



**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
BIG FISH SEAFOOD GRILL 414 S. MAIN STREET, GRAPEVINE, TX 76051
SATURDAY, SEPTEMBER 29, 2018 AT 11:00 AM**

AGENDA

I. CALL TO ORDER:

II. PUBLIC COMMENT:

III. ACTION ITEMS:

- A. Review, Discuss, and Take Action on minutes from September 6, 2018 meeting::
 - 1. Main Street Advisory Board - Regular Meeting - Sep 6, 2018 8:00 AM
- B. Review, Discuss, Take Action on Manager Report:
- C. Review, Discuss, Take Action on Bylaws:
 - 1. Bylaws
- D. Review, Discuss, Take Action on Mission and Vision Statements, and Core Values:
 - 1. Mission and Vision Statments, and Core Values
- E. Review, Discuss, and Take Action on Requirements and Responsibilities of Board Memebbers:
 - 1. Board Members Roles
- F. Review, Discuss, and Take Action on nominations for FY2018-2019 Main Street Advisory Board Officers:
- G. Review, Discuss, and Take Action on nominations for FY2018-2019 Main Street Advisory Board Committee Chairs and Committee Reports as needed:
 - i. Friday Night Market: Oct 5, Nov 2:
 - ii. Oktoberfest: Oct 13:
 - iii. Movie Night: Oct 20:
 - iv. Trick or Treat: Oct 31:

v. Small Business Saturday: Nov 24:

vi. Christmas on the Square: Dec 5:

vii. Gift Tour: Dec 8:

H. Review, Discuss, and Take Action on FY2018-2019 Budget:

1. Budget

I. Review, Discuss, and Take Action on FY2018-2019 Work Plan:

1. Work Plan

J. Review, Discuss, and Take Action on FY2018-2019 Event Dates:

1. 2019 Event Dates

IV. ADJOURNMENT:

Lucy's 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



**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
LUCY'S RESTAURANT 127 N. OHIO STREET, CELINA, TX 75009
THURSDAY, SEPTEMBER 6, 2018 AT 8:00 AM**

MINUTES

I. CALL TO ORDER:

Attendee Name	Organization	Title	Status	Arrived
Buddy Minett	City of Celina	Board Member	Present	
Tammy Walker	City of Celina	Board Member	Present	
Rachel Baty	City of Celina	Board Member	Present	
Jack Ousley	City of Celina	Board Member	Present	
Jessica Lloyd	City of Celina	Board Member	Absent	
Amanda Webber	City of Celina	Board Member	Present	
Jennifer Kennemer	City of Celina	Board Member	Present	
Moises Casillas	City of Celina	Board Member	Present	
Betsy Bousreaux	City of Celina	Board Member	Present	
Michelle Baggett	City of Celina	Board Member	Present	
Philip Ferguson	City of Celina	Board Member	Present	
Dante Ramirez	City of Celina	Board Member	Present	
Bill Hemby	Celina ISD		Present	
Corbett Howard	Celina EDC		Present	
Jessica Matchuala	City of Celina	Community Relations Manager	Present	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	

II. PUBLIC COMMENT:

No public comment.

III. ACTION ITEMS:

A. Board Member Recognition:

Staff thanked board members for their hard work and dedication for another successful year. Moises Casillas received a two year service certificate. Jessye Lloyd, Jennifer Kennemer, and Tammy Walker, whose terms on the board ended, received plaques for their commitment to the Main Street Advisory Board. No action taken.

B. Review, Discuss, and Take Action on Minutes from August 2, 2018 Meeting:

1. Main Street Advisory Board - Regular Meeting - Aug 2, 2018 8:00 AM

RESULT:	ACCEPTED [UNANIMOUS]
SECONDER:	Dante Ramirez, Board Member
AYES:	Minett, Walker, Baty, Ousley, Webber, Kennemer, Casillas, Bousreaux, Baggett, Ferguson, Ramirez
ABSENT:	Lloyd

C. Review, Discuss, and Take Action on Movie Screen Trailer:

Staff presented need for a new movie screen storage trailer. Buddy Minett made the motion to purchase a trailer up to \$2,000. Philip Ferguson seconded the motion and the motion carried, 11-0.

