



Life Connected.

**NOTICE OF  
MAIN STREET ADVISORY BOARD REGULAR MEETING  
CELINA COUNCIL CHAMBERS 112 N. COLORADO ST., CELINA, TX 75009  
THURSDAY, OCTOBER 1, 2020 AT 8:00 AM**

**AGENDA**

**I. CALL TO ORDER:**

**II. PUBLIC COMMENT:**

**III. PRESENTATIONS:**

- A. Downtown Logo:
- B. Music Programs:
- C. Downtown Building and Holiday Lighting:

**IV. MINUTES APPROVAL:**

- 1. Main Street Advisory Board - Regular Meeting - Sep 3, 2020 8:00 AM

**V. ACTION ITEMS:**

- A. Review, Discuss, and Take Action on Manager's Report:
- B. Review, Discuss, and Take Action on Committee Reports as needed:

**i. Events:**

**ii. Golf Tournament:**

**VI. DISCUSSION OF FUTURE AGENDA ITEMS AND MEETINGS:**

**VII. 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.

The Board reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code, Chapter 551. "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 \_\_\_\_ p.m. and remained so posted continuously for at least 72 hours prior to the scheduled time of said meeting.”

\_\_\_\_\_  
City of Celina, TX

\_\_\_\_\_  
Date Notice Removed

# Music Programs

City Council – Work Session  
September 8, 2020



## Background

- The City Council formally adopted the Downtown Master Plan in 2019
- Entertainment was among the 4 key themes of the future downtown brand – continual theme of live music entertainment (restaurant patios, open spaces, and live events)



## Background

- In 2020, music is included in several events:
  - Friday Night Markets
  - Splash & Blast
  - Celina Craft & Cork
  - Christmas on the Square
- The City hosted the first Celina Make Music Day.
  - Event programmed music throughout downtown at various businesses



## 2021 Programming

- Funding from cellphone tower leases
- Continue to incorporate and encourage music at events
- Enhance Make Music Day
  - A day of music at a variety of venues and spaces throughout downtown
- Grant Program
  - Provide incentives to downtown businesses for hosting live music
- Summer Music Series
  - Inaugural series includes two separate event dates with plans to expand the series in future years



# Downtown Building & Holiday Lighting

October 13, 2020



## Background

- City Council adopted Downtown Master Plan in January 2019 including the following goals:
- Two (2) Projects:
  - Building Lighting (year round)
  - Holiday Lighting (Seasonal)
- Both projects included in FY21 Budget
- RFPs were posted August 2020, including interviews
- Premier Christmas and Lighting awarded contracts



## Building Lighting

- Replace and update current lights on top of Downtown Buildings
  - Updated technology with longer product life
  - Maintains historic atmosphere
- 5 year Maintenance agreement for upkeep and consistency



## Building Lighting



## Holiday Lighting

- Continue to provide special programming for the holiday season
- Builds upon previous years
- 2021 Additions:
  - Unique attraction added to Pecan Street to grow programmed area Downtown
  - Additional interactive photo feature



## Holiday Lighting



## Holiday Lighting



## Holiday Lighting



## Holiday Lighting





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**NOTICE OF  
MAIN STREET ADVISORY BOARD REGULAR MEETING  
CELINA COUNCIL CHAMBERS 112 N. COLORADO ST., CELINA, TX 75009  
THURSDAY, SEPTEMBER 3, 2020 AT 8:00 AM**

**MINUTES**

**I. CALL TO ORDER:**

Attendee Name	Organization	Title	Status	Arrived
Buddy Minett	City of Celina	Board Member	Present	
Rachel Baty	City of Celina	Board Member	Present	
Jack Ousley	City of Celina	Board Member	Present	
Amanda Webber	City of Celina	Board Member	Present	
Moises Casillas	City of Celina	Board Member	Present	
Betsy Boudreaux	City of Celina	Board Member	Present	
Michelle Baggett	City of Celina	Board Member	Present	
Eddie Cawfield	City of Celina	Board Member	Present	
Leya Grubbs	City of Celina	Board Member	Absent	
Renee Marler	City of Celina	Board Member	Absent	
Audrea Weimer	City of Celina	Board Member	Absent	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	
Dusty McAfee AICP	City of Celina	Director of Development Services	Present	
Corbett Howard	City of Celina	Director of Government Affairs	Present	
Alexis Jackson	City of Celina	Director of Economic Development	Present	
Lalaina Alvarez	City of Celina	Economic Development Coordinator	Present	
Megan McGraw	City of Celina	Special Events Coordinator	Present	
Donna Lynch	City of Celina	Director of Communications & Marketing	Present	
Justin Steiner	City of Celina	Place 1	Present	

President, Jack Ousley, called the meeting to order at 8:02am.

