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

AGENDA

I. CALL TO ORDER:

II. PUBLIC COMMENT:

III. ACTION ITEMS:

A. Board Member Recognition:

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

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

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

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

1. Celina 360

2. Financials

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

i. Organization:

ii. Economic Vitality:

iii. Design:

iv. Promotion:

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

B. Oktoberfest: October 13:

C. Movie Night: October 20:

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

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

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

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, AUGUST 2, 2018 AT 8:00 AM

MINUTES

I. CALL TO ORDER:

Attendee Name	Organization	Title	Status	Arrived
Buddy Minett	City of Celina	Board Member	Absent	
Tammy Walker	City of Celina	Board Member	Present	
Rachel Baty	City of Celina	Board Member	Present	
Jack Ousley	City of Celina	Board Member	Late	8:15 AM
Jessica Lloyd	City of Celina	Board Member	Absent	
Amanda Webber	City of Celina	Board Member	Present	
Jennifer Kennemer	City of Celina	Board Member	Absent	
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 Webber	City of Celina	Place 1	Present	
Corbett Howard	Celina EDC		Present	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	

Also present was City Staff Jessica Matehuala: Community Relations Manager and Kim Brawner, Director of Engineering and visitor: Jack Patton and representatives from Hero's, Cops, & Kids.

II. PUBLIC COMMENT:

Visitor Jack Patton introduced himself.

III. ACTION ITEMS:

A. Review, Discuss, and Take Action on Minutes from July 3, 2018 Meeting:

1. Main Street Advisory Board - Regular Meeting - Jul 3, 2018 8:00 AM

Minutes Acceptance: Minutes of Aug 2, 2018 8:00 AM (Review, Discuss, and Take Action on Minutes from August 2, 2018 Meeting)

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

B. Review, Discuss, and Take Action on Check Presentation to Heroes, Cops & Kids:

Staff introduced the representatives from Heroes, Cops & Kids, a non-profit founded by Dallas Police Officers to provide positive influence in the lives of young members of the community. At several events, they have provided cosplay characters to interact and take pictures with kids as well as assisting with the costume contest and working with the Police and Fire Departments to present hero badges and capes to kids attending. The organization was presented with a $500 donation from the Celina Main Street Board, which was then matched by Dante Ramirez of Tender Smokehouse. No action taken.

C. Review, Discuss, and Take Action on Introduction and Presentation by Director of Engineering:

Kim Brawner, City of Celina Director of Engineering, presented and answered questions on a downtown project including an open space patio concept behind several businesses and added connectivitiy from the Pavilion to Founder's Park. No action taken.

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

Staff presented an update including business updates including a new sign at Terry's Donuts and a projected opening date of September 8th for Grace Bridge Resale's relocation. Rebecca Barton, Downtown Development Manager will be the staff liaison for the Historic Preservation Commission Moving forward. Staff also presented updates on community presentations, Oktoberfest booth, the Celina360 project launch, Public Art projects, financials, and downtown projects related to City Council's Strategic Plan. No action taken.

1. Financials

No action taken.

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

i. Organization:

Organization Committee held a meeting on July 20th to work on several goals including communication efforts with HOAs and Community Organizations, Boad retreat deails, and a Volunteer Tracking System. The next meeting is scheduled for October 19, 8:30am at the Main Street Office. No action taken.

A. Merchant Meeting:

The next meeting is scheduled for August 8th at 9am at Lucy's on the Square. No action taken.

ii. Economic Vitality Committee Meeting: Aug 23, 8:30am:

No meeting occured. The next meeting is scheduled for August 23, 8:30am at the Main Street Office. No action taken.

iii. Design:

Design Committee held a meeting on July 6th to work on several goals including Flowerpots and Public Art projects. No action taken.

iv. Promotion:

A. Friday Night Market: Aug 3 & Sept 7:

Minutes Acceptance: Minutes of Aug 2, 2018 8:00 AM (Review, Discuss, and Take Action on Minutes from August 2, 2018 Meeting)

Volunteers were requested to help with the Main Street Booth for future markets where there will be kids crafts and watermelon to celebrate national watermelon day. No action taken.

B. Trick or Treat on the Square Committee Meeting: Aug 16, 8:30am:

The kick off meeting for Trick or Treat on the Square is scheduled for August 16, 8:30am at the Main Street Office. Board discussed potential ideas for the event. No action taken.

C. Back to School Promotional Event: Aug 11:

The Back to School Promotion coinciding with Tax Free Weekend is Saturday, August 11th. No action taken.

D. Movie Night::

The Movie Night Committee requested volunteers for the event on August 18th. The next meeting is scheduled for August 17, 9:30am at the Main Street Office. No action taken.

i. Committee Meeting: Aug 17, 9:30am:

ii. Event: Aug 18:

E. Christmas on the Square Committee Meeting: Aug 17, 8:30am:

Christmas on the Square Committee met on July 20th to continue the event planning. The next meeing is scheduled for August 17, 8:30am at the Main Street Office. The Gift Tour Committee will also be setting up a kick off meeting shortly if anyone wants to be involved, please contact Rebecca. No action taken.

IV. ADJOURNMENT:

Jack Ousley, Board President, moved to adjourn at 9:30am.

