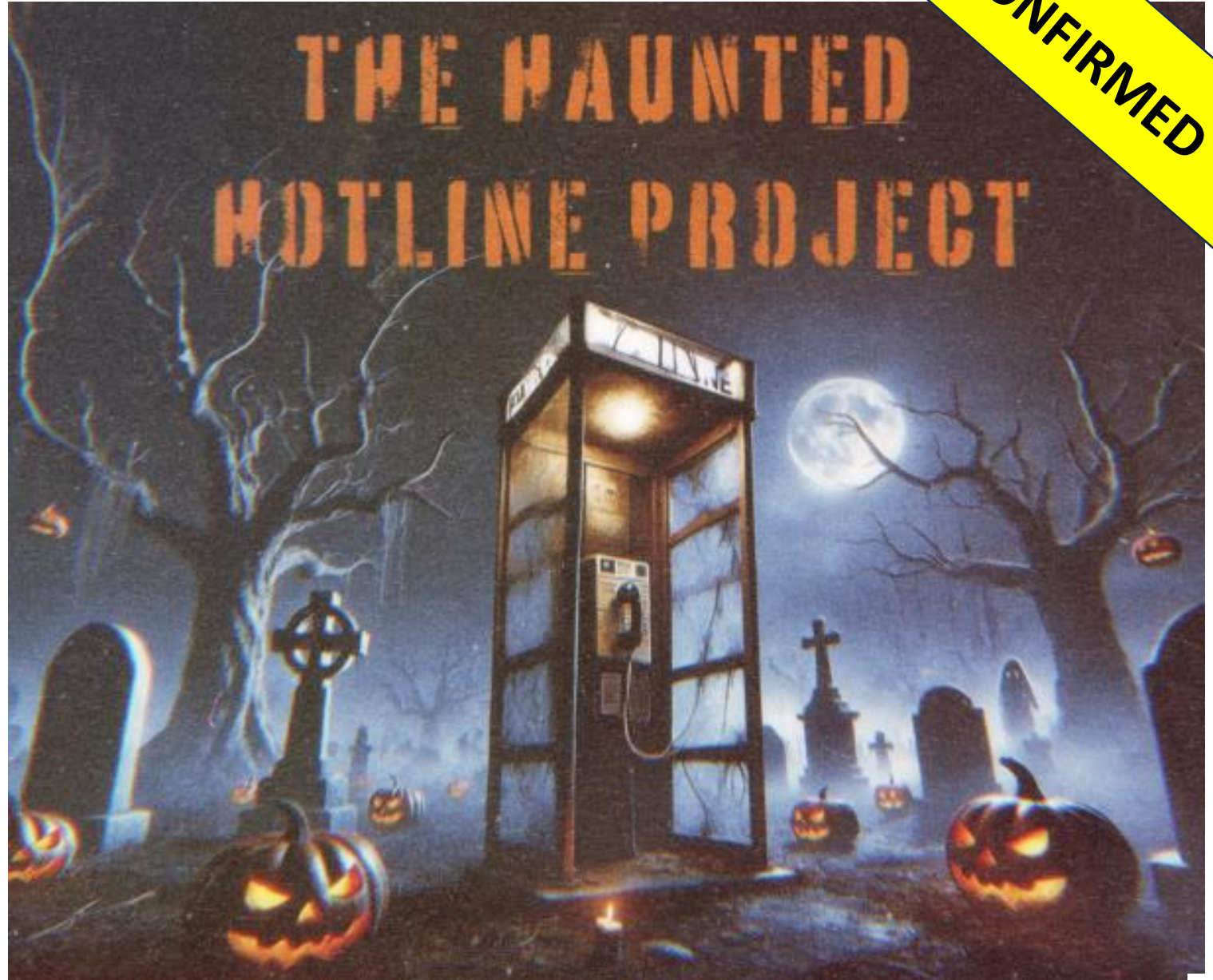
- Owner: Denton Parks and Recreation
- Frankenstein's monster: 8' tall





# Haunted Hotline

- Owner: MARCOM and Parks and Recreation
- Old school decorative phone booth decorated with a theme
- Working telephone with a phone book to dial certain number
- Promotes activities for the month of October
- Serves as part of a scavenger hunt
- Three downtown locations
- Brainstorming how these can be re-programmed for other times of the year





# Public Performances

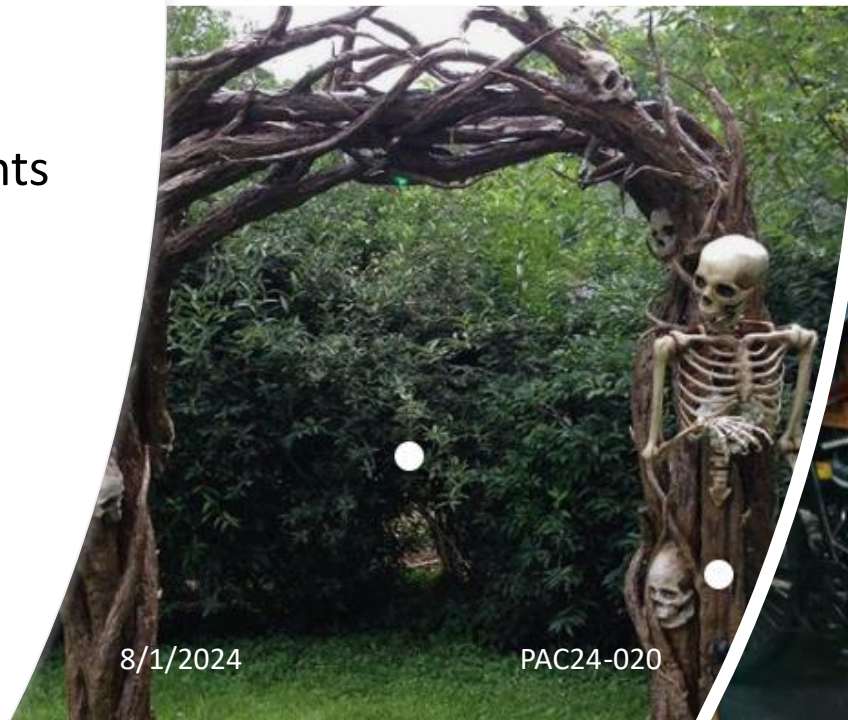
- Owner: ??? Looking for a Volunteer
- Short skits on Friday and Saturday nights at a dedicated point in the downtown on a consistent basis to attract participation and buzz
- Example: Witch visits the Fear Alley that is to be set up with "witch hats" and potential a "cauldron".





