



**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
CELINA ISD ADMIN BLDG., BOARD ROOM 205 S. COLORADO STREET, CELINA, TX
75009
THURSDAY, JULY 11, 2019 AT 8:00 AM**

AGENDA

- I. CALL TO ORDER:**
- II. PUBLIC COMMENT:**
- III. MINUTES:**
 - 1. Main Street Advisory Board - Regular Meeting - Jun 6, 2019 8:00 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 2019 and 2020 Events:
 - 1. 2019 and 2020 Events
 - C. Review, Discuss, and Take Action on Committee Reports as needed:
 - i. **Organization: Next Meeting Friday, July 26 at 8:30am at City Hall:**
 - 1. Changes to Annual Main Street Reporting
 - 2. Texas Downtown Association President Awards
 - 3. **Non-profit status:**
 - ii. **Design:**
 - iii. **Economic Vitality: Next Meeting Tuesday, September 17 at 8:30am at City Hall:**
 - iv. **Promotion: Next Meeting Friday, September 6 at 10am at City Hall:**
 - A. **Friday Night Market: August 2, September 2, next meeting Monday July 15 at 9am at Michelle's:**
 - B. **Movie Night: August 17:**

- C. Halloween Event: October 26: Next Meeting Friday July 13 at 10am at City Hall:
- D. Christmas on the Square: Next Meeting Thursday August 15 at 8:30am at City Hall:

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
LUCY'S RESTAURANT 127 N. OHIO STREET, CELINA, TX 75009
THURSDAY, JUNE 6, 2019 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 Bousreaux	City of Celina	Board Member	Late	8:23 AM
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	Absent	

Board President, Amanda Webber, called the meeting to order at 8:06am.

II. PUBLIC COMMENT:

Karla Scheve - Offices on the Square in Downtown, introduced herself and mentioned interest in a line dancing or street dance event. No action taken.

III. EMPLOYEE INTRODUCTION:

Megan McGraw, the City's Special Event Coordinator, was introduced. No action taken.

IV. REVIEW, DISCUSS, AND TAKE ACTION ON MINUTES:

1. Main Street Advisory Board - Regular Meeting - May 2, 2019 8:00 AM

Philip Ferguson made the motion to approve minutes from the May 2, 2019 Regular Main Street Advisory Board Meeting. The motion was seconded by Jack Ousley and the motion passed 9-0.

Minutes Acceptance: Minutes of Jun 6, 2019 8:00 AM (Minutes)

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

V. **ACTION ITEMS:**

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

Staff discussed updates including business on the Square, Celina360 platform, upcoming events, committee meetings, and financials including fundraising plans to purchase a new Christmas Tree. No action taken.

1. Financials

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

i. **Organization:**

A. **Golf Tournament:**

Staff presented a wrap up of the 26th Annual Celina Main Street Golf Tournament.

Jack Ousley made a motion to sign a contract and pay a deposit with Stonebridge Ranch Country Club for a tournament on May 5, 2020. Buddy Minett seconded the motion and the motion passed 10-0.

1. Golf Financials

B. **Non-Profit Designation:**

The Board is still interested in incorporating a Non-Profit Designation aspect into the Main Street Program. A subcommittee will be formed to handle the process. No action taken.

ii. **Design:**

The Design Committee met on May 28th to walk to square with City Staff and artists to discuss potential ways of incorporating art into the square. No action taken.

iii. **Economic Vitality: June 11 @8:30am @City Hall - Lobby Conference Room:**

This meeting will be rescheduled for a later date. No action taken.

iv. **Promotion:**

Promotion Committee will meet on June 21st at 10:00am in the City Hall Lobby Conference Room to discuss 2020 Promotions to include events and other promotions (Celina360, Small Business Saturday, Small Business Week, Historic Preservation Month, and holidays). No action taken.

A. **Friday Night Market: June 7, July 12:**

Megan will be the staff representative present for the June 7th FNM. Next committee meetings will take place on June 11 at 9:30am July 15 at 9:00 at the City Hall Lobby Conference Room. No action taken.

B. **Christmas on the Square: June 20 @8:30am @City Hall - Lobby Conference Room:**

This committee will be meeting to discuss plans for the December 2019 event as well as fundraising for a new Christmas Tree.

VI. **ADJOURNMENT:**

Amanda Webber, Board President, moved to adjourn at 8:44am.