D. Review, Discuss, and Take Action on October Board Meeting:

Staff proposed to make the scheduled September 29th Board Retreat take place of the regularly scheduled October monthly meeting. Amanda Webber made the motion to make the scheduled September 29th Board Retreat take place of the regularly scheduled October monthly meeting. Michelle Baggett seconded the motion and the motion carried, 11-0.

E. Review, Discuss, and Take Action on Manager Report and Financials:

Staff presented updates on Downtown: projects approved by the Historic Preservation Commission, Grace Bridge Resale new location grand opening, stats on Celina360 project, update on Public Arts website, financials, and upcoming events in downtown. No action taken.

1. Celina 360

2. Financials

F. Review, Discuss, and Take Action on Committee Reports as Needed::

i. **Organization:**

No action taken.

ii. **Economic Vitality:**

No action taken.

iii. **Design:**

Staff and committee chair, Jack Ousley provided an update on a meeting held August 30th. Updates included bench repainting project, flowerpots, and public art.

iv. **Promotion:**

No action taken.

A. **Friday Night Market: September 7 & October 5:**

Staff provided event update. No action taken.

B. **Oktoberfest: October 13:**

Staff provided event update including volunteer sign up opportunities. No action taken.

C. **Movie Night: October 20:**

Staff provided event update. No action taken.

D. Trick or Treat on the Square: October 31:

Staff provided event update. Board suggested looking into cost of generic bags with event dates on them to give away at events. No action taken.

E. Christmas on the Square: Next Meeting Sept. 28 @8:30am @MS office:

Staff provided event update. No action taken.

F. Gift Tour: Meeting Sept 10 @11:30am @Guild Mortgage Office:

Staff provided event update. No action taken.

IV. ADJOURNMENT:

Jack Ousley, Board President, moved to adjourn at 8:47am.

Chairman

Date Minutes Approved

Minutes Acceptance: Minutes of Sep 6, 2018 8:00 AM (Review, Discuss, and Take Action on minutes from September 6, 2018 meeting:)

BYLAWS OF CELINA MAIN STREET ADVISORY BOARD

ARTICLE I

Name of Organization

Section 1: The name of this organization shall be the CELINA MAIN STREET ADVISORY BOARD, (Organization).

ARTICLE II

Purpose of Organization

Section 1: The purpose of the Organization is as follows:

- (a) To create a program to revitalize the downtown business district into a regional marketplace, increase capital investment downtown, attract new business and improve the business mix, restore downtown to its earlier social and economic significance, and preserve the historic buildings in downtown.
- (b) The downtown area has a unique concentration of period buildings. The restoration and preservation of this area will create a shopping experience in an attractive historic environment that will attract visitors to the downtown area.
- (c) To encourage participation in the Celina, Texas Main Downtown Revitalization Program.
- (d) To establish goals and priorities of the Celina Main Street Program.
- (e) To evaluate the process of said goals and priorities.
- (f) To coordinate activities coinciding with the Celina Main Street Program
- (g) To assist in the development of an annual report on the progress of the Celina Main Street Program.

ARTICLE III

Board of Directors

Section 1: The Main Street Advisory Board, heretofore called “Board”, shall be comprised of (13) members, Twelve (12) voting members and (1) non-voting City Councilmember.

Section 2: The Board shall be by appointment of the City Council of the City of Celina. The appointment will come after approval by a majority vote of the City Council, City of Celina, Texas upon recommendation of the City Council by the Board, or the Main Street Program Director. Twelve (12) appointees will be at large representative(s) of the Chamber of Commerce, CISD, Business leaders, the Community, and downtown merchants. The Thirteenth (13) appointment is a City Councilmember.

Section 3: The Main Street Program Director and the City Council member shall be ex-officio members of the Board. The Advisory Board and Director will invite other Ex-Officio members to attend Advisory Board meetings. Such members would include the director or executives from the following organizations: The Superintendent of CISD or School Board Trustee; the Chamber President or Chamber Board Members; the Director of Celina's Planning Department or designated planning staff member; President the Celina Economic Development Cooperation or Board members; President of the Celina Historical Preservation Commission, and other organization representatives as determined needed by the Advisory Board.

