



**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
CELINA ISD ADMIN BLDG., BOARD ROOM 205 S. COLORADO STREET, CELINA, TX
75009
THURSDAY, SEPTEMBER 5, 2019 AT 8:05 AM**

AGENDA

- I. CALL TO ORDER:**
- II. PUBLIC COMMENT:**
- III. MINUTES:**
 - 1. Main Street Advisory Board - Regular Meeting - Aug 1, 2019 8:05 AM
- IV. ACTION ITEMS:**
 - A. Review, Discuss, and Take Action on Manager's Report and Financials:
 - 1. Financials
 - B. Review, Discuss, and Take Action on Board Retreat:
 - C. Review, Discuss, and Take Action on Committee Reports as needed:
 - i. Organization: next meeting Friday, November 22 :
 - A. Golf Tournament:
 - B. Fundraising:
 - 1. Partnership Brochure
 - ii. Design: Next meeting Friday, September 6 :
 - iii. Economic Vitality: Next meeting: Thursday, September 19:
 - iv. Promotion: Next meeting Friday, September 6:
 - A. Friday Night Market: September 5, October 4, November 1st :
 - B. Oktoberfest: October 12:
 - C. Beware! Of The Squire: October 26, 6-10pm, next meeting: September 13:

D. Christmas on the Square: December 4, 2019, 5-8pm, next meeting: September 5:

D. Board Appreciation:

V. 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
CELINA ISD ADMIN BLDG., BOARD ROOM 205 S. COLORADO STREET, CELINA, TX
75009
THURSDAY, AUGUST 1, 2019 AT 8:05 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	Absent	
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 Bousreaux	City of Celina	Board Member	Absent	
Michelle Baggett	City of Celina	Board Member	Present	
Philip Ferguson	City of Celina	Board Member	Present	
Dante Ramirez	City of Celina	Board Member	Absent	
Eddie Cawlfild	City of Celina	Board Member	Present	
Leya Grubbs	City of Celina	Board Member	Present	
Renee Marler	City of Celina	Board Member	Present	

Board President, Amanda Webber, called the meeting to order at 8:11am.

II. PUBLIC COMMENT:

No public comment.

III. MINUTES:

1. Main Street Advisory Board - Regular Meeting - Jul 11, 2019 8:00 AM

Philip Ferguson made the motion to approve minutes from the July 11, 2019 Regular Main Street Advisory Board Meeting. The motion was seconded by Buddy Minett and the motion passed 9-0.

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Philip Ferguson, Board Member
SECONDER:	Buddy Minett, Board Member
AYES:	Minett, Ousley, Webber, Casillas, Baggett, Ferguson, Cawlfild, Grubbs, Marler
ABSENT:	Baty, Bousreaux, Ramirez

IV. ACTION ITEMS:

Minutes Acceptance: Minutes of Aug 1, 2019 8:05 AM (Minutes)

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

Staff discussed updates including businesses on the Square, upcoming events and meetings, project updates and financials. No action taken.

1. Financials

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

i. **Organization: Next meeting is August 23 at 8:30am at City Hall:**

Staff invited board members to Senior Center lunch on August 26th. No action taken.

A. **Lunch with the Seniors: August 26 at 11am at Senior Center:**ii. **Design:**

No meeting occurred. No action taken.

iii. **Economic Vitality: Next meeting is Tuesday, September 17 at 8:30am at City Hall:**

Staff updated on the new downtown landing page to drive web-traffic. No action taken.

iv. **Promotion: Next meeting is September 6 at 10am at City Hall:**A. **Friday Night Market: August 2, September 6, October 4:**

Staff updated on upcoming markets including Art at the Market and need for Farmers.

B. **Meet the Bobcats: August 10:**

Michelle Baggett made a motion for Main Street to have a spot at the Celina ISD Bobcat Tailgate on August 10th. Renee Marler seconded the motion and the motion passed 9-0.

C. **Movie Night: August 17:**

Staff provided updates for the upcoming movie night. No action taken.