Chairman

Date Minutes Approved



City of Celina, TX

Detail vs Budget Report

Account Detail

Date Range: 05/01/2019 - 05/31/2019

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	0.00	-491.02	-491.02	491.02	0.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/28/2019	GLPKT00172	JN00347		RECLASS INTEREST INCOME TO NEW ACCO...			-368.61	
05/31/2019	GLPKT00252	JN00579		JE #2			-122.41	
112-400-000-4618	MAIN STREET-SPECIAL EVENTS	0.00	-22,000.00	-8,981.33	-625.00	-9,606.33	-12,393.67	-56.33%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/03/2019	GLPKT00222	JN00540		MAIN STREET MOVIE NIGHT		02MREV	-500.00	
05/22/2019	GLPKT00222	JN00510		MAIN STREET FRIDAY NIGHT MARKET		03MREV	-125.00	
112-400-000-4619	GOLF TOURNAMENT	0.00	-45,000.00	-32,950.00	-20,394.72	-53,344.72	8,344.72	18.83%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/03/2019	GLPKT00222	JN00412		MUNICIPAL TEAM FEES (2019 GOLF)		01MREV	-800.00	
05/03/2019	GLPKT00222	JN00429		SPONSORS & TEAM FEES (2019 GOLF)		01MREV	-14,000.00	
05/06/2019	GLPKT00126	JN00302		RECORD CC PAYMENT FOR GOLF TOURNAM...		01MREV	-1,600.00	
05/08/2019	GLPKT00261	JN00623		CASH FROM EVENT		01MREV	-935.00	
05/10/2019	GLPKT00222	JN00458		HOLE SPONSORS & TEAM FEES (2019 GOLF)		01MREV	-250.00	
05/17/2019	GLPKT00222	JN00470		HOLE SPONSORS & TEAM FEES (2019 GOLF)		01MREV	-250.00	
05/22/2019	GLPKT00222	JN00511		SPONSORS & TEAMS (2019 GOLF)		01MREV	-1,759.72	
05/28/2019	GLPKT00171	JN00345		CC PAYMENT FOR 2019 GOLF TOURNAMENT		01MREV	-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	-41,931.33	-21,510.74	-63,442.07	-28,557.93	-31.15%
Expense								
112-127-000-6162	SCHOOL, REGISTRATION & TUITION	0.00	1,085.00	510.00	0.00	510.00	575.00	53.00%
112-127-000-6163	TRAVEL, MEALS & LODGING	0.00	2,500.00	1,228.61	272.06	1,500.67	999.33	39.97%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/30/2019	APPKT00075	INV0000356	42167	TX MAIN ST TRG-EXP REIM	2352 - REBECCA BARTON		272.06	

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

Detail vs Budget Report

Date Range: 05/01/2019 - 05/31/2019

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remai
112-127-000-6310	COMPUTER SOFTWARE / HARDWARE	0.00	500.00	519.82	0.00	519.82	-19.82	-3.9
112-127-000-6320	OFFICE SUPPLIES	0.00	500.00	-66.78	0.00	-66.78	566.78	113.5
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	309.22	31.46	340.68	959.32	73.1
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/01/2019	APPKT00025	2375912	41856	APR USAGE FEES / MAY SVC FEES	1067 - 8 x 8, INC.		31.46	
112-127-000-6502	CELL PHONES	0.00	1,000.00	925.04	85.18	1,010.22	-10.22	-1.0
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/16/2019	APPKT00102	INV0000604	DFT0000054	APR 2019 VERIZON (Originally ntered as Pre...	052 - VERIZON WIRELESS		85.18	
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	0.00	18,722.26	18,722.26	1,277.74	6.3
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/01/2019	ZDET2019-AP-6371			GOLF - HOLE INSURANCE		01MSP	0.00	
05/01/2019	ZDET2019-AP-6372	1050810-812	41759	GOLF - HOLE INSURANCE	1622 - NATIONAL HOLE IN ONE		1,135.00	
05/04/2019	APPKT00032	1567	41943	GOLD TOURNAMENT-MAIN ST	2324 - CELINA COATINGS & GRAPHICS	01MSP	180.00	
05/08/2019	APPKT00025	1299	41855	GOLF TOURNAMENT-MAIN ST	1980 - 4CMEDIAGROUP, LLC	01MSP	419.50	
05/22/2019	POPKT00040	05222019-2008	42017	Golf Tournament - Stonebridge Ranch	1714 - STONEBRIDGE RANCH COUNTRY CLUB	01MSP	16,713.12	
05/25/2019	APPKT00049	INV0000274	42105	MAY 2019 PURCHASES	617 - SAM'S CLUB/MASTERCARD	01MSP	274.64	
112-127-000-6665	POSTAGE	0.00	150.00	159.45	17.19	176.64	-26.64	-17.1
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/17/2019	APPKT00032	05172019	41998	POSTAGE	145 - PITNEY BOWES PURCHASE POWER		17.19	
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	885.00	180.00	1,065.00	-15.00	-1.4
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/06/2019	APPKT00014	INV0000087	41848	MEMBERSHIP-MAIN ST	259 - TEXAS DOWNTOWN ASSOCIATION		180.00	