ARTICLE IV

Terms

Section 1. Board members shall serve for two (2) years with the exception of the representative of the City Council will serve for one year.

Section 2: Board members may be reappointed for consecutive terms.

Section 3: Board members with three (3) absences from regular meetings in a row or who are absent for 30% of the meetings in a one twelve (12) month period may forfeit the unexpired portion of their term.

Section 4: Resignation from the Board shall be presented to the President.

ARTICLE V

Powers and Duties

Section 1: The Board is empowered to hold and conduct meetings to recommend projects and activities to include marketing, advertising, promotion, design, organization and economic restructuring as they directly relate to the achievement of the Main Street Project Goals of a healthy and vibrant central business district. The Board shall also be empowered to publicize the Main Street Program in order to keep the community aware of its progress.

Section 2: The Board shall establish a time and place or places of its meetings.

Section 3: The Board shall compile an annual report of the activities of the Celina Main Street Program to the City Council.

ARTICLE VI

Meetings

Section 1: There shall be one regularly scheduled meeting each month of the year.

Section 2: Special meetings may be called by the Board President, Main Street Program Director and/or the City Manager at their discretion or upon petition by a simple majority of the Board members.

Section 3: A simple majority of the Board members constitutes a quorum and the concurrence of a majority of the quorum of the Board is necessary to authorize any action.

Section 4: In order to vote on a proposal, a member must be present, defined by being in person, on telephone or video conference call in order to vote. No proxy votes will be allowed. Each member is only allowed two (2) telephone or video conferencing in a calendar year.

ARTICLE VII

Officers

Section 1: The officers of the organization shall be a President, Vice President, Secretary and Treasurer and such other officers as the Board shall from time to time determine and elect. Except as otherwise provided by law, or these by-laws, any officer may not hold more than one office of the Organization. The officers of the Organization shall be elected annually by the Board at the regular meeting of the Board in October. New offices may be created and filled at any meeting of the Board. Each officer shall hold his/her office for one year and until their successors are elated and assume duties. Any officer may be elected to another office upon the expiration of a term of office provided that no person shall serve in an office of the organization more than two (2) consecutive years. The power and duties of the officers of the Organization shall be such duties and powers as may be from time to time determined by the Board.

Section 2: The President shall preside at all meetings of the Board: and he/she shall perform all the duties and exercise all the powers as are customarily exercised by the Chief Executive Officer of an organization and such other duties as the Board shall, from time to time determine.

Section 3: The Vice-President shall perform such duties and exercise such powers as shall be determined by the President and the Board; and during the absence or inability of the President to perform his/her duties and exercise his/her powers, the Vice President shall perform his/her duties and exercise the powers of the President of the Organization.

Section 4: The Secretary shall keep the minutes of the Advisory Board meetings. The Secretary shall keep a register of the post office address of each member; he/she shall in general perform all duties incident of the office of Secretary and such other duties as from time to time may be assigned to him/her of the President or the Board.

Section 5: The Treasurer shall be custodian of the financial records of the organization. The treasurer shall in general perform all duties incident of the office of Treasurer and such other duties as from time to time may be assigned to him/her of the President or the Board. Since the City of Celina has charge and responsibility of the funds of Main Street, the Treasurer shall work with the City Finance department to present an accurate financial report to the Board each month.

Section 6: The Board may remove any officer by a majority vote of the quorum present, at any time or without cause.

Section 7: All vacancies in any office shall be filled by the Board at its next regular or special meeting.

ARTICLE VIII

Committees

Section 1: There shall be an Executive Committee consisting of the President, Vice President and the Main Street Program Director. The committee shall function at the call of the President at times when it is impractical to call the entire Board for a meeting. Actions taken by the committee shall be subject to approval or disapproval by the Board at its next regular or special meeting.

Section 2: The President or Main Street Program Director may appoint or create other committees as authorize by the Board with Board approval of committee members as needed. There shall always be an Economic Vitality, Design, Promotions and Organization Committee headed by competent, dedicated Chairpersons.