# McKinney Beer Alley to "Fear Alley"

- Owner: DCBC and Bearded Monk?
- Work with Denton County Brewing Co and Bearded Monk to create placemaking
- (+/- 125) witch hats hanging from rope lights
- Giant witches located around the alley
- Maybe giant arch framing the entry point





# Day of the Dead Mural

- Selfie Station
- Location: East Hickory Street



CONFIRMED





# Greater Denton Arts Council

- Owner: Krissi Oden, GDAC
- ISLAND
  - Theme: Island of Misfit Toys
  - In the island of the parking lot, decorate it in the theme of “Island of Misfit Toys”
- MURAL
  - Mural / Photo Opportunity – “Welcome to the City of Halloween, Texas”
  - Using the existing mural on the east side of the building, place a temporary mural to provide a Halloween type theme.
  - Could be a mural on boards that could be mounted to the building
  - Add lighting to the southern mural that will provide decorative lighting year-round.





# Denton County Courthouse

- Owner: Denton County
- Decorative lighting to promote the month-long event
  - Understand that October is Cancer Awareness Month and past practice has been "pink "all month long
- Park After Dark at the Bayless-Selby House
- Tours of the Cemetery
- Pumpkins on trees is not an option for 2024 with concern of impacts to the trees





# DISCOVER DENTON

VISITOR CENTER & GIFT SHOP

## North Texas Ghostbusters HQ

- Potential to cover part of the sign with NTX GB logo
- Remove window clings
- conference room will house memorabilia and gear, visitors Can view from sidewalk or interior of store
- Slime
- Inflatables
- Caution tape
- Flyer/poster
- Other paranormal items



PAC24-020



# Halloween Themed Temporary Graffiti Art Wall

CONFIRMED

- Owner: GDAC / Parks and Recreation
- (2) 4' X 16' plywood walls
- Placed on the west side of GDAC
- GDAC is working on a program with a lead artist to help participants learn how to paint.



8/1/2024

PAC24-020

# Iconic Decoration

- Placing on the square
- Adding a base to increase height and add the wording Denton Halloween
- 5'-6' pumpkin with another few feet height with a base.





# Ghostbusters Headquarters

- Owner – Discover Denton, Denton Chamber of Commerce and NTX Ghostbusters
- Official Grand Opening of the headquarters
- Ribbon Cutting
  - October 1 – 11:00a





# North Texas Ghostbusters

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- Owner: North Texas Ghostbusters
- Ghostbusters Headquarters at Discover Denton for the entire month of October
- Potential appearances
  - Support other planned events such as a cemetery tour
  - Meet and Greet appearances with vehicles and uniforms
  - Parade if planned
  - Website:  
<https://northtexasghostbusters.com/>

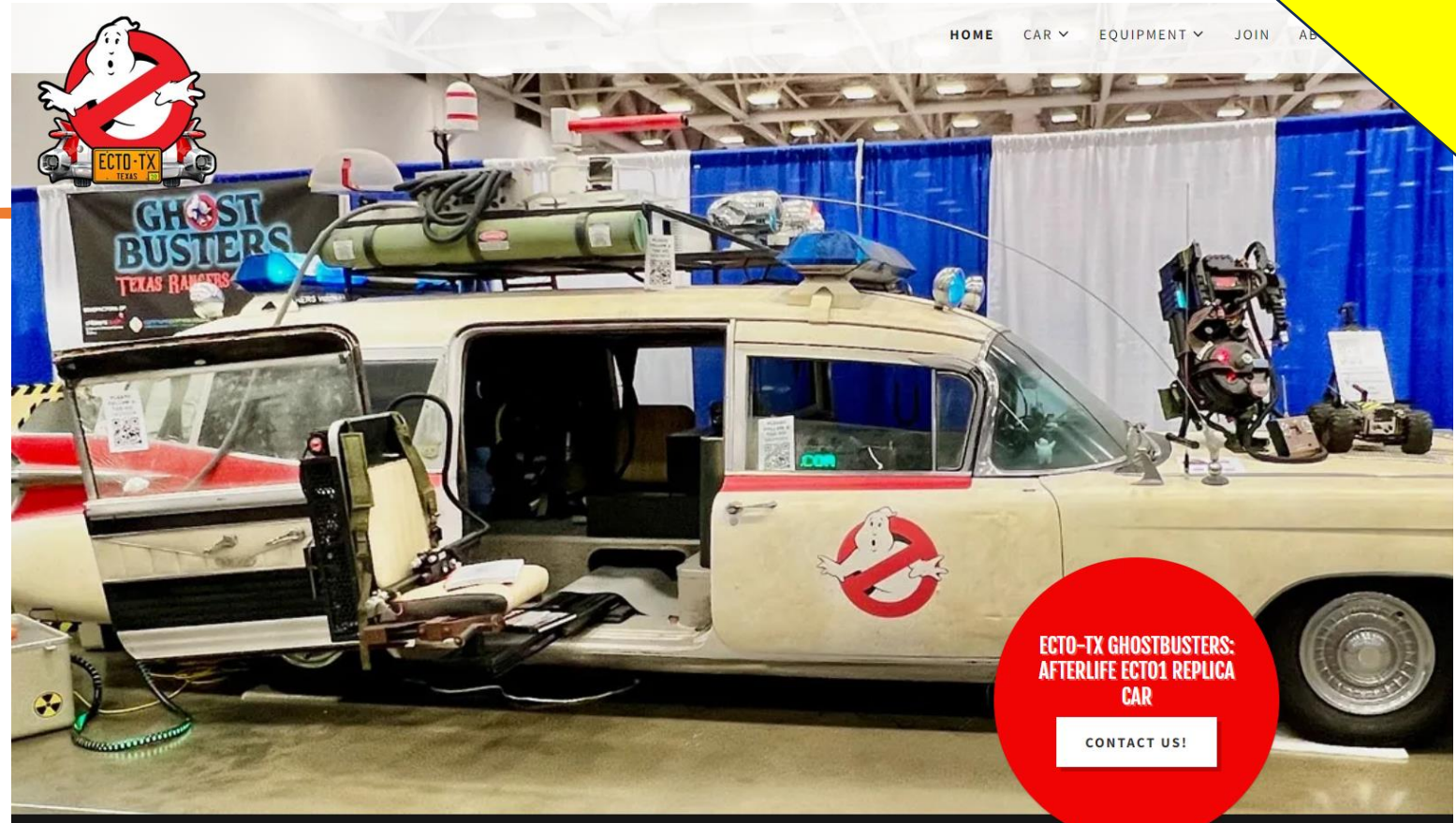
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# Ecto-TX