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

Detail vs Budget Report

Date Range: 05/01/2019 - 05/31/2019

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remai
112-127-000-6692	ADVERTISING	0.00	1,500.00	446.78	0.00	446.78	1,053.22	70.1
112-127-000-6705	EQUIPMENT RENTAL	0.00	1,500.00	0.00	0.00	0.00	1,500.00	100.0
112-127-000-6823	SPECIAL PROJECTS	0.00	33,065.00	16,642.04	7,400.93	24,042.97	9,022.03	27.1
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
05/01/2019	ZDET2019-AP-6372	508	41775	GOLF TOURNAMENT HATS	1714 - STONEBRIDGE RANCH COUNTRY CLUB		3,000.00	
05/22/2019	POPKT00040	643	41934	Celina360 Virtual Tour	2065 - ALLAN RETAIL GROUP LLC	11MSP	3,952.05	
05/29/2019	APPKT00049	16689	42100	LIGHTPOLE BANNERS-MAINT ST	1994 - R & S REPROGRAPHICS	11MSP	248.88	
05/31/2019	APPKT00049	INV0000279	42094	MAINT ST-FRIDAY MARKET	2012 - MATTHEW RYAN BELL	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	3.00	0.00	3.00	1,497.00	99.8
Expense Totals:		0.00	92,150.00	21,846.05	26,709.08	48,555.13	43,594.87	-47.1
112 - MAIN STREET FUND Totals:		0.00	150.00	-20,085.28	5,198.34	-14,886.94	15,036.94	-10,024.6
Report Total:		0.00	150.00	-20,085.28	5,198.34	-14,886.94	15,036.94	-10,024.6

Cash Balance 7/3/2019: \$42,971.92

Detail vs Budget Report

Date Range: 05/01/2019 - 05/31/2019

Fund Summa

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remai
112 - MAIN STREET FUND	0.00	150.00	-20,085.28	5,198.34	-14,886.94	15,036.94	
Report Total:	0.00	150.00	-20,085.28	5,198.34	-14,886.94	15,036.94	

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

Updated 2019 Events

July

- July 12, 2019: Friday Night Market

August

- August 2, 2019: Friday Night Market
- August 17: “We Are Marshall” Movie Night

September

- September 6, 2019: Friday Night Market

October

- October 4, 2019: Friday Night Market
- **October 12, 2019: Oktoberfest (Chamber - Downtown)**
- October 26, 2019: Fall/Halloween Movie/Event (Joint with City)

November

- November 1: Friday Night Market
- November 30, 2019: Small Business Saturday Event

December

- Christmas on the Square – Wednesday, December 4, 2019
- Gift Tour – Saturday, December 7, 2019

Downtown Events 2020

January

February

- February 8, 2020: Shopping Event

March

- March 6, 2020: Friday Night Market

April

- April 3, 2020: Friday Night Market
- **April 11, 2020: Cajun Fest (City)**
- April 18, 2020: Pet Themed Movie Night

May

- May 1, 2020: Friday Night Market
- **May 2, 2020: Cinco de Mayo**
- May 5, 2020: Golf Tournament

June

- June 5, 2020: Friday Night Market
- June 13, 2020: Date Night Movie Night
- June 21, 2020: Make Music Day
- **June 27, 2020: Splash & Blast (City)**

July

- July 10, 2020: Friday Night Market

August

- August 7, 2020: Friday Night Market

September

- September 4, 2020: Friday Night Market
- September 19, 2020: Pirates & Princess Themed Movie Night

October

- October 2, 2020: Friday Night Market

- October 10, 2020: Oktoberfest (Chamber - Downtown)
- October 24, 2020 – Fall/Halloween Event (Joint with City)

November

- November 6, 2020: Friday Night Market
- November 28, 2020: Small Business Saturday Event

December

- Christmas on the Square – Wednesday, December 2, 2020
- Gift Tour – Saturday, December 5, 2020

Black = Main Street

Green = City

Red = 3rd Party

DRAFT Accreditation Standards

Revisions to the 10 Criteria annual report/performance standards are currently being developed by National Main Street Center/Main Street America™, the Coordinating Leadership Council, with discussion and review by Coordinating Programs at twice-annual meetings, and in regional conference phone calls nationwide. The new template is based on the Refresh of the Main Street Four Point Approach™, and the subsequent development of the Main Street Transformation Strategy model from several years ago.