ARTICLE IX

Amendments

Section 1: The by-laws may be altered; amended or repealed and new by-laws may be adopted by a majority vote of the Board at a regular or special meeting and presented to City Council for approval.

ARTICLE X

Fiscal Year

Section 1: The fiscal year shall begin the 1st day of October and end on the 30th day of September.

ARTICLE XI

Conveyances, Bills, Notes, Mortgages

Section 1: The Board of Directors shall have control of all assets of the Organization. All notes, checks, drafts or other negotiable instruments of the Organization shall be made in the name of the Organization through the City of Celina, and shall be executed by the City of Celina. No officer or agent of the Organization either singularly or acting jointly with others shall have the power to make any note, check, draft or other negotiable instrument or endorse same in the name of the Organization or make liable or such obligation, except as herein authorized and provided, except as otherwise expressly authorized by the Board and the City of Celina.

ARTICLE XII

Compensation of Officers

Section 1: There shall be no compensation of officers of the organization.

ARTICLE XII

Rule of Procedure

Section 1: Meetings of the Board shall be governed by and conducted according to the latest Robert's Manual of Parliamentary Rules.

ARTICLE XIV

Dissolution

Section 1: The dissolution of the organization may be authorized by a majority of the members at any regular or specially called meeting providing notice of the meeting contains the intention to consider dissolution.

Section 2: In the event of dissolution, the residual assets of the organization shall be turned over to one or more organizations which themselves are exempt as organizations described in the Section 501 (c) (3) and 180 (c) (2) of the internal Revenue Code of 1954 or corresponding section or any prior or future Internal Revenue Code, or the City of Celina, Texas for exclusive public purpose.

APPROVED by the Board of Directors of the 1st day of February 2016.

Main Street Director: _____
Bridgette Bise

APPROVED by the City Council, City of Celina, Texas, on the 9th day of February 2016.

City Secretary: _____
Vicki Faulker

Amended on the 7th Day of June 2010

Amended on the 1st day of February 2016



Main Street Mission Statement:

The Celina Main Street Program will utilize public and private partnerships along with the Main Street 4-point approach to organization, promotion, design and economic restructuring to develop downtown Celina into a center of cultural and economic vitality and to safeguard Celina's rich history through targeted revitalization and preservation.

Main Street Vision Statement:

The Celina Historic Square will be the cultural center of the city by blending traditions of the past with new visions for the future in a sustainable way. It will serve the on-going needs and desires of the citizens of Celina by offering unique dining, shopping and events that appeal to both residents and visitors. A vibrant and exciting square will enhance the diverse interests of the community and contribute to the overall quality of life for everyone who calls Celina home.

Core Values:

With partnerships in place we:

- Preserve and grow downtown as a business center for the community.
- Attract people downtown for business, shopping and entertainment.
- Maintain, preserve and enhance historic buildings.
- Create a family friendly atmosphere in the heart of Celina.

Celina Main Street Advisory Board Members, Board Officers, and Committees

Requirements and Responsibilities of Main Street Advisory Board Members:

Requirements:

- Regularly attend board meetings – 3 absences in a row or 30% (4) of meetings in a 12 month period forfeit the unexpired portion of their term.
- Serve on one committee.
- Work golf tournament, required day of event.
- Volunteer recruitment.
- Four to ten hours of time per month available to be given to the Main Street Program.
- Advocate for the Main Street Program and the revitalization and preservation of downtown.

Responsibilities (jointly):

Policy Administration

- Ensuring that the program fulfills its commitment to the community in areas of standards and policy.
- Adopting and administering by-laws.
- Adopting policies that determine the program's purposes, governing principles, functions and activities and courses of action.
- Developing a partnership with city council and respecting the final decisions of the council in an effort to build community consensus.
- Working as a cohesive group to resolve conflict of opinion on decision matters that relate to the board as a whole or the city council.

Finance

- Monitoring the finances of the program within the approved budget.
- Educating community and city council about budget needs.

Public Relations

- Understanding and interpreting the program's work to the community.
- Relating the services of the program to the work of other organizations and agencies.
- Giving sponsorship and prestige to the program and inspiring confidence in its activities.
- Serving as advocates of economic development through historic preservation in the downtown area.
- Promoting the local heritage of the community.

