



**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
LUCY'S RESTAURANT 127 N. OHIO STREET, CELINA, TX 75009
THURSDAY, JUNE 7, 2018 AT 8:00 AM**

AGENDA

I. CALL TO ORDER:

II. PUBLIC COMMENT:

III. ACTION ITEMS:

A. Review, Discuss, and Take Action on minutes from May 3, 2018 meeting::

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

B. Review, Discuss, and Take Action on Downtown Master Plan Update::

1. Downtown Master Plan Update

C. Review, Discuss, and Take Action on Main Street Booth at Octoberfest:

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

E. Review, Discuss, and Take Action on Donation to Heros, Cops & Kids:

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

i. **Organization::**

A. **Golf Tournament:**

1. 2018 Golf Tournament

ii. **Economic Vitality::**

iii. **Design::**

iv. **Promotion::**

A. **June 16: Movie Night:**

i. **Purchase New Blower and Make Screen Repairs:**

B. June 22: Engagement Day on the Square:**C. July 6: Friday Night Market:****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, MAY 3, 2018 AT 8:00 AM**

MINUTES

I. CALL TO ORDER:

Attendee Name	Organization	Title	Status	Arrived	Departed
Buddy Minett	City of Celina	Board Member	Late	8:15 AM	
Tammy Walker	City of Celina	Board Member	Present		8:25 AM
Rachel Baty	City of Celina	Board Member	Absent		
Jack Ousley	City of Celina	Board Member	Absent		
Jessica Lloyd	City of Celina	Board Member	Present		
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 Webber	City of Celina	Place 1	Late	8:34 AM	
Bill Hemby	Celina ISD		Present		
Corbett Howard	Celina EDC		Present		
Rebecca Barton	City of Celina	Downtown Development Manager	Present		

Guest Dorothy Allan was present.

II. PUBLIC COMMENT:

No public comment.

III. ACTION ITEMS:

A. Review, Discuss, and Take Action on minutes from April 5, 2018 meeting:

1. Main Street Advisory Board - Regular Meeting - Apr 5, 2018 8:00 AM

Minutes Acceptance: Minutes of May 3, 2018 8:00 AM (Review, Discuss, and Take Action on minutes from May 3, 2018 meeting:)

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

B. Review, Discuss, and Take Action on 3D Virtual Tour of Downtown Presentation:

Dorothy Allan of Allen Retail Group made a presentation about a 3D tour project for downtown and answered questions from the board. Betsy Boudreaux made the motion move forward with the 3D Tour Project. Philip Ferguson seconded the motion and the motion carried, 10-0.

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

Staff presented updates around downtown including updates on local businesses, Cajun Fest event feedback, and some statistics on the City. Staff also presented briefly on current cash flow and budget.

Alexis Jackson, Development Services Director was introduced and spoke on the upcoming Downtown Master Plan, its timeline, and efforts to include stakeholders in the process. No action taken.

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

i. Organization: Next meeting May 31 at 8:30am at Main Street Office:

Staff mentioned the next organization meeting. No action taken.

ii. Economic Vitality:

No update. No action taken.

iii. Design: Next meeting June 1 at noon at Main Street Office:

Staff mentioned the next design meeting. No action taken.

iv. Promotion:

A. Mailers:

Staff discussed the past couple downtown mailers and the business responses. Jennifer Kennemer made the motion to stop doing the mailers every other month at this time with options to do periodic mailers as needed in the future. Moises Casillas seconded the motion and the motion carried, 10-0.

B. May 4: Friday Night Market:

Staff mentioned the need for volunteers. No action taken.

C. May 5: Cinco de Mayo:

Staff updated Board on the upcoming event in downtown. No action taken.

D. May 12: Mother's Day Promotion:

No action taken.

E. May 12: Super Hero Movie Night:

No action taken.

F. May 15: Golf Tournament:

Staff reminded the Board that it is all hands on deck for this event. No action taken.

G. June 1: Friday Night Market (Talent Show):

No action taken.