**II. PUBLIC COMMENT:**

New staff introductions were made during public comment:

Donna Lynch: Director of Communications & Marketing

Lalaina Alvarez: Economic Development Coordinator

**III. PRESENTATIONS:**

1. Downtown Master Plan Annual Update

Rebecca Barton, Downtown Development Manager, presented the Downtown Master Plan Annual Update including completed tasks, current project, upcoming items, and staff tracking of plan related tasks.

Minutes Acceptance: Minutes of Sep 3, 2020 8:00 AM (Minutes Approval)

**IV. MINUTES:**

1. Main Street Advisory Board - Regular Meeting - Aug 6, 2020 8:00 AM

Amanda Webber made the motion to approve the minutes from the August 6, 2020 Main Street Advisory Board Meeting. The motion was seconded by Buddy Minett and the motion passed 9-0.

**V. ACTION ITEMS:**

A. Review, Discuss, and Take Action on Manager's Report and Financials:

Rebecca Barton, Downtown Development Manager, presented updates including future projects, new businesses, and upcoming events. No action taken.

B. Review, Discuss, and Take Action on Committee Reports as needed:

i. **Golf Tournament:**

Staff provided an update on the Golf Tournament planning and need for day-of volunteers. No action taken.

ii. **Events:**

Staff provided an update on upcoming fall events and requested day-of volunteering assistance. No action taken.

**VI. ADJOURNMENT:**

Jack Ousley, Board President, moved to adjourn the meeting at 8:38am.

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Date Minutes Approved

Minutes Acceptance: Minutes of Sep 3, 2020 8:00 AM (Minutes Approval)

27th Annual Main Street Golf Tournament  
Date: September 15, 2020

Updated 9/23/2020

Revenues	Projected	Actual	Expenses	Projected	Actual
<i>Sponsorships</i>					
VIP Sponsor (6000)	\$6,000.00	\$0.00	Golf (144@60)	\$8,640.00	\$8,640.00
Silver Sponsors (4000)	\$8,000.00	\$4,000.00	Drinks	\$2,500.00	\$3,407.61
Hole Sponsors	\$3,200.00	\$4,000.00	Dinner	\$5,500.00	\$5,229.05
Dinner Sponsor	\$3,000.00	\$3,000.00	Setup	\$750.00	\$800.00
Hole In One Sponsors (2 @ \$600)	\$1,200.00	\$1,200.00	Snacks and Shots	\$400.00	
Shots and Snacks Sponsor	\$2,000.00	\$2,000.00	Prizes(Gift Cards for top teams, etc)	\$1,200.00	\$1,200.00
Hat Sponsor	\$3,000.00	\$3,000.00	Hole in One Insurance	\$1,400.00	\$275.00
Lunch Sponsor	\$1,000.00	\$1,000.00	Photography	\$800.00	\$800.00
Margartia Sponsor	\$2,000.00	\$2,000.00	Air Canon	\$750.00	\$750.00
Putting Contest	\$2,000.00	\$2,000.00	Sponsor signs, contest signs	\$450.00	\$525.00
Photo Sponsor	\$1,000.00	\$1,000.00	Player Gift (Hat)	\$3,000.00	\$3,696.00
Driving Range	\$1,000.00	\$1,000.00	Sponsor Gifts	\$500.00	\$189.00
Awards Sponsor	\$1,000.00	\$1,000.00	Website	\$200.00	\$200.00
Beverage Cart Sponsor	\$2,000.00	\$2,000.00	Misc Expenses	\$150.00	\$205.40
Air Cannon Sponsor	\$1,000.00	\$1,000.00			
Door Prizes	\$500.00				
Teams sold @800	\$21,600.00	\$26,400.00			
Mulligans /Bobcat Tails(2/each for \$20)	\$1,500.00	\$2,594.44			
Charity Long Drive	\$2,000.00	\$3,014.85	<b>Total Expenses</b>	<b>\$ 26,240.00</b>	<b>\$25,917.06</b>
Air Cannon Donation	\$0.00	\$1,059.61			
<b>Total Revenue</b>	<b>\$57,000.00</b>	<b>\$61,268.90</b>	<b>Net Gain:</b>	<b>\$30,760.00</b>	<b>\$35,351.84</b>
			2019 Total:		<b>\$33,542.35</b>
			<b>Difference:</b>		\$1,809.49