Evaluation

- Regularly reviewing and evaluating the program's operations and maintaining standards of performance.
- Monitoring the program's activities.

- Counseling and providing good judgment on plans adopted by committees and the program director.

Personnel

- Participating in the recruitment, recommendation and development of individuals to serve on the board as approved by city council.
- Encourage and support the efforts of the Main Street director.

Ex-officio members are nonvoting.

- City Council Member
- Celina Economic Development Corporation (EDC) Director
- Greater Celina Chamber of Commerce President/CEO
- Celina Independent School District (CISD) representative

Main Street Advisory Board Officers and Responsibilities:

President:

- Chairs the board meetings
- Facilitates open discussion of the board
- Monitors accountability of the organization
- Works with staff to set board meeting agendas

Vice President:

- Supports the president and shares responsibilities as delegated by the president.
- Performs the president's duties when the president is absent
- Assists in keeping committees accountable

Secretary:

- Serves as the primary record keeper
- Transcribes and prepares official board meeting minutes for approval by the board

Treasurer:

- Maintains the financial records and works with City staff to present an accurate financial report to the Board each month.

Committees and Chair Responsibilities:

Committee Chair Responsibilities:

- Commit to at least one year of service
- Reach out and orient committee members
- Schedule committee meetings and preside at meetings and keep record of meetings.
- Oversee subcommittees and project teams.
- Report to board on committee activities and issues

Committees:

Economic Vitality: The Economic Vitality Committee strengthens our community's existing economic assets while diversifying its economic base.

- Retail Subcommittee:

Design: The Design Committee guides and fosters historic preservation and beautification in the program area through improving physical elements.

Organization: The Organization Committee establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district including program volunteers.

- Golf Subcommittee:

Promotions: The Promotion Committee creates a positive message and brings consumer and investors downtown through events and marketing initiatives.

- Friday Night Market Subcommittee:
- Fun Day Subcommittee:
- Movie Night Subcommittee:
- Trick or Treat Subcommittee:
- Gift Tour Subcommittee:
- Christmas on the Square Subcommittee:

**CITY OF CELINA, TEXAS
APPROVED BUDGET
FY 2018-2019**

**112-MAIN STREET FUND
REVENUES**

	FY 2018 BUDGET	ESTIMATED REVENUES AT 9- 30-18	FY 18-19 PROPOSED BUDGET	% CHANGE FROM FY 18 BUDGET	JUSTIFICATION
MAIN STREET REVENUES					
CONTRIBUTIONS/DONATIONS					
112-400-04-4051 MAIN STREET-SPECIAL EVENTS	22,750	12,000	22,000	-3.30%	
112-400-04-4052 GOLF TOURNAMENT GRANTS	45,000	54,000	45,000	0.00%	
TOTAL CONTRIBUTIONS/DONATIONS	67,750	66,000	67,000	-1.11%	
112-400-05-4800 INTEREST INCOME	60	150	150	150.00%	
TOTAL INTEREST REVENUES	60	150	150	150.00%	
112-400-99-4600 TRANSFERS IN	-		25,000	100.00%	
TOTAL TRANSFERS IN	-	-	25,000	100.00%	^a
TOTAL MAIN STREET REVENUES	67,810	66,150	92,150	35.89%	

Comments/Justification/Notes

^a Transfer in from other funds- Façade Grant

Communication: Budget (Review, Discuss, and Take Action on FY2018-2019 Budget)

**CITY OF CELINA, TEXAS
APPROVED BUDGET
FY 2018-2019**

**112-MAIN STREET FUND
REVENUES**

	FY 2018 BUDGET	FY 18-19 PROPOSED BUDGET	% CHANGE FROM FY 18 BUDGET	JUSTIFICATION
MAIN STREET REVENUES				
TOTAL CONTRIBUTIONS/DONATIONS	67,750	67,000	-1.11%	
TOTAL INTEREST REVENUES	60	150	150.00%	
TOTAL TRANSFERS IN	-	25,000	100.00%	
TOTAL MAIN STREET REVENUES	67,810	92,150	35.89%	