NEW

- Owner: Ecto-TX
- Special appearances
- Meet and Greet
- Times to be announced





# Denton Mad Max Vehicle

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- Owner: Mad Max Vehicle, Tyler Cunningham
- Coordination: Parks and Recreation
- Potential appearances
  - Support other planned events such as a cemetery tour
  - Meet and Greet appearances with vehicles and uniforms
  - Parade if planned



# MARKETING & TOURISM

Mission: Halloween  
Denton

# Marketing

- Owner: City of Denton Marketing and Communications
- Advertisement in the Thin Line Festival event program
- March 23-27, 2024

8/1/2024

PAC24-020





# Marketing – Main event logo





# Launch Video

- Owner: City of Denton Marketing and Communications
- Launch video [link](#)
- Released May 31st at 2:15pm

8/1/2024

PAC24-020

 **City of Denton, TX - City Hall**   
May 31 at 2:16 PM · 

"When October first touches the night, Denton awakes in Halloween light." We're spellbound, y'all. For 31 days the City is celebrating Halloween from dusk 'till dawn. What's lurking in the shadows? You'll just have to wait and see...👻

[Rose Costumes](#)



  You, Maria Scheiber-Campbell, Joey Liechty and 1.8K others 225 comments 440 shares

 Like  Comment  Share **46**

# Brand Guide

- Owner: City of Denton MARCOMM
- Font:
  - Primary Mestiza Bold
  - Secondary Head Averia Serif Bold



**PRIMARY HEAD: MESTIZA BOLD**

PRIMARY SUBHEAD: IVY EPIC VARIABLE THIN

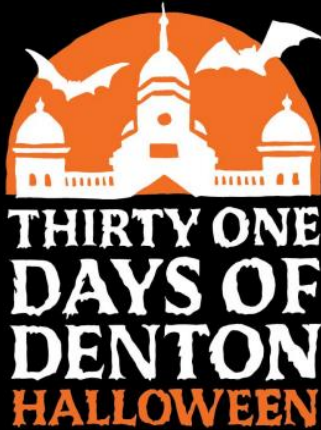
Primary Body Copy: Ivy Epic Variable Medium. --- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**SECONDARY HEAD: AVERIA SERIF BOLD**

SECONDARY SUBHEAD: RALEWAY THIN

Secondary Body Copy: Raleway Medium. --- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

UPDATED LOGO (COURTHOUSE + COFFIN)



**ORANGE**

#F36E24

C: 0%  
M: 71%  
Y: 97%  
K: 0%

R: 243  
G: 110  
B: 38

**BLACK**

#000000

C: 100%  
M: 100%  
Y: 100%  
K: 100%

R: 0  
G: 0  
B: 0

**GREEN**

#53B848

C: 69%  
M: 0%  
Y: 100%  
K: 0%

R: 83  
G: 184  
B: 72

**PURPLE**

#714199

C: 67%  
M: 89%  
Y: 0%  
K: 0%

R: 113  
G: 65  
B: 153

**WHITE**

#FFFFFF

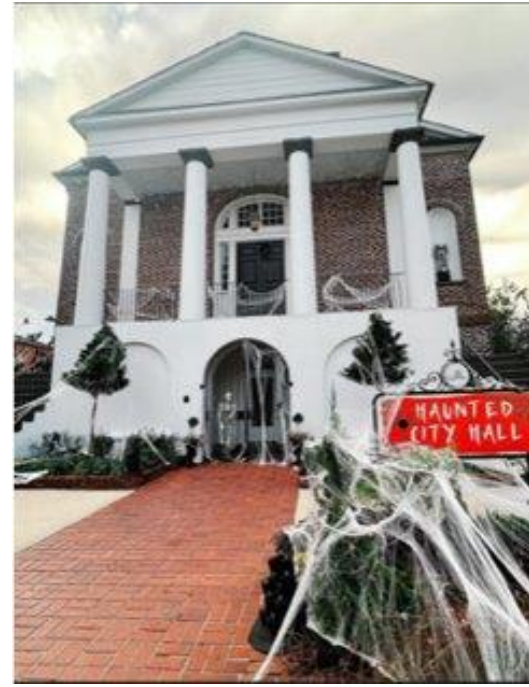
C: 0%  
M: 0%  
Y: 0%  
K: 0%

R: 225  
G: 225  
B: 225



# Signage

- Owner: City of Denton
- Welcome to City of Halloween
- Create a sign that could serve as a selfie station for photographs to promote Denton.
- Consider signtoppers on select street poles in downtown.





# T-shirt Sales

- Owner: City of Denton
- Halloween shirt for sale!
- Sold pre-sale online, during events and at Discover Denton
- Cost \$20 per shirt



# Hotel Coordination

- Owner: Discover Denton
- Coordination with hotel on schedules of activities
- Promotion of overnight stays
- Halloween packages and special promotions





# Planning Committees



Decoration  
Planning



Programming



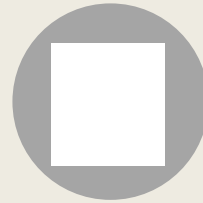
Business  
Engagement



Community  
Engagement



Promotion &  
Marketing



Logistics

# Sign Up to Help!

- Smartsheet sign up created to get involved
- Email to be sent to all in attendance to register to help.



8/1/2024

PAC24-020

## Halloween Denton Committee Sign-Up

Committee members will be responsible:

- Attending all meetings.
- Preparing for the meeting by reading the agenda, papers and any emails before the meeting.
- Participate fully in the meeting, contribute positively to the discussion, and providing concise comment.
- Drawing attention to any potential conflicts of interest that may arise in the meeting.
- Fulfilling any responsibilities assigned to you at the meeting and be prepared to report back on your progress at the next meeting.