_____
Chairman

_____
Date Minutes Approved

Minutes Acceptance: Minutes of Aug 2, 2018 8:00 AM (Review, Discuss, and Take Action on Minutes from August 2, 2018 Meeting)

CELINA360

GOOGLE ANALYTICS

28 Day Post Launch Analysis (with 30 day prior visibility)

- Celina360 visitor skews female
- Celina360 is being viewed around the word
  - Key states outside of Texas, California, Illinois and Tennessee, Florida, Wisconsin
  - Key Cities after Celina: Dallas, Prosper, McKinney & Frisco
- Celina360 is keeping up with or slightly below all other Real Estate sites visitor statistics
  - Celina Library, City Hall, City Chamber are all in the top 10 list
- Celina participating businesses are all in the top 10 with the
  - Exception of Annie Jacks which was recently added to Celina360.com
- Average visit 1:21 seconds

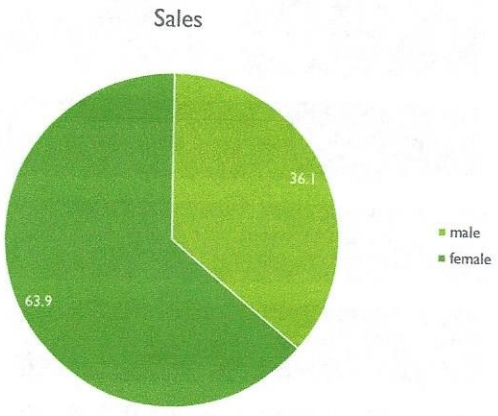
SUMMARY

Communication: Celina 360 (Review, Discuss, and Take Action on Manager Report and Financials)