Coordinating programs have a variety of ways they do annual evaluations that reflect factors such as program size (# of programs served); typical local program structures under any given coordinating program etc. All Coordinating programs, however, use the same basic Criteria template for evaluations.

Most noticeable changes to the new Standards:

- SIX Criteria instead of 10, with 20-30 Key Performance Indicators under each of the six Standards.
- Self-evaluation. Main Street boards will lead completion of the reports, not staff.
- An onsite visit by Coordinating program staff expected to be added as a follow-up component (although in Texas, due to our geographical and program size, each program will not receive an onsite visit each year)

It is still in draft stage and is still likely to continue to undergo changes, which is why the template is not currently being distributed. The final Performance Standard template is expected to be fully rolled out in 2021; however most Coordinating programs, including Texas, will be developing interim templates to begin transitioning programs to the eventual final process. Thus, our template you receive in the fall (that will be due in December or January) will be different than the one you are used to. **You should begin preparing your boards now for the leadership roles they will need be taking in completing the evaluations.**

DRAFT sections:

- Broad-based commitment
- Active Leadership/Organizational Capacity
- Funding/Sustainable Operations
- Strategy-Driven Programming
- Preservation-Based Economic Development
- Impact and Results

(This document has been put in the Online Resource Library under the BLOG. <http://www.txms-resourceibrary.org/>. Password: txms1981)



PRESIDENT'S AWARDS PROGRAM CATEGORIES

DESIGN AWARDS

Recognizes excellence in design in downtown and commercial districts.

Eligibility: Business or building must be located in a downtown or commercial district in Texas. The project must have been completed between July 1, 2017 and June 30, 2019.

Please review the Awards FAQ & Awards Judges Criteria for important details prior to submitting.

Best Commercial Interior: Recognizes excellence in merchandising, customer orientation, and/or business functionality in an office or retail setting.

Please answer the following questions:

1. How does the interior appeal to the customer's experience in the store, as well as to the customer's senses, such as sight, touch, smell and sound?
2. Were there any innovations the business owner has employed or unique solutions to design problems encountered with the interior?
3. How does the project impact the community and contribute to revitalization of downtown or the commercial district?

Best Renovation/Rehabilitation/Restoration: Recognizes excellence in rehabilitation (i.e., renovation or remodeling) or restoration of interior or exterior of an existing building. *Rehabilitation* is the process of returning a property to a state of utility, through repair or alteration, while preserving those portions and features of the property that are significant to its historic, architectural, and cultural values. Rehabilitation focuses on the historic materials and features, finishes, spaces, and spatial relationships that give a property its historic character. *Restoration* focuses on the retention of materials from the most significant time in a property's history, while permitting the removal of materials from other periods. The building may be historic (over 50 years old) or non-historic.

Please answer the following questions:

1. What were the original and subsequent uses for the building?
2. What contemporary additions and alterations were made to the building?
3. Were any green or sustainable building practices included?
4. If building is historic, what original material or historic fabric was maintained?
5. What distinctive features, finishes, and construction techniques or examples of craftsmanship characterize the building?
6. How does the project impact the community and contribute to revitalization of downtown or the commercial district?
7. If a restoration, please answer 7A and 7B.
 - 7a. How does the building exemplify the architectural style of its period?
 - 7b. Did the restoration follow the Standards for Historic Restoration as established by the National Park Service (http://www.nps.gov/history/hps/tps/standguide/restore/restore_standards.htm)? (Answer yes, no or don't know)



PRESIDENT'S AWARDS PROGRAM CATEGORIES

Best New Construction: Recognizes excellence in new construction in downtowns or commercial districts. New construction projects should be compatible and complementary to the existing downtown or commercial district.

Please answer the following questions:

1. How did the planning and design involve the larger community, were any partnerships involved?
2. Were any green or sustainable building practices included?
3. How does the project fit in with its surroundings?
4. How does the project impact the community and contribute to revitalization of downtown or the commercial district?

Best Public Improvement: Recognizes excellence in public projects and planning in downtowns or commercial districts. Public projects are improvements of public space(s) by public or private entities. Improvement may be accomplished through parks/green space, enhancements or additions of streetscapes, sidewalks, landscaping, public art, banners and lighting, as well as downtown master planning. Public improvement projects should be compatible and complementary to the existing downtown or commercial district.

Please answer the following questions:

1. Describe the need for the public improvement.
2. Were any green or sustainable building practices included?
3. How does the project impact the community and contribute to revitalization of downtown or the commercial district?



