



Life Connected.

**SPECIAL EVENTS ADVISORY COMMITTEE REGULAR MEETING  
CELINA ECONOMIC DEVELOPMENT CORPORATION  
302 W. WALNUT ST. CELINA, TX 75009  
WEDNESDAY, AUGUST 6, 2025  
5:30 PM  
AGENDA**

- I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:**
- II. PLEDGE OF ALLEGIANCE:**
- III. OPEN FORUM:** Open Forum is for information only. If you wish to speak, please sign one of the “Speaker Cards” and present to the Staff Committee Liaison prior to the beginning of the Special Events Advisory Committee meeting. Speakers are limited to three (3) minutes. The Committee can take no action. No charges and/or complaints will be heard against any elected official or employee of the city that are prohibited by law. \*Please note\* Anyone wishing to furnish the Committee with copies/handouts regarding their item of interest must provide eight (8) copies and present them to the Staff Committee Liaison for distribution to the Special Events Advisory Committee.
- IV. WORKSESSION:**
  - A. FY26 Proposed Special Events Budget Update
  - B. Quarterly Special Events Update (Celina Cajun Fest, Splash & Blast, Beware! of the Square, and Christmas on the Square)
  - C. Texas Festivals & Events Association Award Submission Workshop Activity
  - D. Suggestions Regarding Future Agenda Items
  - E. Set Next Meeting Date
- V. ACTION:**
  - A. Minutes Approval: Special Events Advisory Committee - Regular Meeting - April 23, 2025, 5:30 PM
- VI. ADJOURNMENT:**

City Council Chambers is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf, or hearing impaired, or readers of large print, are requested to contact the City Secretary's Office at 972-382-2682, or fax 972-382-3736 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

“I, the undersigned authority, do hereby certify that the Notice of Meeting was posted on the bulletin board at City Hall of the City of Celina, Texas, a place convenient and readily accessible to the general public at all times and said Notice

was posted on the following date and time: \_\_\_\_\_ at \_\_\_\_:\_\_\_\_\_ and remained so posted continuously for at least 72 hours prior to the scheduled time of said meeting.”

\_\_\_\_\_  
Staff Liaison



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**SPECIAL EVENTS ADVISORY COMMITTEE REGULAR MEETING  
CELINA COUNCIL CHAMBERS  
112 N. COLORADO ST.  
WEDNESDAY, APRIL 23, 2025  
5:30 PM  
MINUTES**

**I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:**

Chair Jeremy Page called the meeting to order at 5:30 PM.

**Members Present:**

Chair Jeremy Page

Committee Member Amanda Bowmer  
Committee Member Amanda Webber  
Committee Member Amy Ludwyck  
Committee Member Chris Baksa  
Committee Member Michelle Reeves

**Members Absent:**

Vice Chair Lisa Whiteside

**II. PLEDGE OF ALLEGIANCE:**

**III. WORKSESSION:**

A. Quarterly Special Events Update (Touch-A-Truck, Cajun Fest, and Splash & Blast)

Brant Holland, Special Events Coordinator, presented an after-action update on Touch-A-Truck. Bree Shamsy, Special Events Manager, provided a presentation update for the upcoming Celina Cajun Fest and Splash & Blast.

B. Downtown Events Workshop Activity

Haley Courson, Sr. Special Events Coordinator, led the committee through the Downtown Events Workshop Activity. Below are the Special Events Advisory Committee top 2 recommendations for each prompt.

Group A: What types of incentives or support would motivate Downtown businesses to participate during festivals? (e.g., marketing exposure, signage, etc)

- 1. Downtown businesses to have sandwich boards displayed in front of their storefront to highlight their day of event promotions, specials, and marketing.
- 2. Encourage downtown businesses to decorate their storefronts (balloons, window painting, etc.) in correlation to the theme of the festival/event. Downtown Manager could host a decorating contest to encourage participation.

Group B: What types of activities or promotions could businesses host during festivals to promote their business? (e.g., sidewalk sales, mini workshops, tastings)

- 1. Specialty drinks or promotions in correlation to the festival/event
- 2. Downtown businesses could host pre-event activities or classes prior to the festival; and/or, pre-sale registration of an activity/workshop to host during the event/festival.
- 3. Downtown Scavenger Hunt at participating downtown businesses - Completed submissions could be entered into a raffle for CCF VIP tickets

C. Marketing & Events Budget Overview

Bree Shamsy, Special Events Manager, led a presentation of the Marketing & Events Department budget overview for fiscal year 2025 and proposed budget for fiscal year 2026.

D. Suggestions Regarding Future Agenda Items

Bree Shamsy, Special Events Manager, led discussion for suggestions for future agenda items. No specific requests recorded.

E. Set Next Meeting Date

Bree Shamsy, Special Events Manager, led discussion through setting the next meeting date. The next quarterly meeting is scheduled for Wednesday, August 6, 2025.

**IV. ACTION:**

A. Minutes Approval: Special Events Advisory Committee - Regular Meeting - January 15, 2025, 5:30 PM

Upon a motion by Chair Page and a second by Committee Member Amanda Webber, the Committee voted six (6) for and none (0) opposed to approve the minutes of the Special Events Advisory Committee - Regular Meeting - January 15, 2025. The motion carried 6-0.

**V. ADJOURNMENT:**

Chair Page adjourned the Regular Meeting of the Special Events Advisory Committee at 6:50 PM.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Staff Liaison

\_\_\_\_\_  
Date