In an effort to keep the committees from becoming too large, it is likely that you will only be placed on one committee. Committee placement is not guaranteed.

**Decoration Focus:** This committee is responsible for the ideation of placemaking throughout the downtown for public properties, coordination of planning, creation, and approval for the use of private spaces, identification of character and concept design, budget development and site management once the space is created.

**Programming Focus:** The programming committee is responsible to the organization of all programmatic aspects of the events, coordination between programs, logistics with city departments, identification of volunteer needs and scheduling, schedule management and communication to the Marketing Committee on schedules, changes and cancellations.

**Business Engagement Focus:** This committee is responsible for the engagement of businesses in downtown, Denton and outside of the community to help gain support and involvement in the overall concept.

**Community Engagement Focus:** This committee is responsible for gathering feedback on the initiative and encouraging residents to get involved by decorating, hosting events, and/or volunteering to help with City initiatives.

**Promotions & Marketing Focus:** Coordination of all marketing and communications when it comes to the overall promotion of Halloween Denton. While each event can coordinate their own activity, the Marketing Committee will coordinate a higher level of marketing to create Denton as a destination for the day or weekend. This group will organize social media, website development and management, media releases, and videography.

Are you a City of Denton employee?

Select or enter value

☐ Send me a copy of my responses

Submit

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# Planning & Decoration



Focus: Turn Denton into a Halloween themed town for 31 days including City buildings/property, businesses and homes.

## Objectives:

1. Minimum 13 decorated areas around town.
2. Identify and communicate volunteer needs.
3. Create a list of sponsorship opportunities.
4. Create and maintain a budget.

# Programming



Focus: Coordination between programs, logistics with city departments, schedule management and communication on schedules, changes & cancelations.

## Objectives:

1. Create and maintain a calendar of events.
2. Plan and coordinate short performances.
3. Identify and communicate volunteer needs.
4. Create a Halloween decoration contest for residents.



# Business Engagement



Focus: Engage businesses in downtown, Denton, and outside of the community to help gain support and involvement in the overall concept.

## Objectives:

1. Provide businesses with the initiative information.
2. Create opportunities for business to join the initiative.

# Community Engagement



Focus: Gather feedback on the initiative and encourage residents to get involved by decorating, hosting events, and/or volunteering to help with City initiatives.

## Objectives:

1. Recruit volunteers and committee members.
2. Work with committee leads on volunteer opportunities.
3. Plan/coordinate Halloween decoration drop off event.
4. Develop ways to receive community input.



# Promotion & Marketing

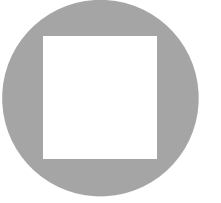


Focus: Coordination of all marketing and communications when it comes to the overall promotion of Halloween Denton.

## Objectives:

1. Develop marketing & outreach plan.
2. Create brand guide and/or media kit.
3. Merchandise design and development.
4. Create a budget for the committee.

# Logistics



Focus: Responsible for driving the initiatives of all committees.

Objectives:

1. Create and oversee budget for overall initiative.
2. Coordinate regular check-ins.
3. Plan signage needs.

Made up of all committee chairs, public safety, and additional City staff.



Stay in the  
Loop - Sign Up  
for a  
Committee  
Now



# Committee Chairs

- Decorations: Arianna Such & Craig Arrington
- Programming: Autumn Natalie & Monica Martin
- Business Engagement: Kristen Pulido
- Community Engagement: Kari Meyercord-Westerman & Courtney Douangdara
- Promotion & Marketing: Dustin Sternbeck & Kayla Herrod



**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**





# LOGOS

UPDATED LOGO (COURTHOUSE + COFFIN)



**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**



**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**



**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**



**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**



UPDATED LOGO VARIANTS



**THIRTY ONE DAYS OF  
DENTON HALLOWEEN**



**THIRTY ONE DAYS OF  
DENTON HALLOWEEN**



**THIRTY ONE DAYS OF  
DENTON HALLOWEEN**



**THIRTY ONE DAYS OF  
DENTON HALLOWEEN**

TEXT ONLY LOGO

**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**

**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**

**THIRTY ONE  
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HALLOWEEN**

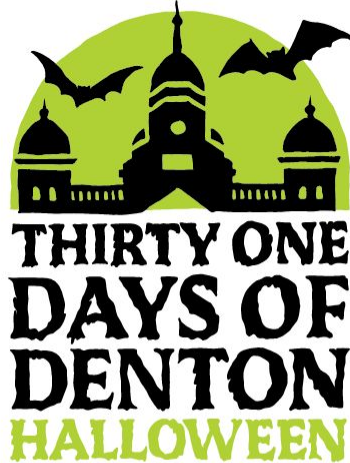


## LOGO USAGE

DON'T WARP



USE ONLY  
PROVIDED  
COLOR OPTIONS



DON'T CHANGE  
TEXT OR FONTS



DON'T SCALE TO  
THE POINT WHERE  
DETAIL IS LOST



## LOGO USAGE



Leave about a quarter of  
the logo width breathing  
room on all sides

**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**

If the logo is smaller than 2"  
or 192px use text only.



# COLORS



## ORANGE

#F36E24

C: 0%  
M: 71%  
Y: 97%  
K: 0%

R: 243  
G: 110  
B: 38

## BLACK

#000000

C: 100%  
M: 100%  
Y: 100%  
K: 100%

R: 0  
G: 0  
B: 0

## GREEN

#53B848

C: 69%  
M: 0%  
Y: 100%  
K: 0%

R: 83  
G: 184  
B: 72

## PURPLE

#714199

C: 67%  
M: 89%  
Y: 0%  
K: 0%

R: 113  
G: 65  
B: 153

## WHITE

#FFFFFF

C: 0%  
M: 0%  
Y: 0%  
K: 0%

R: 225  
G: 225  
B: 225



# TYPE

## AVAILABLE ON ADOBE FONTS

Use these fonts if you have access to the adobe suite. Search for font name and download at:

<https://fonts.adobe.com/>

### PRIMARY HEAD: MESTIZA BOLD

PRIMARY SUBHEAD: IVY EPIC VARIABLE THIN

Primary Body Copy: Ivy Epic Variable Medium. --- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

## AVAILABLE ON GOOGLE FONTS

Substitute primary fonts with these if you do not have access to the adobe suite. Search for font name and download at:

<https://fonts.google.com/>

### SECONDARY HEAD: AVERIA SERIF BOLD

SECONDARY SUBHEAD: RALEWAY THIN

Secondary Body Copy: Raleway Medium. --- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

To activate adobe fonts, simply click “Add Family” in the top right corner of the screen. Google fonts must be downloaded and added to Font Book on Mac **73** or added to the fonts menu located in the settings on Windows.