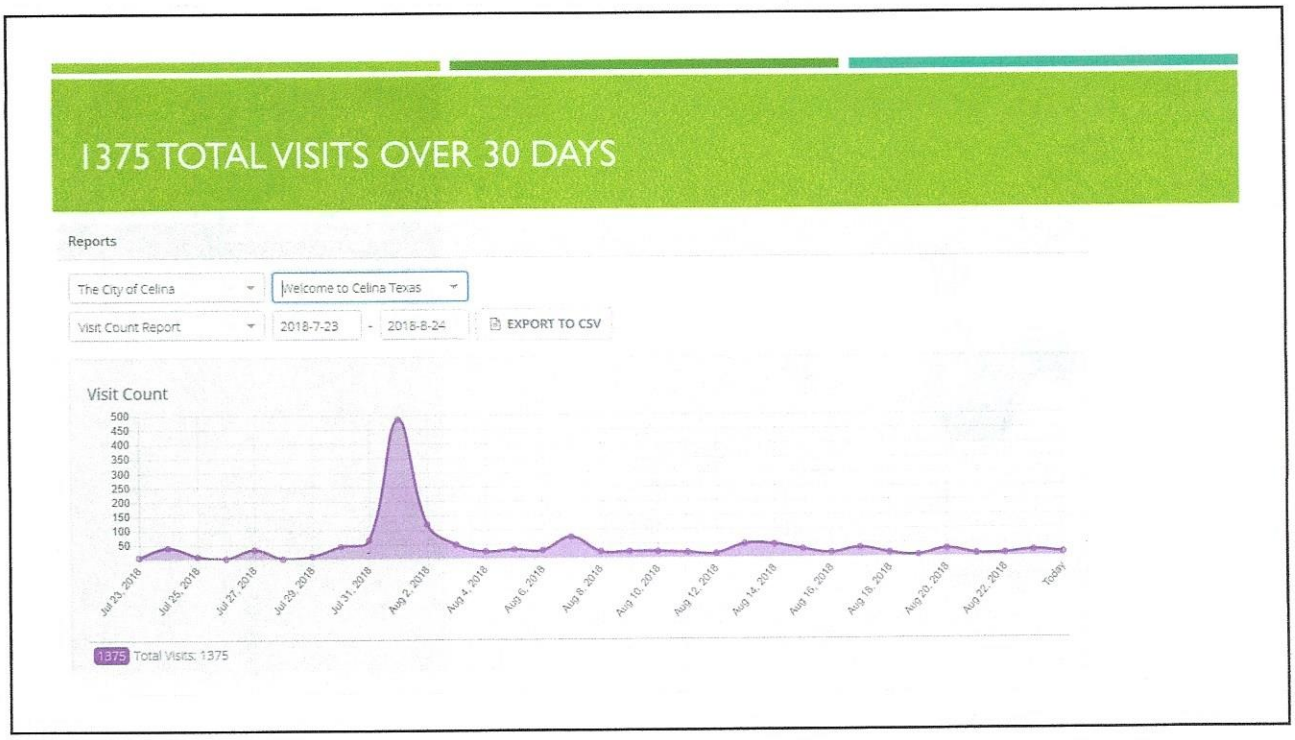
RECOMMENDATIONS

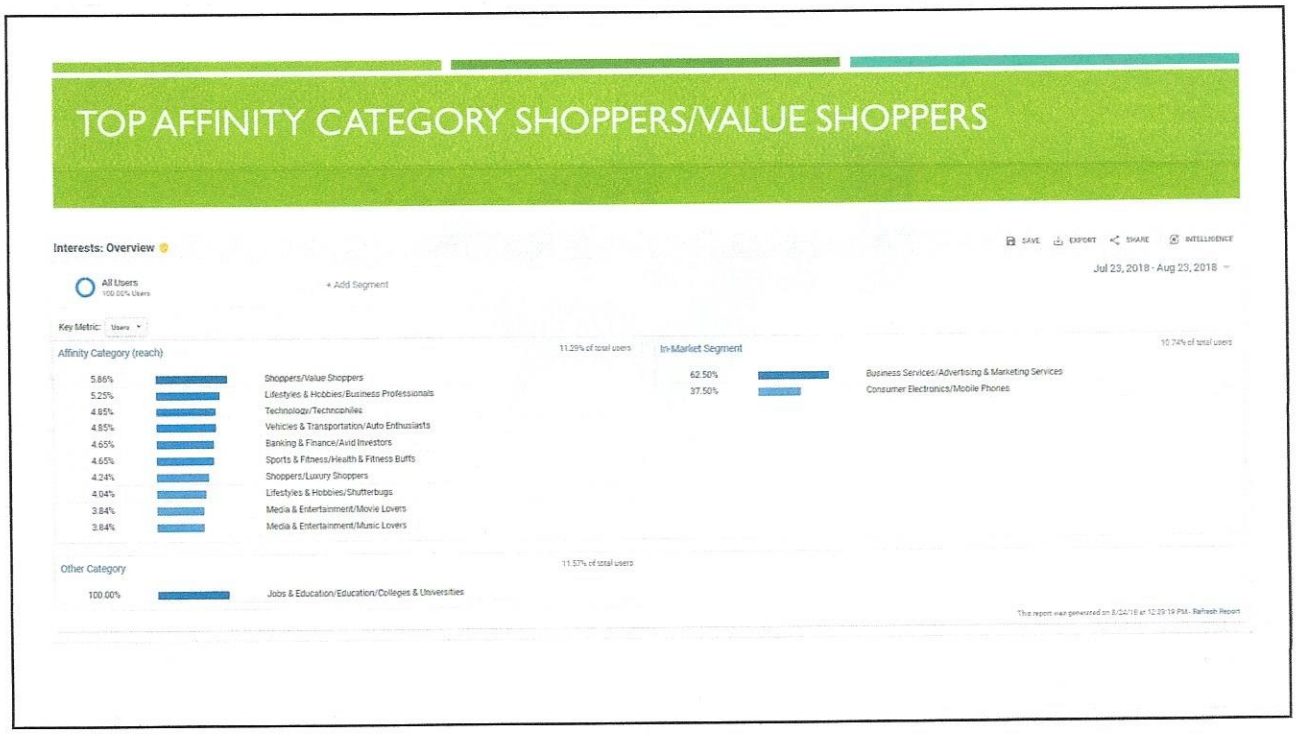
Release	Release analytics to the local business; reiterate the value of participation.
Add	Add Master Communities Approach developers, recommend they highlight their communities; allowing tours of models and amenity buildings with direct dial access to their sales office. Each community can have a logo branded link in the tour hovering over their approximate
Leverage	Leverage your relationships with any Agent, Office & Collin County Association of Realtors Email all agents and offices a link for their website and email.
Focus	Add a new of 360's of Celina Specific Content (business or point of interests every month to maintain excitement) Ask Celina ISD to participate.

More Women View Celina360 Research shows Women are responsible for 80 of the shopping decisions for their family