D. **Oktoberfest: October 12:**

Staff reminder that Main Street will have a booth and sell t-shirts. No action taken.

E. **Beware! Of The Square: October 26:**

Staff provided an update on the event and the amount of interest. No action taken.

F. **Christmas On The Square: Next meeting is August 15 at 8:30 am at City Hall:**

Staff reminded of the event date and upcoming meetings. No action taken.

V. **ADJOURNMENT:**

Buddy Minett, Board Member, moved to adjourn at 8:40am.

Chairman

Minutes Acceptance: Minutes of Aug 1, 2019 8:05 AM (Minutes)

Date Minutes Approved

Minutes Acceptance: Minutes of Aug 1, 2019 8:05 AM (Minutes)



City of Celina, TX

Detail vs Budget Report

Account Detail

Date Range: 07/01/2019 - 07/31/2019

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
112 - MAIN STREET FUND								
Revenue								
112-400-000-4400	INTEREST INCOME	0.00	0.00	-577.15	-89.93	-667.08	667.08	0.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/31/2019	GLPKT00938	JN01684		JE # 2			-89.93	
112-400-000-4618	MAIN STREET-SPECIAL EVENTS	0.00	-22,000.00	-10,126.33	-685.00	-10,811.33	-11,188.67	-50.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/22/2019	GLPKT00893	JN01573		MOBILITY FOR MAIN STREET FRIDAY NIGHT...		03MREV	-585.00	
07/31/2019	GLPKT00987	JN01791		JULY PERMITS COUNTER		03MREV	-100.00	
112-400-000-4619	GOLF TOURNAMENT	0.00	-45,000.00	-55,744.72	-800.00	-56,544.72	11,544.72	25.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/09/2019	GLPKT00893	JN01538		AUTOMATION INTEGRATION (2019 GOLF T...		02MREV	-800.00	
112-400-000-4999	TRANSFERS FROM OTHER FUNDS	0.00	-25,000.00	0.00	0.00	0.00	-25,000.00	-100.00%
Revenue Totals:		0.00	-92,000.00	-66,448.20	-1,574.93	-68,023.13	-23,976.87	26.00%
Expense								
112-127-000-6162	SCHOOL, REGISTRATION & TUITION	0.00	1,085.00	523.42	-50.00	473.42	611.58	56.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/01/2019	APPKT00109	INV0000601-R	42342	JP MORGAN CHASE BANK Reversal	1585 - JP MORGAN CHASE BANK		-50.00	
112-127-000-6163	TRAVEL, MEALS & LODGING	0.00	2,500.00	3,236.69	-770.61	2,466.08	33.92	1.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/01/2019	APPKT00109	INV0000601-R	42342	JP MORGAN CHASE BANK Reversal	1585 - JP MORGAN CHASE BANK		-470.61	
07/01/2019	APPKT00109	INV0000601-R	42342	JP MORGAN CHASE BANK Reversal	1585 - JP MORGAN CHASE BANK		-150.00	
07/01/2019	APPKT00109	INV0000601-R	42342	JP MORGAN CHASE BANK Reversal	1585 - JP MORGAN CHASE BANK		-150.00	
112-127-000-6310	COMPUTER SOFTWARE / HARDWARE	0.00	500.00	519.82	0.00	519.82	-19.82	-3.96%

