



Life Connected.

**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
CELINA COUNCIL CHAMBERS 112 N. COLORADO ST., CELINA, TX 75009
THURSDAY, JULY 2, 2020 AT 8:00 AM**

AGENDA

- I. CALL TO ORDER:**
- II. PUBLIC COMMENT:**
- III. REVIEW, DISCUSS, AND TAKE ACTION ON MINUTES:**
 1. Main Street Advisory Board - Regular Meeting - Mar 5, 2020 8:00 AM
- IV. ACTION ITEMS:**
 - A. Review and Discussion on Manager's Report and Financials:
 1. Financials
 - B. Review, Discuss, and Take Action on Committee Reports as needed:
 - i. Downtown Celina Campaign:
 - ii. Merchandise Sales:
 - iii. Friday Night Market:
 - iv. Movie Night:
 - v. Beware! of the Square:
 - vi. Christmas on the Square:
 - vii. Golf Tournament:
 - C. Review, Discuss, and Take Action on Renting Equipment:
 1. Equipment Rental
- V. DISCUSSION OF FUTURE AGENDA ITEMS AND MEETINGS:**
- VI. ADJOURNMENT:**

City Council Chambers is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf, or hearing impaired, or readers of large

print, are requested to contact the City Secretary's Office at 972-382-2682, or fax 972-382-3736 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

The Board reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code, Chapter 551. "I, the undersigned authority do hereby certify that the Notice of Meeting was posted on the bulletin board at City Hall of the City of Celina, Texas, a place convenient and readily accessible to the general public at all times and said Notice was posted on the following date and time: _____ at ____ p.m. and remained so posted continuously for at least 72 hours prior to the scheduled time of said meeting."

City of Celina, TX

Date Notice Removed



Life Connected.

**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
CELINA EDC BUILDING 302 W. WALNUT STREET, CELINA, TX 75009
THURSDAY, MARCH 5, 2020 AT 8:00 AM**

MINUTES

I. CALL TO ORDER:

Attendee Name	Organization	Title	Status	Arrived
Buddy Minett	City of Celina	Board Member	Present	
Rachel Baty	City of Celina	Board Member	Present	
Jack Ousley	City of Celina	Board Member	Absent	
Amanda Webber	City of Celina	Board Member	Present	
Moises Casillas	City of Celina	Board Member	Present	
Betsy Boudreaux	City of Celina	Board Member	Present	
Michelle Baggett	City of Celina	Board Member	Present	
Philip Ferguson	City of Celina	Board Member	Absent	
Eddie Cawfield	City of Celina	Board Member	Present	
Leya Grubbs	City of Celina	Board Member	Present	
Renee Marler	City of Celina	Board Member	Present	
Audrea Weimer	City of Celina	Board Member	Absent	
Corbett Howard	City of Celina	Director of Governmental Affairs	Present	
Bill Hemby	Celina ISD	Assistant Superintendent	Present	
Karla Stovall	City of Celina	Assistant City Manager	Present	
Cody Webb	City of Celina	Director of Parks and Recreation	Present	
Megan McGraw	City of Celina	Special Events Coordinator	Present	
Alexis Jackson	City of Celina	Director of Economic Development	Present	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	

Vice President, Michelle Baggett, called the meeting to order at 8:10am.

II. PUBLIC COMMENT:

No public comment. No action taken.

III. MINUTES:

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

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

IV. ACTION ITEMS:

Minutes Acceptance: Minutes of Mar 5, 2020 8:00 AM (Review, Discuss, and Take Action on Minutes)

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

Staff provided an update on upcoming events and development in Downtown Celina. Future meetings will be held in Council Chambers, set to open 3/10. No action taken.

B. Review, Discuss, and Take Action on Cajun Fest:

Michelle Baggett made the motion to sell t-shirts and novelty items at Cajun Fest. Buddy Minett seconded the motion and the motion passed 9-0.

C. Review, Discuss, and Take Action on 2021 Budget:

Rebecca Barton, Downtown Development Manager, presented a working budget for 2021 and answered questions. No actions taken.

1. Budget

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

i. **Organization:**

Organization Committee update included plans for Volunteer Management including software, appreciation, and day-of logistics. No action taken.

A. **Golf Tournament:**

Next golf tournament committee meeting will be March 17th at 8:30am at 302 W. Walnut.

B. **Board Member Training:**

Board members presented what they learned at a recent training in Rockwall including organizational changes, parking, and more. A handout was provided. No action taken.

ii. **Design:**

No update. No action taken.

iii. **Economic Vitality:**

No update. No action taken.

iv. **Promotion:**

Promotion committee met and discussed process of promotions including volunteers, events, photos, videos and more. Also discussed some details about the Pirate & Princess Movie Night on April 25th.