# ADA COMPLIANT COLOR USAGE

USE ONLY APPROVED COLOR COMBINATIONS

YES

NO

NO

YES

YES

NO

NO

NO

YES

YES

NO

YES

NO

NO

NO

YES

YES

YES

YES

NO



# MERCH EXAMPLES







# THIRTY ONE DAYS OF DENTON HALLOWEEN



FROM DUSK 'TIL DAWN, A HALLOWEEN DESTINATION ALL MONTH LONG [LEARN MORE AT WWW.DENTONHALLOWEEN.COM](http://WWW.DENTONHALLOWEEN.COM)





THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN

THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN





WANT A DESIGN REVIEWED, HAVE QUESTIONS,  
OR NEED SOMETHING MADE?

EMAIL DAVID BAKER AT:  
[DAVID.BAKER@CITYOFDENTON.COM](mailto:DAVID.BAKER@CITYOFDENTON.COM)



# City of Denton

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

## Legislation Text

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**File #:** PAC24-021, **Version:** 1

---

### **AGENDA CAPTION**

Receive a report, hold a discussion, give input to staff regarding the use of HOT funds to support the purchase of Denton Event Art Letters



# City of Denton

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

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

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

**DATE:** August 1, 2024

### **SUBJECT**

Receive a report, hold a discussion, give input to staff regarding the use of HOT funds to support the purchase of Denton Event Art Letters.

### **BACKGROUND**

The Denton City Council has, within its Council Priorities, emphasized special events as a way to encourage and improve local economic vitality. In order to improve and encourage public engagement at Parks and Recreation special events, Parks and Recreation would like to purchase 6-foot tall dimensional lettering to deploy at various public events in Denton.

These letters are constructed out of foam, over which is sprayed an additional hardened surface that makes the letters robust enough to use outdoors at repeated events. The base of each letter is designed with a wide and solid metal base that makes each letter resistant to accidental tipping

Staff are interested in purchasing enough letters to make the phrase “#DentonPlays,” but may initially request letters only for “#Denton,” depending on the ultimate cost for the lettering. In addition, the letters “T” or “Y” could be removed to allow the visitor to insert themselves into the sculpture. This would encourage people to take photos. The letter “Y” would be most desirable as the marketing would be deployed as, “You are the why or “Y” we play!”

### **RECOMMENDATION**

Staff recommends approval of the use of \$7,500.00 in HOT funds to support the purchase of Event Art Letters.

### **ESTIMATED SCHEDULE OF PROJECT**

Once the order has been placed, it is anticipated to have the letters manufactured in approximately one to two months.

### **OPERATIONAL IMPACT**

The Event Art Letters will have to be properly stored and may require some form of regular maintenance and cleaning. Additionally, the letters may need to be repainted as needed.

### **FISCAL INFORMATION**

1. Staff received quotes of between \$7,500.00 and \$14,000.00 from manufacturers for 6-feet tall letters painted in Denton Parks and Recreation’s official branded colors.



## **EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Sample Letters

Prepared by:

Omar Siddiqi, Admin. Analyst,  
Parks and Recreation

Respectfully submitted:

Gary Packan, Director Parks and Recreation





# City of Denton

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[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

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**File #:** PAC24-022, **Version:** 1

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### **AGENDA CAPTION**

Receive a report, hold a discussion, give input to staff regarding the City's purchase of three Public Engagement Phone Booths.





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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

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

**DATE:** August 1, 2024

### **SUBJECT**

Receive a report, hold a discussion, give input to staff regarding the City's purchase of three Public Engagement Phone Booths.

### **BACKGROUND**

As part of the *Denton, Texas: Halloween All Month-long* initiative Parks and Recreation staff are working with various vendors and other partners to create uniquely compelling placemaking opportunities. Ben Michael "Wally" Walior, a local production designer and creative director for Odd Crow Creative, approached Parks and Recreation staff with a proposal to create a Halloween-themed phone booth attraction as interactive art and public marketing.

Walior's proposal calls for taking an actual defunct phone booth and transforming it into a Halloween-themed interactive attraction. The Halloween Phone Booth would be programmed with various features including underfloor actuators that activate light and sound when someone enters the phone booth. Additionally, a functional phone and video screen would allow visitors to experience unique engagement, according to what numbers they dialed. The phone functionality could also be incorporated within a wider scavenger hunt or mystery theming.

Staff are currently working with Walior and Odd Crow Creative to clarify the scope of a potential Halloween Phone Booth project. The phone booth can also be redesigned and redeployed for other year-round public events, or it could serve as a tool for public engagement, offering a series of phone numbers individuals could call for information about Downtown businesses or events.

The City of Denton Marketing and Communications Department will be funding three boxes for general marketing and public engagement purposes. The funding for these boxes will come from the Marketing and Communications PEG fund.

### **RECOMMENDATION**

None.

### **ESTIMATED SCHEDULE OF PROJECT**

Once Odd Crow Creative has sourced a phone booth, he should be able to make theming-related modifications within 30-60 days.

### **OPERATIONAL IMPACT**

The Public Engagement Phone Booths will require storage, transportation and utility installation to public events. Additionally, future costs may be required if changes to the phone booth theming or phone functionality are needed.

## **FISCAL INFORMATION**

1. Proposals from Mr. Walior indicate that each Public Engagement phone booths should cost around \$10,000 for a fully themed and fully operational, walk-in style phone booth. Marketing and Communications will be supporting this purchase through funding received by DTV for cable access.