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

Detail vs Budget Report

Date Range: 07/01/2019 - 07/31/2019

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remai
112-127-000-6320	OFFICE SUPPLIES	0.00	500.00	-66.78	-31.15	-97.93	597.93	119.1
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/31/2019	GLPKT00931	JN01677		REIMBURSEMENTS			-31.15	
112-127-000-6321	MATERIALS & SUPPLIES	0.00	750.00	283.87	0.00	283.87	466.13	62.1
112-127-000-6400	MAINTENANCE AGREEMENTS	0.00	215.00	0.00	0.00	0.00	215.00	100.0
112-127-000-6500	TELEPHONE	0.00	1,300.00	434.56	103.01	537.57	762.43	58.6
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/24/2019	APPKT00173	INV0000866	42573	LAND PHONE LINE	334 - AT&T		68.95	
07/25/2019	APPKT00173	2419674	42566	JULY SVC FEES/JUNE USAGE FEES	1067 - 8 x 8, INC.		34.06	
112-127-000-6502	CELL PHONES	0.00	1,000.00	1,293.30	-411.94	881.36	118.64	11.8
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/01/2019	APPKT00105	INV0000602-R	DFT0000053	VERIZON WIRELESS Reversal	052 - VERIZON WIRELESS		-97.16	
07/01/2019	APPKT00106	INV0000604-R	DFT0000054	VERIZON WIRELESS Reversal	052 - VERIZON WIRELESS		-85.18	
07/01/2019	APPKT00107	INV0000605-R	DFT0000055	VERIZON WIRELESS Reversal	052 - VERIZON WIRELESS		-94.36	
07/01/2019	APPKT00108	INV0000603-R	DFT0000056	VERIZON WIRELESS Reversal	052 - VERIZON WIRELESS		-113.14	
07/02/2019	GLPKT00513	JN00999		TO REVERSE VERIXZON PREPAID EXP-APR 20...			85.23	
07/25/2019	APPKT00186	INV0000608-R	42611	VERIZON WIRELESS Reversal	052 - VERIZON WIRELESS		-94.36	
07/30/2019	APPKT00196	INV0000919-R	DFT0000117	VERIZON WIRELESS Reversal	052 - VERIZON WIRELESS		-94.36	
07/31/2019	APPKT00228	INV0001071	DFT0000146	JUNE 2019 CELL PHONES	052 - VERIZON WIRELESS		81.39	
112-127-000-6506	INTERNET/DSL	0.00	400.00	0.00	0.00	0.00	400.00	100.0
112-127-000-6620	GOLF TOURNAMENT	0.00	20,000.00	18,859.92	0.00	18,859.92	1,140.08	5.1
112-127-000-6665	POSTAGE	0.00	150.00	197.43	5.51	202.94	-52.94	-35.1
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/31/2019	APPKT00212	INV0000979	42669	POSTAGE	145 - PITNEY BOWES PURCHASE POWER		5.51	
112-127-000-6668	GENERAL INSURANCE	0.00	135.00	0.00	0.00	0.00	135.00	100.0
112-127-000-6670	MEMBERSHIPS, DUES & SUBSCRIP.	0.00	1,050.00	1,065.00	0.00	1,065.00	-15.00	-1.4
112-127-000-6692	ADVERTISING	0.00	1,500.00	1,026.78	0.00	1,026.78	473.22	31.1

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

Detail vs Budget Report

Date Range: 07/01/2019 - 07/31/2019

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remai
112-127-000-6705	EQUIPMENT RENTAL	0.00	1,500.00	0.00	65.93	65.93	1,434.07	95.6
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/31/2019	APPKT00212	1422236	42632	EQUIP RENTAL	496 - DATAMAX TEXAS		65.93	
112-127-000-6823	SPECIAL PROJECTS	0.00	33,065.00	26,641.33	400.00	27,041.33	6,023.67	18.7
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
07/11/2019	APPKT00150	INV0000807	42494	FRIDAY MARKET MUSIC	2384 - CHRISTIAN J VAUGHT	03MSP	200.00	
07/31/2019	APPKT00212	INV0000938	42684	FRIDAY MARKET-MAIN ST	2393 - WILLIAM ST PETER	03MSP	200.00	
112-127-000-6826	FACADE GRANT EXPENSE	0.00	25,000.00	0.00	0.00	0.00	25,000.00	100.0
112-127-000-6880	MISC EXPENSE	0.00	1,500.00	136.50	0.00	136.50	1,363.50	90.9
Expense Totals:		0.00	92,150.00	54,151.84	-689.25	53,462.59	38,687.41	41.9
112 - MAIN STREET FUND Totals:		0.00	150.00	-12,296.36	-2,264.18	-14,560.54	14,710.54	9,807.0
Report Total:		0.00	150.00	-12,296.36	-2,264.18	-14,560.54	14,710.54	9,807.0