Upcoming Events: March 14th St Paddy's on the Square, March 28th Wine Crawl, April 3rd Friday Night Market, April 18 Cajun Fest, April 25 Movie Night, May 1 Friday Night Market, May 2 Touch-a-truck, May 5 Golf Tournament. No action taken.

E. Discussion on future agenda items and meetings:

No comments. No action taken.

V. **ADJOURNMENT:**

Michelle Baggett, Vice President, moved to adjourn the meeting at 8:51 am.

Chairman

Date Minutes Approved

Minutes Acceptance: Minutes of Mar 5, 2020 8:00 AM (Review, Discuss, and Take Action on Minutes)



City of Celina, TX

Detail Report with Activity and Encumbrance

Account Detail

Date Range: 03/01/2020 - 05/31/2020

Account	Name	Beginning Balance	Total Activity	Ending Balance	Beginning Enc. Balance	Total Enc. Activity	Ending Enc. Balance
Fund: 112 - MAIN STREET FUND							

6/26/2020 7:40:44 AM

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Detail Report with Activity and Encumbrance

Date Range: 03/01/2020 - 05/31/2020

Account	Name	Beginning Balance	Total Activity	Ending Balance	Beginning Enc. Balance	Total Enc. Activity	Ending Enc. Balance	
112-11-1001	CLAIM ON CASH - Continued	47077.85	5791.85	52869.7	0	0	0	
Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
04/30/2020	GLPKT03698	JN05298	April Interest		90.12	53160.72		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		-247.51	52913.21		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		-214.5	52698.71		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		-90	52608.71		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		-60	52548.71		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		-35.34	52513.37		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		-14.19	52499.18		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		7.66	52506.84		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		60	52566.84		
05/04/2020	APPKT00674	2020 0327-0427	JP MORGAN CHASE BANK SEC REI PMT		255	52821.84		
05/30/2020	GLPKT04076	JN05466	Monthly interest May		47.86	52869.7		
112-127-000-6162	SCHOOL, REGISTRATION & TUITION	45	825	870	0	0	0	
Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
03/20/2020	APPKT00573	INV0003287	REFUND FOR REGISTRATION		-415	-370		
03/20/2020	APPKT00573	INV0003287	CORRECT REGISTRATION CHARGE		255	-115		
03/20/2020	APPKT00573	INV0003287	REG - NATIONAL MAIN STREET CONFERENCE		475	360		
03/20/2020	APPKT00573	INV0003287	WEBSITE REGISTRATION	03MSP	510	870		
112-127-000-6626	POSTAGE	112.72	24.29	137.01	0	0	0	
Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
03/25/2020	APPKT00586	INV0003339	POSTAGE		24.29	137.01		
112-127-000-6632	ADVERTISING	969.78	475.33	1445.11	0	0	0	
Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
03/20/2020	APPKT00573	INV0003287	QR CODE GENERATOR SUBSCRIPTION - INTI FEE		0.65	970.43		
03/20/2020	APPKT00573	INV0003287	QR CODE GENERATOR SUBSCRIPTION		65.18	1035.61		
03/20/2020	APPKT00573	INV0003287	EVENT MAGENTS		399.5	1435.11		
04/21/2020	APPKT00625	INV0003535	ADVERTISING VALENTINE'S SPECIALS ON FACEBOOK.		10	1445.11		
112-127-000-6700	SPECIAL PROJECTS	20554.44	2408.7	22963.14	853	-703	150	
Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
03/02/2020		20-00002429	Entertainment for March 6 Friday Night Market	03MSP			200	1053

Communication: Financials (Review and Discussion on Manager's Report and Financials)

03/05/2020	POPKT00604	INV0003068	Fri mkt Enter	03MSP	200	20754.44		
03/05/2020		20-00002429	Entertainment for March 6 Friday Night Market	03MSP			-200	853
03/20/2020	APPKT00573	INV0003287	FOOD FOR MONTHLY MAIN STREET	11MSP	60	20814.44		
03/20/2020	APPKT00573	INV0003287	MOVIE LICENSING - THE PRINCESS BRIDE APRIL 25	11MSP	370	21184.44		
03/26/2020	APPKT00586	INV0003352REF	FEE REIM-FRI MKT CANCELLED	11MSP	34	21218.44		
03/26/2020	APPKT00586	INV0003353REF	FEE REIM-FRI MKT CANCELLED	11MSP	34	21252.44		
03/26/2020	APPKT00586	INV0003348REF	FEE REIM-FRI MKT CANCELLED	11MSP	36	21288.44		
03/26/2020	APPKT00586	INV0003345REF	FEE REIM-FRI MKT CANCELLED	11MSP	45	21333.44		
03/26/2020	APPKT00586	INV0003346REF	FEE REIM-FRI MKT CANCELLED	11MSP	45	21378.44		