PRESIDENT'S AWARDS PROGRAM CATEGORIES

ACHIEVEMENT AWARDS

Recognizes excellence in downtown events, marketing, businesses, partners and people that contribute to the vibrancy of downtown/commercial districts in Texas.

Eligibility: Program, event, business or partner must be located in or focused on a downtown or commercial district. Event, project, program, or promotion must have been developed, implemented and/or held between July 1, 2017 and June 30, 2019.

Please review the Awards FAQ & Awards Judges Criteria for important details prior to submitting.

Best Promotional Event: Recognizes excellence in creation and execution of downtown or commercial district promotional event, including festivals. Types of events may include, but are not limited to, retail promotions; festivals/events that celebrate and promote civic pride, community history and culture; and holiday activities.

Please answer the following questions:

1. What is the goal of the promotional event?
2. What is the estimated attendance of the promotional event?
3. Was the event designed to produce revenue? If so, what was the amount of profit and for what purpose is the revenue used?
4. How does the promotional event impact the community and contribute to revitalization of the downtown or commercial district?

Best Downtown Business: Recognizes an exceptional downtown business that positively promotes the downtown or commercial district as a destination for locals and tourists alike, and actively participates in the revitalization efforts and supports downtown promotional events.

Please answer the following questions:

1. What makes this a destination business?
2. List the posted hours of business.
3. How has the business participated in downtown promotional activities and the overall revitalization program?
4. How does the business impact the community and contribute to revitalization of downtown or the commercial district?

Best Downtown Partner: Recognizes a local private or civic organization that positively impacts the community and actively contributes to the revitalization efforts of the downtown or commercial district.

Please answer the following questions:

1. How does this partner involve its employees/members and the larger community in downtown revitalization efforts?
2. What specific project/event has this partner made a difference in the downtown?
3. How does this partner impact the community and contribute to revitalization of downtown or the commercial district?



PRESIDENT'S AWARDS PROGRAM CATEGORIES

Best Economic Game Changer: Recognizes a project, program, or promotion that had a measurable impact on a downtown or commercial district in a striking and powerful manner.

Please answer the following questions:

1. Describe an overall view of the project, program, or promotion include why the nomination is worthy of recognition.
2. Describe the outcome and economic impact
3. Describe how this was a catalyst that inspired others to action including leveraging existing assets and creating new opportunities.

Spirit of Downtown Award:

Recognizes local projects and programs that have were completed in the *past year* (June 30, 2018 – June 30, 2019). This category is for those projects or programs that do not fit in other categories, but that represent the overall efforts of the downtown or commercial district and their goals for the year. *Note: Judges will have the opportunity to select multiple winners in this category and there are no divisions based on population.

Please provide the following information:

1. Describe the project or program and why it was chosen as a district success story for your community.
2. Provide additional relevant information that describes the project or program.

Downtowner of the Year*: Recognizes a person who has shown exemplary commitment to the downtown revitalization program though time given, resources and leadership. The downtown or commercial district is positively impacted and the community is inspired by the guidance, dedication and determination of this individual. **There are no finalists in this category. Judges select only the winner.*

Please answer the following questions:

1. Describe the strengths this person brings to your downtown revitalization efforts.
2. How long has this individual been working on the revitalization of your downtown or commercial district?
3. How does this person impact the community and contribute to revitalization of downtown or the commercial district?



PRESIDENT'S AWARDS PROGRAM CATEGORIES

Susan H. Campbell Award for Professional Excellence*: Susan Campbell was a TDA Board of Directors president and board member. She worked in a number of communities and mentored downtowners across the state before her death in 2009. This award was established to honor her legacy by recognizing a passionate downtown professional who has made a significant impact in their city or town, and participates in the larger Texas downtown community. Nominees must be employed as downtown professionals – i.e., downtown planner, Main Street manager, downtown manager, economic development director, etc. There are no entry fees required for this category. The TDA Board of Directors may invite communities or organizations to submit a nominee for this award. **There are no finalists in this category. The TDA Board selects only the winner.*

Please answer the following questions:

1. How long has this person been employed as a downtown professional?
2. How has your downtown benefited from this individual?
3. Has this person been involved in regional or statewide downtown efforts?
4. How does this person go above and beyond the professional call of duty?
5. How does this person impact the community and contribute to revitalization of downtown or the commercial district?

For this category only: Entries do not require registration or payment of awards fees. Nominations must be submitted via email by midnight on Friday, July 26.

Responses to questions should be provided in a Word document and a max of two images should be provided. One of the two images should be an individual photo of the nominee.

All materials should be emailed to catherine@texasdowntown.org with the subject line "Susan Award" by midnight on Friday, July 26.