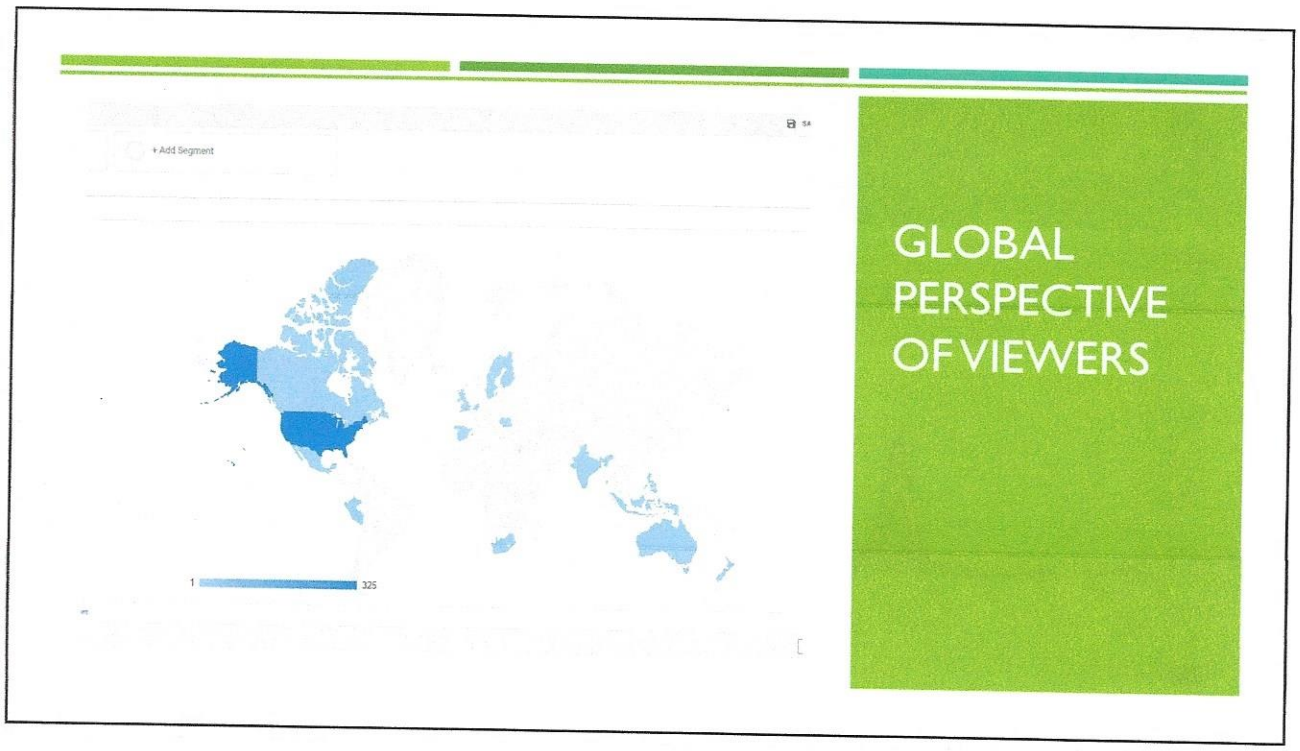


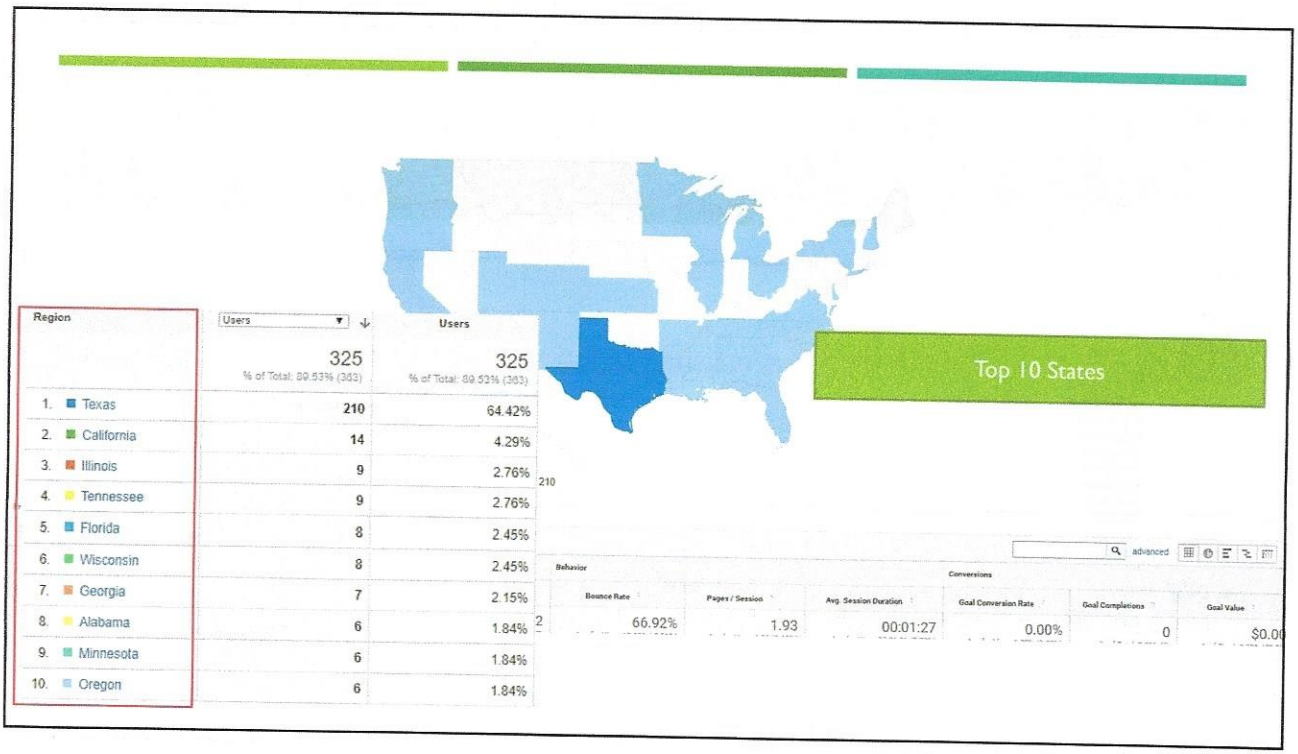
Communication: Celina 360 (Review, Discuss, and Take Action on Manager Report and Financials)





Communication: Celina 360 (Review, Discuss, and Take Action on Manager Report and Financials)