## **EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Phone Booth Proposal

Exhibit 3- Phone Booth Spec Budget

Respectfully submitted:

Gary Packan, Director Parks and Recreation

Prepared by:

Omar Siddiqi, Admin. Analyst,

Parks and Recreation

## Dear Members of the Committee,

My name is Bryan Michael Walior, and I am a local production designer, set decorator, prop master, and insane creative. I am writing to propose a unique and interactive art installation for your first annual 31 Days of Denton Halloween Festival that I believe will captivate the imagination of our community and create a memorable experience for all ages.

### **Project Title:** *"The Haunted Hotline"*

**Concept Overview:** The *"Haunted Hotline"* installation consists of retro payphone booths strategically placed in hidden areas around town. These booths are not just ordinary phone booths; they are designed to create an immersive, creepy and interactive experience.

### **Key Features:**

1. **Interactive Activation:** Each phone booth is equipped with a floor mat that triggers the booth to come to life when stepped on. As soon as someone steps inside, the lights flash on, and the electronics activate, creating an eerie yet exciting atmosphere.
2. **Functional Phones:** The phones in the booths are fully operational. Participants can pick up the receiver and dial a real phone number that leads to pre-recorded messages. These messages will provide clues to locate the other booths, creating a scavenger hunt-like adventure.
3. **Community Engagement:** This installation encourages participants to explore different parts of our town, promoting engagement with local businesses and landmarks. It offers a fun and spooky way to discover or rediscover our town's hidden gems.
4. **Storytelling and Mystery:** The experience will be enriched with local folklore and Halloween-themed stories, adding an element of mystery and excitement. Each booth will reveal a part of the story, enticing participants to find the next booth and piece together the entire narrative.

### **Benefits to the Community:**

- **Enhancing the Halloween Spirit:** The *"Haunted Hotline"* installation will add a unique and interactive element to our Halloween festival, making it an unforgettable experience for residents and visitors alike.
- **Encouraging Exploration:** By placing booths in less-travelled areas, we can draw attention to parts of our town that are often overlooked, fostering a sense of discovery and appreciation for our local environment.
- **Boosting Local Economy:** Increased foot traffic in various parts of town can benefit local businesses, as participants are likely to stop by shops and cafes during their adventure.

### **Implementation Plan:**

- **Installation:** I will oversee the installation of the phone booths, ensuring they are safely and securely set up in designated areas.
- **Maintenance:** Regular checks will be conducted to ensure the booths are functioning correctly and safely throughout the festival period.
- **Collaboration:** I am open to collaborating with local storytellers, businesses, and community members to enhance the experience and ensure it reflects our town's unique character.

I believe the *"Haunted Hotline"* installation will be a standout feature of this year's festival, offering a blend of art, technology, and community engagement. I look forward to the opportunity to discuss this proposal further and answer any questions you may have.



# HAUNTED HOTLINE

## SPECULATIVE BUDGET

### Scope of Work

Design Build for the "Haunted Hotline" installation consisting of retro payphone booths strategically placed in hidden areas around Denton during their first annual 31 Days of Halloween Festival. These are not just ordinary phone booths; they are designed to create an immersive, creepy and interactive experience.

#### Estimated Cost of Materials

*Includes all prop building materials: payphone booth, step mat trigger and control, distressing paints, lights, sounds, haze, and all spfx .*

*Custom made to fit the theme of the 30 days of Denton Halloween Event. Cost range dependent on scope of work, availability of materials, and completion deadlines.*

\$1,750 - \$4,250

#### Estimated Labor Costs for Build and Installation

*Build labor estimated at 1 week after design is finalized and approved.*

*Installation in Denton, TX*

*All estimates are based on a quantity of 1 payphone booth prop.*

\$6,400 - \$8,000

#### Truck Rental, Fuel, and Expendable Materials

Costs for prop transportation and any miscellaneous materials we may need to successfully complete the prop buildout.

\$800.00

#### AV Display Kit for Playback

Costs for the CCTV monitor, sound bar, and Raspberry Pi computer, and attachments for playback.

\$800.00

| PHONE NUMBER AND PAYPHONE CONVERSION KIT  |          |
|---|----------|
| Costs for an actual phone number, payphone conversion kit, and an answering machine w/ recorded auto message. | \$250.00 |

## Proposal Terms

*This proposal is an approximation and is not guaranteed. These costs are based on information provided by the client regarding project requirements and materials sourced at the time of estimate. Actual cost may change once all elements are finalized or negotiated. Prior to any changes of cost, the client will be notified. Estimate valid for 15 days, unless material prices or availability change rapidly.*

## Payment Schedule

- *Once the proposal is accepted, an invoice will be created for the full amount*
- *Payment is required prior to commencement of work*
- *Payment is accepted via cash, check, or ACH*





# City of Denton

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[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

---

**File #: PAC24-023, Version: 1**

---

### **AGENDA CAPTION**

Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

1. Recently Completed Projects
  - a. Sycamore Street Mural
  - b. S. Bonnie Brae Sculpture
2. Design Downtown Denton Art Impacts
3. Future Projects
  - a. Development Services Mural
  - b. Wolff's Park Light and Sound
  - c. Future Bond Projects





# City of Denton

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

---

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

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

**DATE:** August 1, 2024

### **SUBJECT**

Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

- 1) Recently Completed Projects
  - a) Sycamore Street Mural
  - b) S. Bonnie Brae Sculpture
- 2) Design Downtown Denton Art Impacts
- 3) Future Projects
  - a) Development Services Mural
  - b) Wolff's Park Light and Sound
  - c) Future Bond Projects

### **BACKGROUND**

This item provides information about recent and upcoming arts projects and seeks feedback from the committee on those projects and plans.

#### ***Recently Completed Projects***

At our June meeting we reported that Robert Barnum's *Deer Moon* was installed along Bonnie Brae just north of Vintage Boulevard and indicated that the Sycamore Street Bridge Mural by Kirk Seese would be painted onto that structure on June 16-17. Seese successfully completed the mural within that time frame.