EXPENDITURES

	FY 2018 BUDGET	FY 18-19 PROPOSED BUDGET	% CHANGE FROM FY 18 BUDGET	JUSTIFICATION
MAIN STREET EXPENDITURES				
TOTAL PAYROLL EXPENSE	3,500	3,585	2.43%	
TOTAL LEGAL & PROFESSIONAL EXP	-			
TOTAL MATERIALS & SUPPLIES	1,750	1,750	0.00%	
TOTAL MAINTENANCE EXPENSE	2,500	215	-91.40%	
TOTAL UTILITY EXPENSE	2,750	2,700	-1.82%	
TOTAL MISCELLANEOUS EXPENSE	55,585	83,900	50.94%	
TOTAL MAIN STREET EXPENDITURES	66,085	92,150	39.44%	
REVENUES OVER (UNDER) EXPENDITURES	1,725	-	(0)	

Communication: Budget (Review, Discuss, and Take Action on FY2018-2019 Budget)

**112-MAIN STREET FUND
EXPENDITURES**
FY 2018-2019

	FY 2018 BUDGET	ESTIMATED EXPENDITURES AT 9-30-18	FY 18-19 PROPOSED BUDGET	% CHANGE FROM FY 18 BUDGET	JUSTIFICATION
MAIN STREET EXPENDITURES					
UTILITY EXPENSE					
112-517-05-5400 TELEPHONE	1,300	900	1,300	0.00%	
112-517-05-5401 CELL PHONE	700	970	1,000	42.86%	
112-517-05-5403 INTERNET/DSL	400	400	400	0.00%	
112-517-05-5419 NATURAL GAS	350	1,380		-100.00%	c
TOTAL UTILITY EXPENSE	2,750	3,650	2,700		
MISCELLANEOUS EXPENSE					
112-517-09-5121 GOLF TOURNAMENT	20,000	20,000	20,000	0.00%	
112-517-09-5220 POSTAGE	100	150	150	50.00%	
112-517-09-5240 GENERAL INSURANCE	135	-	135	0.00%	
112-517-09-5250 MEMBERSHIPS	500	1,050	1,050	110.00%	d
112-517-09-5290 ADVERTISING	1,500	1,500	1,500	0.00%	
112-517-09-5340 OFFICE CLEANING	350	390		-100.00%	g
112-517-09-5415 EQUIPMENT RENTAL	1,500	1,000	1,500	0.00%	
112-517-09-5705 SPECIAL PROJ	30,000	30,000	33,065	10.22%	e
112-517-09-5706 MISC EXPENSE	1,500	1,000	1,500	0.00%	f
112-517-09-5800 FAÇADE GRANT EXPENSE			25,000	100.00%	
TOTAL MISCELLANEOUS EXPENSE	55,585	55,090	83,900	50.94%	
TOTAL MAIN STREET EXPENDITURES	66,085	63,848	92,150	39.44%	

Comments/Justification/Notes

a \$505 National MS Conference, \$480 TDA Conference, \$100MS Conference

b Travel, hotels, and meals for 3 conferences: Seattle, WA; Corpus Christi, TX; and Mount Pleasant, TX

c Moved costs to Facilities Maint. In General Fund

d \$165 TDA; \$350 National Main Street; \$535 Texas Main Street

e TXDOT Road closure expenses \$950 each eventX2 = \$1900, new lightpole banners

f Christmas decorations including lights, trees, ornaments, etc

g Moved costs to Facilities Maint. In General Fund

Communication: Budget (Review, Discuss, and Take Action on FY2018-2019 Budget)