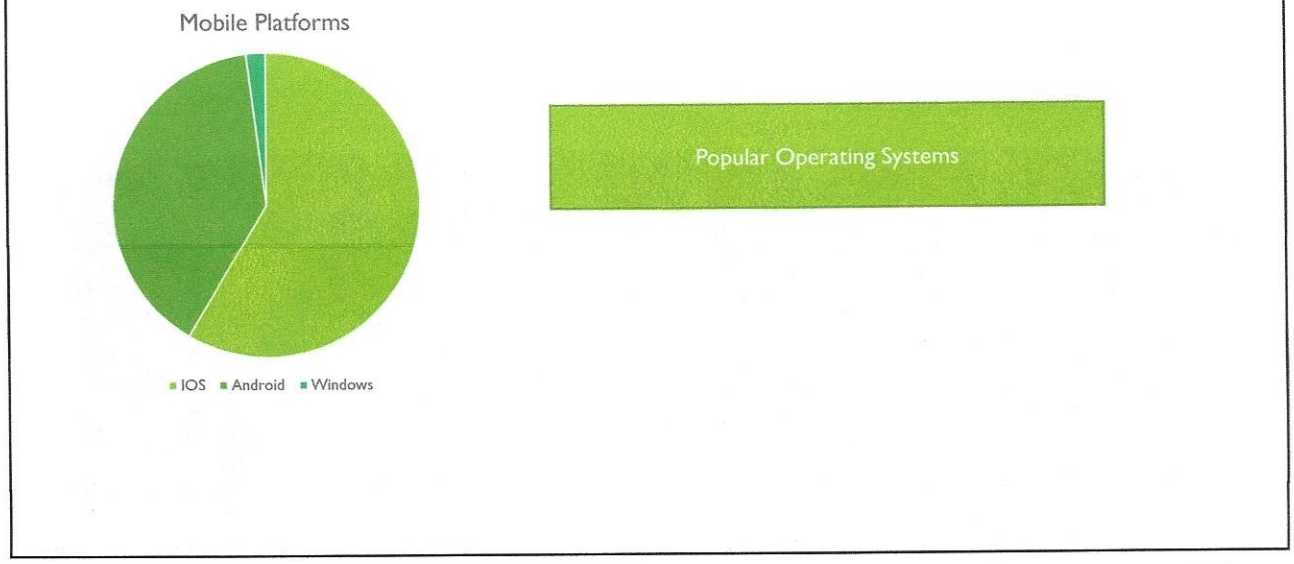


Communication: Celina 360 (Review, Discuss, and Take Action on Manager Report and Financials)

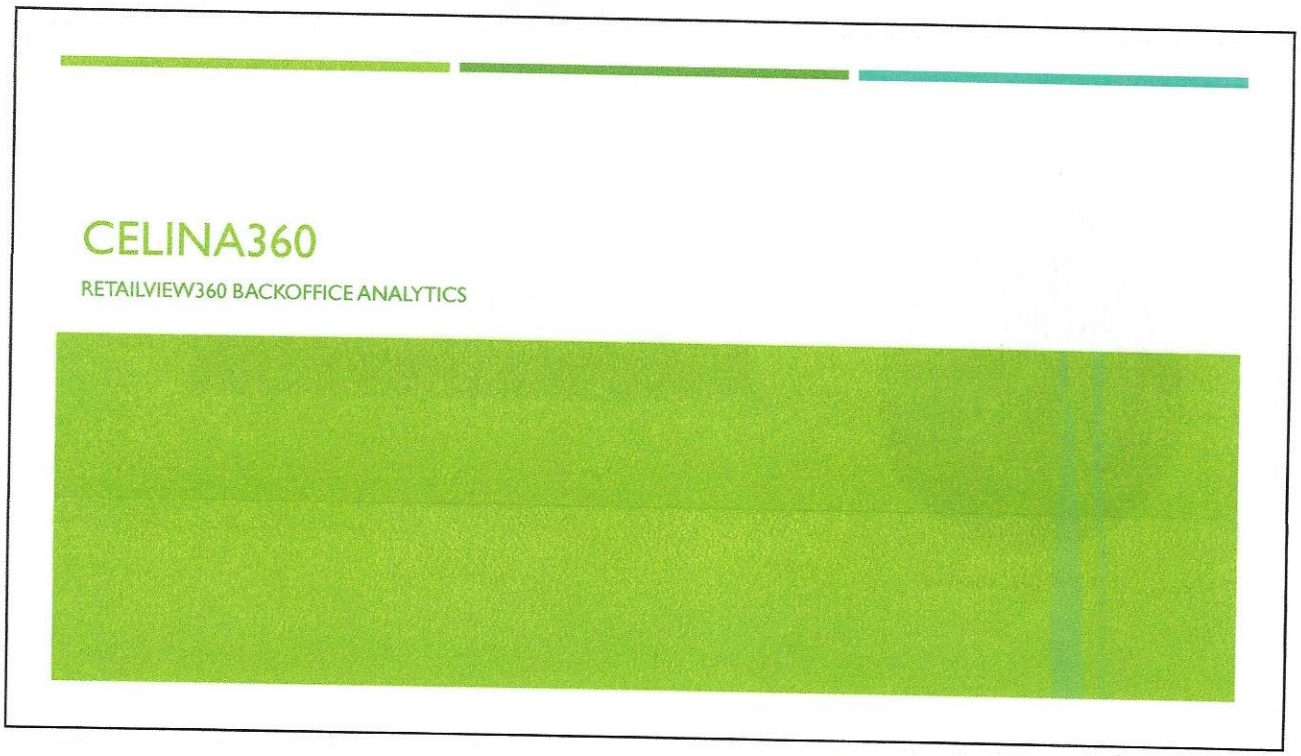
TOP CITIES

City	Users	% Users
1. Celina	47	12.77%
2. Dallas	44	11.96%
3. Prosper	33	8.97%
4. (not set)	17	4.62%
5. Frisco	13	3.53%
6. McKinney	10	2.72%
7. Quezon City	7	1.90%
8. Boardman		