#### ***Design Downtown Denton Art Impacts***

Planning staff and their consultants at Mend Collaborative will soon provide their final report to the City Council offering a conceptual vision for the future of Downtown Denton. The conceptual plans that Planning and Mend will provide will include a significantly reimagined Quakertown Park. This park space will be more cohesively incorporated within the broader Downtown area. Additionally, the park space will countenance the difficult history of Quakertown Park, including several monuments and spaces for reflection honoring the displaced community of Quakertown – a thriving, largely African American community that was displaced due to racial prejudice in order to make room for the park that now exists in its place.

The monuments to Quakertown will be significant works of informative and emotionally resonant public art that will be developed in close consultation with Quakertown descendants, the Southeast Denton community, and with all Denton residents. The City has yet to declare a specific level of financial support for the Quakertown monuments.

## ***Future Projects***

### ***Development Services Mural***

Jude Landry has provided an adapted version of his Design Downtown Denton graphics for use in adhesive vinyl mural that will be placed above the entry foyer at the Development Services Center (401 N. Elm Street). Staff are currently working with a local printing company and facilities staff to finish printing the mural and determine a time for installation. Installing the mural will most likely require closing the building's foyer and ensuring that an accessible alternative entry is available for staff and visitors to the building.

### ***Wolff's Park Light and Sound***

Parks and Recreation Planning staff are currently working with vendors to secure a sound-responsive canopy lighting feature for Wolff's Park on Industrial Street. Such a system would allow staff to turn the lights on and off, choose various lighting color schemes, and increase or decrease the feature's sensitivity to ambient noise. Placing a system like this at Wolf's Park should increase the park's appeal as a performance space and help better define the park space as a programmable "outdoor room." This project will be supported by approximately \$15,000 in Hotel Occupancy Tax (HOT) funds.

### ***Future Bond Projects***

Public Art will be a component of several construction projects that were approved by the 2023 Bond Program. Among these projects are two fire stations, the expansion of the Linda McNatt Animal Care and Adoption Center, a new Active Adult Recreation Center, and a new South Branch Library. The current timeline for these projects begins with the two fire stations and the Linda McNatt Animal Shelter (**Exhibit 3 - Bond Issuance Timeline**) all of which include public art components. A public art program for each of these projects will be developed alongside project designers and stakeholders and well-integrated into the project as a whole.

### ***Traffic Box Wraps***

For FY2024-25 Denton Parks and Recreation requested an additional \$15,000.00 in Hotel Occupancy Tax funding to support additional vinyl art wraps on traffic boxes and other infrastructure boxes, throughout Denton.

## **RECOMMENDATION**

None.

## **ESTIMATED SCHEDULE OF PROJECT**

Parks staff hope to install the Development Services Mural within the month. Staff are working to have the Wolff's Park Light and Sound elements installed by October. Additional traffic box wraps will be installed in FY24-25. Planning for the first slate of Bond-related Public Art projects will begin in the Fall with staff sharing preliminary design consideration documents with the Public Art Committee and other stakeholders. The Chairst Orchard will be integrated within the Active Adult Recreation Center and New South Branch projects, but bond issuances for those projects will occur in FY26-27 according to the Bond Issuance Timeline.

## **OPERATIONAL IMPACT**

Each project will have an anticipated maintenance need. Staff are currently working on determining an inspection and asset management protocol under the updated Public Art Policy that will allow for inspections of larger artwork on an annual basis, leading to more accurate estimates of maintenance needs on a year-to-year basis.

## **FISCAL INFORMATION**

1. S. Bonnie Brae Street Sculpture – (Project #450013467), \$25,000 budget. Additional funds re-allocated for installation-associated costs from existing Public Art accounts. These re-allocated funds totaled \$25,000.00.
2. Sycamore Street Mural- (Project #450017474), \$10,000 budget in FY 23-24. Re-allocated \$2,500.00 to support South Bonnie Brae sculpture installation. Total cost for the mural: \$7,500.00
3. HOT funds: Current HOT Fund allocation for FY 23-24: Chairy Orchard, re-allocated to Halloween expenditures (\$75,000.00. Additional traffic box wraps (\$12,000.00), on hold for present year, so entire balance re-allocated to support South Bonnie Brae sculpture installation. TCA grant matching (\$8,400.00), balance less \$4,600 paid to artists transferred to support South Bonnie Brae sculpture installation. Art maintenance (\$4,600.00), balance less \$300 for Robertson Drive mural repair, transferred to support South Bonnie Brae sculpture installation.
4. The Development Services Mural should cost less than \$3,000, supported from the overall HOT funds allocation for FY23-24.
5. The Wolff's Park Light and Sound Installation should cost less than \$15,000.00 and will also be supported from the overall HOT funds allocation for FY23-24.

## **EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Exhibit 3- Bond Issuance Timeline

Respectfully submitted:

Gary Packan, Director Parks and Recreation

Prepared by:

Omar Siddiqi, Admin. Analyst,

Parks and Recreation



# CITY OF DENTON PUBLIC ART COMMITTEE

PUBLIC ART PROJECT UPDATE

AUGUST 1, 2024





# Recently Completed Projects

# Sycamore Street Bridge Mural (Kirk Seese)





# S. Bonnie Brae Sculpture (Robert Barnum)





# Design Downtown Denton Impacts

1. Reimagined Park Space
2. Better Integrated with Downtown Denton
3. Will feature several Public Art monuments to Quakertown History
4. Scope of Art/Monument will require close work with Quakertown Descendants and Denton Residents
5. Monuments should speak to resilience, hope, and reconciliation

8/1/24



PAC24-023

# Future Projects (HOT Funds):

1. Development Services Mural
2. Wolff's Park Light and Sound
3. Halloween FY 24-25
4. Traffic Boxes FY 24-25





# Future Projects (Bond Funds):

1. Animal Center Expansion
2. New Fire Stations
3. Active Adult Center
4. New South Branch Library

For upcoming projects staff will begin building a portfolio of public art projects for design inspiration, a list of prospective artist to contact, and a preliminary project scope.