**CITY OF CELINA, TEXAS
APPROVED BUDGET
FY 2018-2019**

**112-MAIN STREET FUND
EXPENDITURES**

	FY 2018 BUDGET	ESTIMATED EXPENDITURES AT 9-30-18	FY 18-19 PROPOSED BUDGET	% CHANGE FROM FY 18 BUDGET	JUSTIFICATION
MAIN STREET EXPENDITURES					
PAYROLL					
112-517-01-5122 SCHOOL REGISTRATION	1,000	800	1,085	8.50% a	
112-517-01-5123 TRAVEL, MEALS & LODGING	2,500	1,100	2,500	0.00% b	
TOTAL PAYROLL EXPENSE	3,500	1,900	3,585		
MATERIALS & SUPPLIES					
112-517-03-5208 COMPUTER HDW	500	508	500	0.00%	
112-517-03-5209 OFFICE SUPPL	500	450	500	0.00%	
112-517-03-5210 MATERIALS/SUPPLIES	750	750	750	0.00%	
TOTAL MATERIALS & SUPPLIES	1,750	1,708	1,750		
MAINTENANCE EXPENSE					
112-517-04-5205 MAINTENANCE AGMT	2,500	1,500	215	-91.40% h	
TOTAL MAINTENANCE EXPENSE	2,500	1,500	215		

Communication: Budget (Review, Discuss, and Take Action on FY2018-2019 Budget)

Events	Net 2016	Est. Attendance	Net 2017	Est. Attendance
Friday Night Markets-12 (April, May, June, Sept, Oct, Nov)	\$2,933.00	5100	\$1,445.49	1800
Golf Tournament : May	\$28,978.00	0	\$25,581.87	-
Movie Theme Nights: (4 in 2016, 2 in 2017)	\$2,675.00	1700	\$2,451.60	450
Fun Day: Sept	-\$20.00	400	-	-
Guinness World Record Painting Event: Oct	-\$1,151.00	450	-	-
Trick or Treat: Oct	\$1,200.00	1000	\$350.00	1000
Christmas on the Square: Dec	-\$2,569.00	1500	-\$3,390.34	1500
Christmas Gift Tour: Dec (50/50 split with CARE)	\$1,905.55	110	\$2,025.70	150
Cajun Fest: April (provided volunteers/social media-40% of Prc	\$883.00	8500	\$1,399.12	1500
Net Gain or Loss	\$34,834.55	18760	\$29,863.44	6400

2018 Main Street Event Actuals *As of September 1, 2018	Revenue	*Expenses	Net	Est. Attendance
Friday Night Markets (March-November, not final)	\$1,338.50	\$1,640.89	-\$302.39	2250
Cajun Fest: April 14 (Tshirts)	\$2,629.99	\$1,402.50	\$1,227.49	2000
Golf Tournament : May 16	\$59,254.88	\$22,569.72	\$36,685.16	0
Movie Theme Nights: May, June, (Aug canceled) & Oct (TBD)	\$1,226.00	\$2,257.00	-\$1,031.00	450
Celina Oktoberfest: Oct 13 (Tshirts)				
Trick or Treat: Oct 31				
Christmas on the Square: Dec 6				
Christmas Gift Tour: Dec 2 (50/50 split with CARE)				
Net Gain or Loss	\$64,449.37	\$27,870.11	\$36,579.26	

The Celina Main Street Program: Plan of Work 2017-2018

Work Session: September 30, 2017



Program Goals

Goal 1: Promote downtown as a local destination			
Organization	Design	Economic Vitality	Promotion
HOA partnerships	Signage (EV N& S Preston	Promote History	Website promote everything occurring
Consistent event dates		Map	Events
Business owners Investment/ involvement			
Communication with City			
Attend other MS Cities meetings			
Relationships w/ community orgs.			
MS Informational brochure			

Goal 2: Reduce vacancies			
Organization	Design	Economic Vitality	Promotion
		Business Owner Survey	

Goal 3: Beautification			
Organization	Design	Economic Vitality	Promotion
	Public art	Paint Grant (joint)	
	Walkability	Maintenance	
	Flower Pot		
	Benches		

The Committee Work Plans

ORGANIZATION Committee

Committee Chair: Betsy Boudreaux

Committee Members: Philip Ferguson, Jack Ousley, Moises Casillas, and Bill Webber