Export CSV Add All



Communication: Celina 360 (Review, Discuss, and Take Action on Manager Report and Financials)



Communication: Celina 360 (Review, Discuss, and Take Action on Manager Report and Financials)

Celina360 & All connected businesses

Rank	Hot Spot	Visits
1	Start	67
2	Lucy's on The Square	59
3	City Library	53
4	W Pecan St Listings	38
5	Cherry's Antiquibles	37
6	Main Street Event Calendar	32
7	Ohio St. Listing	32
8	Bobcat Stadium	30
9	Annie Jack	29
10	W.Walnut St. Listings	28
11	City Council	27
12	Louisiana Dr Listings	26
13	Ohio St. Listings	25
14	Celina Vision Video	24
15	Celina ISD Calendar	23
16	City Hall	22
17	Celina Chamber of	19
18	Celina High School	17
19	:45 to DFW	12
20	Dallas North Tollway	11
21	Denton	10
22	:35 to Dallas	9
23	Dallas Tollway	9
24	Annie Jacks	8
25	Other Calendars	1

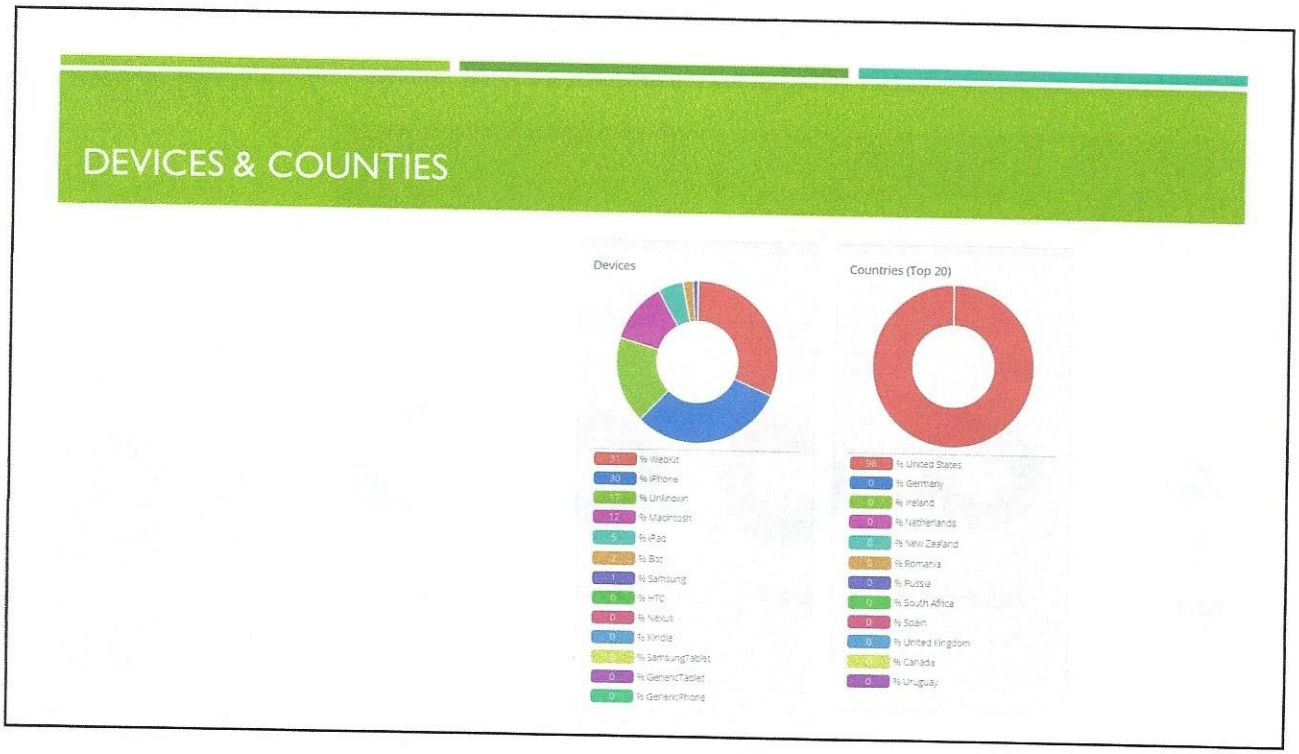
Main Street's Links

Participating Businesses
(Annie Jack as of August 10)