| 2023 Bond Program   |            |            |            |            |            |            |            |            |  |
|---|------------|------------|------------|------------|------------|------------|------------|------------|--|
| Program Description   | FY 2023-24 |            | FY 2024-25 |            | FY 2025-26 |            | FY 2026-27 |            | Total                                      |
| Ruddell, Mingo Roadway & Quiet Zones                        | 5,000,000  |            | 12,000,000 |            | 28,125,000 |            |            |            | 45,125,000                                 |
| 2023 BOND ELECTION - PROPOSITION A STREET IMPROVEMENTS      | 5,000,000  |            | 12,000,000 |            | 28,125,000 |            | -          |            | 45,125,000                                 |
| Oakland Drainage & Upstream Detention Improvements          | 5,000,000  |            | 8,000,000  |            | 19,595,000 |            |            |            | 32,595,000                                 |
| PEC Phases 3 & 4 Drainage Improvements                      | 5,000,000  |            | 6,265,000  |            | 15,000,000 |            |            |            | 26,265,000                                 |
| 2023 BOND ELECTION - PROPOSITION B DRAINAGE & FLOOD CONTROL | 10,000,000 |            | 14,265,000 |            | 34,595,000 |            | -          |            | 58,860,000                                 |
| Inclusive Playground  | 3,450,000  |            |            |            |            |            |            |            | 3,450,000                                  |
| Trail Development   | 4,000,000  |            |            |            | 5,000,000  |            | 3,000,000  |            | 15,000,000                                 |
| Aquatic Improvements  | 2,000,000  |            | 13,000,000 |            |            |            | 3,000,000  |            | 15,000,000                                 |
| 2023 BOND ELECTION - PROPOSITION C PARK SYSTEM IMPROVEMENTS | 9,450,000  |            | 13,000,000 |            | -          |            | 5,000,000  |            | 33,450,000                                 |
| Fire Station #5   | 5,000,000  |            | 7,671,000  |            |            |            |            |            | 12,671,000                                 |
| Fire Station #6   | 5,000,000  |            | 7,671,000  |            |            |            |            |            | 12,671,000                                 |
| Linda McNatt Animal Care & Adoption Center                  | 15,850,000 |            |            |            |            |            |            |            | 15,850,000                                 |
| Public Art - Public Safety                                  | 317,000    |            | 506,000    |            |            |            |            |            | 823,000                                    |
| 2023 BOND ELECTION - PROPOSITION D PUBLIC SAFETY FACILITIES | 26,167,000 |            | 15,848,000 |            | -          |            | -          |            | 42,015,000                                 |
| Affordable Housing  |            |            | 5,000,000  |            | 5,000,000  |            | 5,000,000  |            | 15,000,000                                 |
| 2023 BOND ELECTION - PROPOSITION E AFFORDABLE HOUSING       | -          |            | 5,000,000  |            | 5,000,000  |            | 5,000,000  |            | 15,000,000                                 |
| Active Adult Center   |            |            |            |            | 5,000,000  |            | 25,000,000 |            | 46,430,000                                 |
| Public Art - Active Adult Center                            |            |            |            |            |            |            | 930,000    |            | 930,000                                    |
| 2023 BOND ELECTION - PROPOSITION F ACTIVE ADULT CENTER      |            |            |            |            | 5,000,000  |            | 25,930,000 |            | 47,360,000                                 |
| South Branch Library  | 2,500,000  |            |            |            |            |            | 5,000,000  |            | 48,576,000                                 |
| Public Art - South Branch Library                           |            |            |            |            |            |            | 18,000,000 |            | 23,076,000                                 |
| 2023 BOND ELECTION - PROPOSITION G SOUTH BRANCH LIBRARY     |            |            |            |            |            |            | 5,000,000  |            | 24,045,000                                 |
| TOTAL - 2023 BOND ELECTION                                  | \$         | 50,617,000 | \$         | 60,113,000 | \$         | 72,720,000 | \$         | 40,930,000 | \$ 37,430,000 \$ 27,045,000 \$ 291,355,000 |



# City of Denton

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

## Legislation Text

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**File #:** PAC24-024, **Version:** 1

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### **AGENDA CAPTION**

Receive a report, hold a discussion, give input to staff regarding the use of HOT funds to support the creation of a temporary Halloween Graffiti Art Wall hosted by the Greater Denton Arts Council outside the Patterson-Appleton Arts Center as part of the Denton Halloween initiative.





## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

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

**DATE:** August 1, 2024

### **SUBJECT**

Receive a report, hold a discussion, give input to staff regarding the use of HOT funds to support the creation of a temporary Halloween Graffiti Art Wall hosted by the Greater Denton Arts Council outside the Patterson-Appleton Arts Center as part of the Denton Halloween initiative.

### **BACKGROUND**

Parks and Recreation staff are working with various vendors and other partners to create uniquely compelling placemaking opportunities to feature this October as part of the City's consolidated month-long Halloween celebration. The Park and Recreation Department is seeking to work with our partners at the Greater Denton Arts Council (GDAC) to host temporary graffiti art walls to encourage artists to provide Halloween-themed graffiti art as a placemaking component of the wider Halloween initiative.

Parks and Recreation staff intend to construct two art walls made of inexpensive plywood. Each wall would be sixteen (16) feet long and about four (4) feet high. Each wall would be subdivided into sections that individual artists could spray paint. In addition, GDAC and Parks and Recreation are working on a potential program in which the community would be led by an instructor to teach art and each participant would receive a 4'x4' section of wood to paint. Staff anticipates the cost of this program to be approximately \$2,000, in total, and would be built in-house.

### **RECOMMENDATION**

Staff recommends approval of HOT funds expenditures not to exceed \$2,000 to support the creation temporary graffiti art walls.

### **ESTIMATED SCHEDULE OF PROJECT**

Parks and Recreation staff should be able to manufacture the walls in house, cutting down on the overall cost.

### **OPERATIONAL IMPACT**

Parks and Recreation staff time will be required to construct the graffiti walls, but they will be built out of simple materials and in a straightforward design to minimize construction time.

### **FISCAL INFORMATION**

1. Staff estimate that a themed temporary graffiti walls should cost under \$2,000.00 to construct.

### **EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Prepared by:  
Omar Siddiqi, Admin. Analyst,  
Parks and Recreation

Respectfully submitted:  
Gary Packan, Director Parks and Recreation



# Halloween Themed Graffiti Wall

Public Art Committee  
August 1, 2024





8/1/24

PAC24-024

# Temporary Graffiti Art Wall Specifications

4' Tall  
16' Wide

Plywood Surface  
4x4 sections per artist