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline	Budget Impact & how being funded	Performance Measure / Measure of Success
Goal 1: Promote downtown as a local destination	HOA partnerships	Staff	Contact Quarterly	NA	Completed/Not completed
	Consistent event dates	Staff/Board	NA	NA	NA
	Business owners Investment/ involvement	Staff/Organization Committee	1 business/month	TBD	1 business/month (11 total)
	Attend other MS Cities meetings	Staff/Organization Committee	1 in fiscal year	TBD	Completed/ Not completed
	Communication with City	Staff	Updates to city council and from city management	NA	1 Presentation to Council and quarterly updates to Board from CM
	Relationship with other community groups	Staff/Board	Continuous	NA	1/month
	MS Informational Brochures	Staff/Committee	NA	TBD	Completed/Not Completed

ECONOMIC VITALITY Committee

Developing and sustaining a vital downtown marketplace

Committee Chair: Buddy Minett

Committee Members: Betsy Boudreaux, Philip Ferguson, Corbett Howard, Melissa Cromwell, Rachel Baty, Niki Carbajal, Jennifer Ramer, and Justin Steiner

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline	Budget Impact & how being funded	Performance Measure / Measure of Success
Goal 1: Promote downtown as a local destination	Promote History	Staff/Board	Quarterly highlight through social media/website	NA	Quarterly highlight
	Map of Downtown	TBD	TBD	TBD	Completed/Not Completed
Goal 2: Reduce Vacancies	Business Owners Survey	Staff	1 year	TBD	Completed/Not Completed
Goal 3: Beautification	Paint Grant	Staff/Board/Design Committee	1 year to implement	TBD	Implement program
	Maintenance	Staff/Volunteers	1 year	NA	Understand and set schedule

DESIGN Committee, Capitalizing on historic downtown's physical assets

Committee Chair: Jack Ousley

Committee Members: Jace Ousley, Robin Hoerner, Lee Williams, Terri Williams

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline	Budget Impact & how being funded	Performance Measure / Measure of Success
Goal 1: Promote downtown as a local destination	Signage (EV N& S Preston	Staff	TBD	TBD	TBD
Goal 3: Beautification	Public art	Design Committee	1 year	TBD	Get cost estimates
	Paint/Façade Grant	Joint w/ EV & HPC	1 year	TBD	policies completed/not completed
	Walkability	Design Committee	TBD	TBD	TBD
	Benches	Committee/Volunteers	TBD	TBD	Completed/Not Completed
	Flower Pots	Committee/Volunteers	TBD	TBD	Completed/Not Completed

PROMOTION Committee

Reintroduce the public to the historic downtown

Committee Chair: Philip Ferguson

Committee Members: Michelle Baggett, Jamie Means, Melynn Noble, Rachel Baty, Phillip Ferguson, Jennifer Kennemer, Charlotte Hooten, Amanda Webber, Jessica Matehuala, Betsy Boudreaux, Moises Casillas, Bill Webber, Lori Franklin, Roxanne Flores, Amanda Webber, Jennifer Kennemer, and Lynette Sandidge

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline	Budget Impact & how being funded	Performance Measure / Measure of Success
Goal 1: Promote downtown as a local destination	Website promote everything occurring	Staff	Monthly	NA	Updated monthly
	Events	Staff/Committees	Throughout year	Special Events	TBD

Celina Main Street 2019 Event Schedule:

March 1, 2019 – Friday Night Market

April 5, 2019 – Friday Night Market

*April 13, 2019 – Cajun Fest

April 20, 2019 – 4th Annual Super Hero Movie Night

May 3, 2019 – Friday Night Market (Cinco de Mayo 4th)

May 7, 2019 – Golf Tournament

June 7, 2019 – Friday Night Market

June 15, 2019 – Movie Night

*June 29, 2019 – Splash & Blast

July 5, 2019 – Friday Night Market**

August 2, 2019 – Friday Night Market

August 17, 2019 - Movie Night

September 6, 2019 – Friday Night Market

October 4, 2019 – Friday Night Market

*October 12, 2019 – Celina Oktoberfest

October 19, 2019 or November 9, 2019 – 5th (and possibly final) Annual Star Wars Movie Night

October 31, 2019 – Trick or Treat on the Square

November 1, 2019 – Friday Night Market

December 4, 2018 - Christmas on the Square

December 7, 2018 - Gift Tour (w/ Celina Education Foundation)