Duration Report
Three Celina Government hotspots with increased duration time

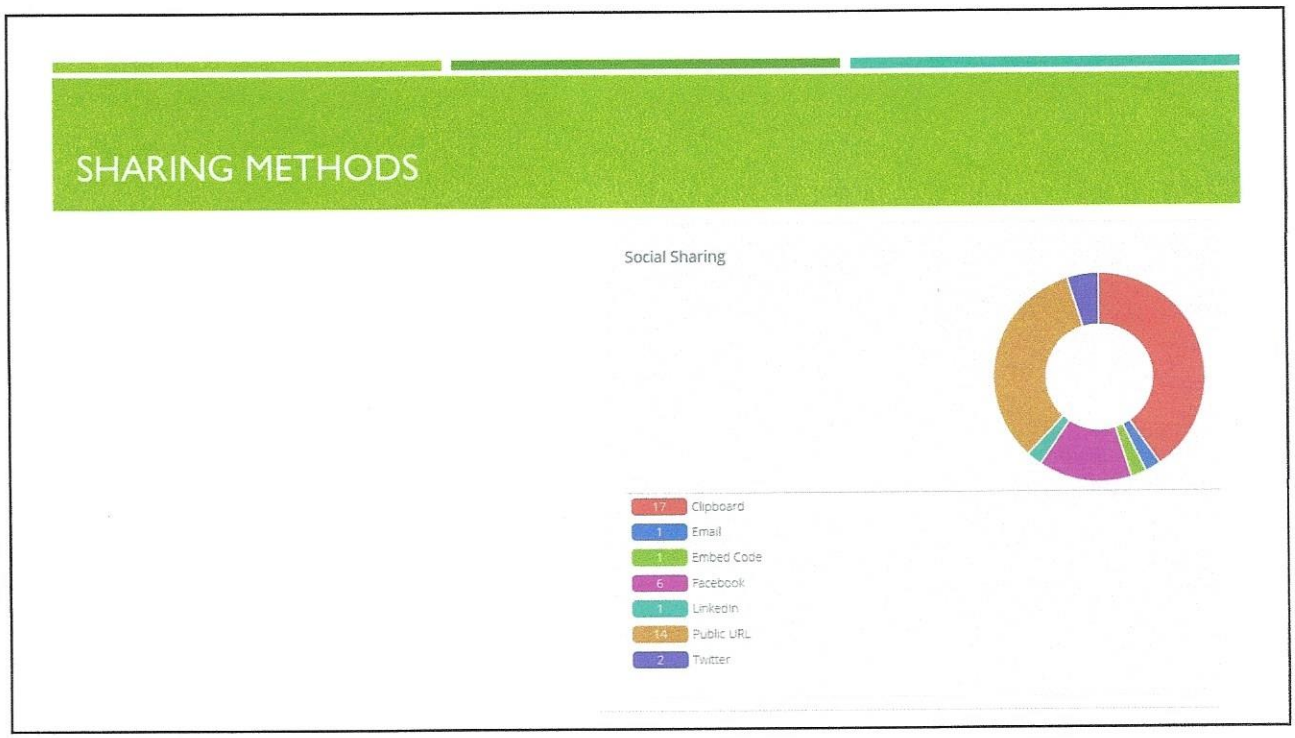
Additional opportunities:
- Exterior 360 of all Celina Schools
- Other points of interest in Celina
- Add them 1-2 at time to maintain interest

Communication: Celina 360 (Review, Discuss, and Take Action on Manager Report and Financials)



Communication: Celina 360 (Review, Discuss, and Take Action on Manager Report and Financials)

SHARING METHODS



REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF:JULY 31ST, 2018

112-MAIN STREET FUND
FINANCIAL SUMMARY

% OF YEAR COMPLETED: 83.33

	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
REVENUE SUMMARY							
MAIN STREET-REVENUE	67,950.00	1,163.90	0.00	65,775.54	0.00	2,174.46	96.80
TOTAL REVENUES	67,950.00	1,163.90	0.00	65,775.54	0.00	2,174.46	96.80
EXPENDITURE SUMMARY							
MAIN STREET	66,288.00	2,670.97	0.00	55,628.35	0.00	10,659.65	83.92
SUBTOTAL EXPENDITURES	66,288.00	2,670.97	0.00	55,628.35	0.00	10,659.65	83.92
TOTAL EXPENDITURES	66,288.00	2,670.97	0.00	55,628.35	0.00	10,659.65	83.92
REVENUES OVER/(UNDER) EXPENDITURES	1,662.00	(1,507.07)	0.00	10,147.19	0.00	(8,485.19)	

Communication: Financials (Review, Discuss, and Take Action on Manager Report and Financials)

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF:JULY 31ST, 2018

112-MAIN STREET FUND
REVENUES % OF YEAR COMPLETED: 83.33

	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
MAIN STREET-REVENUE							
CONTRIBUTIONS/DONATIONS							
112-400-04-4051 MAIN STREET-SPECIAL EV	22,750.00	0.00	0.00	13,209.98	0.00	9,540.02	58.07
112-400-04-4052 GOLF TOURNAMENT	45,000.00	1,163.90	0.00	52,278.53	0.00	(7,278.53)	116.17
112-400-04-4055 DONATIONS/CONTRIBUTION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL CONTRIBUTIONS/DONATIONS	67,750.00	1,163.90	0.00	65,488.51	0.00	2,261.49	96.66
INTEREST							
112-400-05-4800 INTEREST INCOME	200.00	0.00	0.00	287.03	0.00	(87.03)	143.52
TOTAL INTEREST	200.00	0.00	0.00	287.03	0.00	(87.03)	143.52
TRANSFERS							
112-400-99-4600 TRANSFERS FROM OTHER F	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL MAIN STREET-REVENUE	67,950.00	1,163.90	0.00	65,775.54	0.00	2,174.46	96.80
TOTAL REVENUES	67,950.00	1,163.90	0.00	65,775.54	0.00	2,174.46	96.80