Detail Report with Activity and Encumbrance

Date Range: 03/01/2020 - 05/31/2020

Account	Name	Beginning Balance	Total Activity	Ending Balance	Beginning Enc. Balance	Total Enc. Activity	Ending Enc. Balance	
112-127-000-6700	SPECIAL PROJECTS - Continued	20554.44	2408.7	22963.14	853	-703	150	
Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
03/26/2020	APPKT00586	INV0003347REF	FEE REIM-FRI MKT CANCELLED	11MSP	45	21423.44		
03/26/2020	APPKT00586	INV0003349REF	FEE REIM-FRI MKT CANCELLED	11MSP	45	21468.44		
03/26/2020	APPKT00586	INV0003350REF	FEE REIM-FRI MKT CANCELLED	11MSP	45	21513.44		
03/26/2020	APPKT00586	INV0003351REF	FEE REIM-FRI MKT CANCELLED	11MSP	68	21581.44		
04/07/2020	POPKT00669	740	Annual Maintenance and Hosting Celina360	11MSP	150	21731.44		
04/07/2020		20-00002219	Annual Maintenance and Hosting Celina360	11MSP			-150	703
04/20/2020	POPKT00688	713	Adding new businesses to Celina360 platform	11MSP	553	22284.44		
04/20/2020		20-00002396	Adding new businesses to Celina360 platform	11MSP			-553	150
04/21/2020	APPKT00625	INV0003535	WEBSITE MAINTENANCE FEES FOR FRIDAY NIGHT MAF	11MSP	151.32	22435.76		
04/21/2020	APPKT00625	INV0003535	FRIDAY NIGHT MARKET VIDEO	11MSP	262.5	22698.26		
04/23/2020		20-00002508	Adding Papa Gollo to Celina360 platform	11MSP			264.4	414.4
04/29/2020	POPKT00698	766	ADD'L PO 2508	11MSP	0.48	22698.74		
04/29/2020	POPKT00698	766	Adding Papa Gallos to celina360 platform	11MSP	264.4	22963.14		
04/29/2020		20-00002508	Adding Papa Gollo to Celina360 platform	11MSP			-264.4	150

Detail Report with Activity and Encumbrance

Date Range: 03/01/2020 - 05/31/2020

Account	Name	Beginning Balance	Total Activity	Ending Balance	Beginning Enc. Balance	Total Enc. Activity	Ending Enc. Balance	
112-400-000-4400	INTEREST INCOME	-414.29	-232.05	-646.34	0	0	0	
Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
03/31/2020	GLPKT03511	JN05050	Interest allocation March		-94.07	-508.36		
04/30/2020	GLPKT03698	JN05298	April Interest		-90.12	-598.48		
05/30/2020	GLPKT04076	JN05466	Monthly interest May		-47.86	-646.34		
112-400-000-4618	MAIN STREET-SPECIAL EVENTS	-18199.67	-1836.5	-20036.17	0	0	0	
Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
03/02/2020	GLPKT03527	JN05068	March permit payments counter	03MREV	-191.25	-18390.92		
03/09/2020	GLPKT03345	JN04986	CEDC payment and ATT refund	11MREV	-678	-19068.92		
03/11/2020	GLPKT03345	JN04995	Friday Night Market Check	03MREV	-967.25	-20036.17		
112-400-000-4619	GOLF TOURNAMENT	-2907.5	-7795.5	-10703	0	512.5	512.5	

Communication: Financials (Review and Discussion on Manager's Report and Financials)

Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance		
03/09/2020	GLPKT03345	JN04987	Hill & Wilkinson/Freese & Nichol (2020 Golf Tournament)	01MSP	-3800	-6707.5				
03/12/2020		20-00002446	HIO insurance and Air Cannon - Golf Tournament	01MREV			1025	1025		
03/16/2020	POPKT00632	INV0003215	HIO insurance and Air Cannon - Golf Tournament	01MREV	512.5	-6195				
03/16/2020		20-00002446	HIO insurance and Air Cannon - Golf Tournament	01MREV			-512.5	512.5		
03/31/2020	GLPKT03370	JN05039	CEDC & Halff (2020 Golf Tournament)	01MSP	-4508	-10703				
Total Fund: 112 - MAIN STREET FUND:					47238.33	0	47238.33	853	-190.5	662.5
Grand Totals:					47238.33	0	47238.33	853	-190.5	662.5

Cash on hand 6/24/2020: \$52,656.99

Communication: Financials (Review and Discussion on Manager's Report and Financials)

Downtown Business Reached out about the possibility of renting out Main Street's Movie Screen for use. The Board has the following options:

1. Lend as a Main Street Partner

2. Rent to them
 - A. Open up to others asking for this and other equipment
 - B. Need a standard contract created
 - C. Need to create accounts for collections
 - D. We would need to adjust our insurance
 - E. Renters would need to have insurance

3. Do not rent or lend out equipment.