H. June 16: Movie Night (Raiders of the Lost Arc):

No action taken.

IV. ADJOURNMENT:

Amanda Webber, Board Vice President, moved to adjourn at 9:12am.

Chairman

Date Minutes Approved

Minutes Acceptance: Minutes of May 3, 2018 8:00 AM (Review, Discuss, and Take Action on minutes from May 3, 2018 meeting:)



Mainstreet Department
City of Celina, Texas

Memorandum

To: **Honorable Mayor Terry and the Celina City Council**
From: Rebecca Barton, Downtown Development Manager
Date: June 7, 2018
Re:

Action Requested:

Downtown Master Plan Update

Background Information:

The City of Celina's biggest physical asset, as identified by the community, is its downtown and square area. To establish the vision of what Downtown should look like and how it should evolve, the Downtown Master Plan's major goal is to establish that vision through illustrative concepts and supporting text and recommendations. The Plan will address the existing conditions as well as future opportunities and strategies, and it will detail physical aspects of development and the economic impacts that it could bring. Downtown Master Plan efforts have started.

There are several opportunities for the public to provide input:

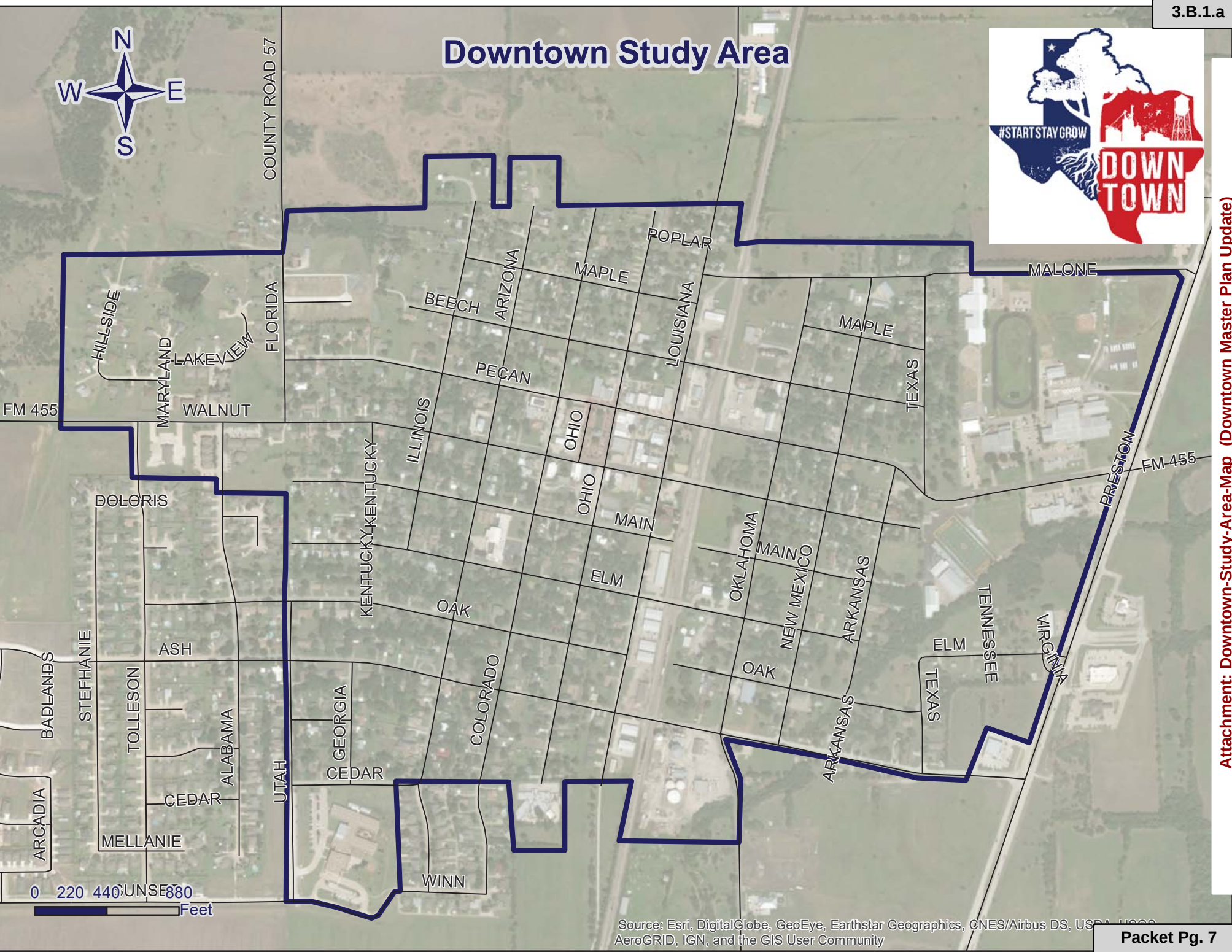
24/7 Social Media Engagement: The Downtown Master Plan Team will be continuously monitoring the project's two hashtags: #CelinaTX and #StartStayGrow. If you have ideas on how to make Downtown Celina the best it can be, please send out a Tweet or Post on Twitter, Facebook, or Instagram. We would appreciate your feedback! We encourage you to take pictures of Celina's biggest Downtown assets and tell us why you love them (include the two hashtags) and/or take pictures of other cities' downtown features that you feel would be a great fit for Downtown Celina (include the two hashtags) so we can include the ideas in the planning efforts!