Communication: Financials (Review, Discuss, and Take Action on Manager Report and Financials)

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF:JULY 31ST, 2018

112-MAIN STREET FUND
REVENUES % OF YEAR COMPLETED: 83.33

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
MAIN STREET							
PAYROLL EXPENSE							
112-517-01-5100 SALARIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5105 OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5110 P/R TAX EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5111 SUTA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5115 GROUP HEALTH INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5116 RETIREMENT-TML	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5117 WORKMAN'S COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5120 LONGEVITY PAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5122 SCHOOL REGISTRATION &	1,000.00	30.50	0.00	890.50	0.00	109.50	89.05
112-517-01-5123 TRAVEL, MEALS & LODGIN	2,500.00	0.00	0.00	453.87	0.00	2,046.13	18.15
TOTAL PAYROLL EXPENSE	3,500.00	30.50	0.00	1,344.37	0.00	2,155.63	38.41
MATERIALS & SUPPLIES							
112-517-03-5208 COMPUTER HDWR/SOFTWARE	500.00	0.00	0.00	674.89	0.00	(174.89)	134.98
112-517-03-5209 OFFICE SUPPLIES	500.00	0.00	0.00	194.38	0.00	305.62	38.88
112-517-03-5210 MATERIALS/SUPPLIES	750.00	255.16	0.00	718.20	0.00	31.80	95.76
TOTAL MATERIALS & SUPPLIES	1,750.00	255.16	0.00	1,587.47	0.00	162.53	90.71
MAINTENANCE EXPENSE							
112-517-04-5205 MAINTENANCE AGREEMENTS	2,500.00	0.00	0.00	603.73	0.00	1,896.27	24.15
112-517-04-5230 EQUIPMENT REPAIRS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-04-5231 EQUIPMENT O&M	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-04-5280 VEHICLE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-04-5281 VEHICLE REPAIRS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL MAINTENANCE EXPENSE	2,500.00	0.00	0.00	603.73	0.00	1,896.27	24.15
UTILITY EXPENSE							
112-517-05-5400 TELEPHONE	1,300.00	59.51	0.00	687.32	0.00	612.68	52.87
112-517-05-5401 CELL PHONE	700.00	0.00	0.00	786.54	0.00	(86.54)	112.36
112-517-05-5403 INTERNET/DSL	400.00	0.00	0.00	45.59	0.00	354.41	11.40
112-517-05-5419 NATURAL GAS	550.00	0.00	0.00	537.08	0.00	12.92	97.65
112-517-05-5420 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL UTILITY EXPENSE	2,950.00	59.51	0.00	2,056.53	0.00	893.47	69.71
CONTRACT LABOR							
112-517-06-5140 CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MISCELLANEOUS EXPENSE							
112-517-09-5121 GOLF TOURNAMENT	20,000.00	21.75	0.00	21,775.57	0.00	(1,775.57)	108.88
112-517-09-5220 POSTAGE	100.00	5.62	0.00	128.27	0.00	(28.27)	128.27
112-517-09-5240 GENERAL INSURANCE	138.00	0.00	0.00	137.77	0.00	0.23	99.83
112-517-09-5250 MEMBERSHIPS & DUES	500.00	530.00	0.00	1,065.00	0.00	(565.00)	213.00
112-517-09-5270 SCHOOL/TRAVEL/MEALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Communication: Financials (Review, Discuss, and Take Action on Manager Report and Financials)

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF:JULY 31ST, 2018

112-MAIN STREET FUND
REVENUES % OF YEAR COMPLETED: 83.33

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
112-517-09-5290 ADVERTISING	1,500.00	18.43	0.00	983.09	0.00	516.91	65.54
112-517-09-5340 OFFICE CLEANING	350.00	0.00	0.00	375.00	0.00	(25.00)	107.14
112-517-09-5415 EQUIPMENT RENTAL	1,500.00	0.00	0.00	84.92	0.00	1,415.08	5.66
112-517-09-5700 EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-09-5705 SPECIAL PROJECTS	30,000.00	1,750.00	0.00	25,486.63	0.00	4,513.37	84.96
112-517-09-5706 MISC EXPENSE	1,500.00	0.00	0.00	0.00	0.00	1,500.00	0.00
112-517-09-5750 CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-09-5801 DEBT SERVICE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL MISCELLANEOUS EXPENSE	55,588.00	2,325.80	0.00	50,036.25	0.00	5,551.75	90.01
TOTAL MAIN STREET	66,288.00	2,670.97	0.00	55,628.35	0.00	10,659.65	83.92
SUBTOTAL EXPENDITURES	66,288.00	2,670.97	0.00	55,628.35	0.00	10,659.65	83.92
TOTAL EXPENDITURES	66,288.00	2,670.97	0.00	55,628.35	0.00	10,659.65	83.92
REVENUES OVER/(UNDER) EXPENSES	1,662.00	(1,507.07)	0.00	10,147.19	0.00	(8,485.19)	

Cash Balance 8/30: $35,172.27

3.E.2

Communication: Financials (Review, Discuss, and Take Action on Manager Report and Financials)