Detail vs Budget Report

Date Range: 07/01/2019 - 07/31/2019

Fund Summa

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remai
112 - MAIN STREET FUND	0.00	150.00	-12,296.36	-2,264.18	-14,560.54	14,710.54	
Report Total:	0.00	150.00	-12,296.36	-2,264.18	-14,560.54	14,710.54	

Current Balance as of 8/29/19: \$45,677.21



The City of Celina

Sponsorship Opportunities

It's no secret that Celina is one of the fastest growing communities in North Texas. Currently, estimated at 18,490, the City of Celina's population has nearly doubled since 2010. With the growing population comes expanding opportunities to get your name in front of thousands of engaged residents, business owners and others looking to relocate to what is sure to be the gem of North Texas via our various special events and programs. Let us customize a package for you.

Cajun Fest

Cajun Fest is the city's spicy event that celebrates all things Louisiana: Mudbugs, zydeco music, shopping, and something cold to wash it all down with. This free-to-attend street festival in historic Downtown Celina is traditionally held in early April, when crawfish are in the height of their season. Anticipated attendance is 7,000 and still growing.

Sponsorship levels range from Title at \$10,000 to Bronze at \$1,000.



Splash & Blast

Celina's Independence Day Celebration occurs the Saturday prior to the 4th of July. Held in Old Celina Park, Splash & Blast features numerous waterslides as well as many other children's activities, live music and a spectacular fireworks display. Merchants of all types will have items for sale, but the attractions are all free. Attendance is estimated to be 2,500.

Sponsorship levels range from \$6,000 - \$500.

New for 2019

Beware! Of the Square

The last Saturday in October. Young and young at heart dress in costume and visit various merchants and retailers along the square for free goodies. A haunted attraction, jack o'lantern walk, Thriller dance lessons, a scary movie are all a part of the spooky fun.

Sponsorship levels range from Ghosts N Goblins at \$500 to Jack O Lantern at \$100.

New for 2020

A Fall craft beer and wine festival. Anticipated 60+ breweries and a dozen wineries. Delicious foods, adult games, hayrides, a kids zone and more. November 14, 2020.

Sponsorship levels range from \$10,000 to \$1,000.

Christmas on the Square

Celina Main Street's signature event, with over 2000 attendees and counting, this free event hosts family-friendly activities, pictures with Santa, live reindeer, holiday performances and the new city tree lighting.

Sponsorship levels range from Title at \$3,000 to Gingerbread at \$250.

Celina Main Street has created a fundraising campaign called Celina Community Christmas Tree to cover the cost of a new Christmas Tree for the Historic Downtown Square. Donations of all sizes are accepted to help bring this tree to Celina for all to enjoy for the holiday season and for many years to come. We are seeking corporate sponsorships in return for recognition at the Christmas tree display throughout the holiday season.



Celina Main Street Golf Tournament

Traditionally held at Stonebridge Ranch Country Club in McKinney during early May. This golf tournament is the Celina Main Street Program's primary fundraiser, and there are numerous, fun ways to get involved and make a real difference in the revitalization and preservation of historic Downtown Celina.

Sponsorship levels range from VIP at \$6,000 to Hole Sponsor at \$250. Let us customize a package for you.

Movie Night on the Square

Happens on various Saturday evenings throughout the year (approximately 5 a year). Movies are popular titles that are family-friendly and free to attend. Other activities such as games may be programmed on some dates as well. Attendance ranges from 200 – 500 per movie night.

Sponsorship levels range from \$250 - \$100 per event.

Friday Night Markets

Occurs in historic Downtown Celina on the first Friday evenings during the months of March through November. A cross between a traditional farmers' market and a European-style market, these are gaining popularity as fun family outings or Friday night 'date nights'. Estimated attendance is around 350 per market.

Sponsorship levels range from \$100-250 per market.

Holiday Gift Tour

A fun shopping tour of local Celina merchants. Participants receive brunch, custom gift bags, as well as great deals and a small gift at each participating merchant.

Sponsorship levels range from Coffee Truck at \$250 to Gift Bag at \$50.



Celina Police Department is always gratefully accepting cash and in-kind donations for the various community events that they put on throughout the year, such as National Night Out, Drug Takeback, Public Safety Day, and other related occasions. Receipts for your contributions are available for tax documentation purposes. If there is a particular event that you would like your contribution to be affiliated with, your signage and/or logo will be prominently displayed at that event, as well as your company mentioned in social media posts pertaining to the event.



Come join us for our inaugural Beware! Of the Square on Saturday, October 26th. Young and young at heart dress in costume and visit various merchants and retailers along the square for free goodies. A haunted attraction, jack o' lantern walk, Thriller dance lessons, a scary movie and other spooky fun will take place from 6 – 10pm. With a already over 1.8 thousand interested in the facebook event, this is a great way to get your message in front of a crowd for very few bones!

Ghost & Goblins: \$500

- Company logo on posters/flyers
- Company logo on event banner(s)
- Social media acknowledgements (Facebook, Instagram, Twitter, Nextdoor)
- Acknowledgment in press releases
- Booth space at event

Monster Mash: \$250

- Company logo on posters/flyers
- Social media acknowledgments (Facebook, Instagram, Twitter, Nextdoor)
- Acknowledgment in press releases
- Booth space at event

Jack O' Lantern: \$100

- Company name on posters/flyers
- Social Media Acknowledgements (Facebook, Instagram, Twitter, Nextdoor)
- Acknowledgement in press releases

Go to www.celina-tx.gov/1120/Beware-Of-The-Square or contact Rebecca Barton at rbarton@celina-tx.gov or 972-382-2682X7002 to reserve your spot!

2019 Christmas on the Square Sponsorship

4.C.1.B.1

December 4, 2019, 5:00-8:00pm

The holiday spirit falls on Celina's Historic Downtown Square during Christmas on the Square presented by Celina Main Street. At this free family-friendly event, enjoy a Christmas train ride, bounce houses, live reindeer display, a hayride, a Holiday Market and much more. Bring your camera for a photo opportunity with Santa! Sip on some hot chocolate and take in the tree lighting ceremony, all while enjoying live holiday music and performances!

Estimated Attendance: 2000-2500

Title Sponsor \$3000

- Sole Title Sponsor Rights
- Company Logo on Event Banner
- Logo on the following printed materials: Posters to be distributed around Celina (deadlines apply)
- Optional 10 x 10 Booth Space at the Event
- Announcement on City and Main Street Social Media
- Opportunity to address the crowd during the Event
- Acknowledgment on press release (deadlines apply)
- Facebook Live at your office before the Event
- 4 VIP Parking Passes

Silver Bells Sponsor \$1500

- Category Exclusivity
- Company Logo on Event Banner
- Logo on the following printed materials: Posters to be distributed around Celina (deadlines apply)
- Optional 10 x 10 Booth Space at the Event
- Announcement on City and Main Street Social Media
- Acknowledgment on press release (deadlines apply)
- 3 VIP Parking Passes

Mistletoe Sponsor \$500

- Listed on the following printed materials: Posters to be distributed around Celina (deadlines apply)
- Optional 10 x 10 Booth Space at the Event
- Announcement on City and Main Street Social Media

Gingerbread Sponsor \$250

- Listed on the following printed materials: Posters to be distributed around Celina (deadlines apply)
- Optional 10 x 10 Booth Space at the Event

Communication: Partnership Brochure (Fundraising)

4.C.1.B.1

tree display throughout the holiday season.



Communication: Partnership Brochure (Fundraising)