***Invite Only* Downtown Stakeholder Workshop:** 6/7/18 (6pm-8pm)

Stakeholder Interviews: 6/14-6/15/18

Engagement Day on the Square: 6/22/18 (10:30am-4pm, 5pm-6pm): interact with Downtown Master Plan Team. The event will include activities and discussions based around how to revitalize Downtown, what Downtown should look like, and design concepts. Come to voice your opinion and help shape the Plan! There is a come-and-go workshop from 10:30am to 4pm and a presentation of the Day's collaboration and findings at 5pm.

Staff Recommendation:





Mainstreet Department
City of Celina, Texas

Memorandum

To: **Honorable Mayor Terry and the Celina City Council**
From: Rebecca Barton, Downtown Development Manager
Date: June 7, 2018
Re: 2018 Golf Tournament

Action Requested:
2018 Golf Tournament

Background Information:

The 25th Annual Celina Main Street Golf Tournament was held on May 15, 2018 at Stonebridge Ranch Country Club in McKinney. Overall the event was successful and well received. After the event, 24 players filled out a post-event evaluation. The Golf Committee also had a wrap-up meeting on May 24th to discuss feedback from this year's tournament and discuss improvements for next year. The biggest adjustment for next year will pertain to the beverage carts. A few minor suggestions were made on food, swag bag, and prizes. However, most feedback was positive including volunteer interaction and the course itself. Net profit for this year's event is \$35,475.16. The Golf Committee has decided to contact Stonebridge Ranch Country Club for available dates for next year's tournament to already begin preparing.

Supporting Documents:
See attached Budget Document.

Staff Recommendation:

25th Annual Main Street Golf Tournament
Date: May 15, 2018

Updated February 7 2018

Revenues		Projected	Actual	Expenses	Projected	Actual
<i>Sponsorships</i>						
Gold Sponsor (5000)	Centurion American	\$10,000.00	\$5,000.00	Golf (144@60)	\$9,340.00	\$8,640.00
Silver Sponsors 4000)	Hilltop Securities; Tomlin Investments	\$8,000.00	\$8,000.00	Drinks	\$0.00	\$1,817.65
Hole Sponsors (14 @\$250)	14	\$3,500.00	\$3,250.00	Dinner	\$8,942.00	\$7,560.00
Bronze Sponsor(1)	Hill & Wilkinson	\$3,000.00	\$3,000.00	Setup		\$550.00
Dinner Sponsor (1)	Service Commerical Construction	\$3,000.00	\$3,000.00	Snacks and Shots	\$1,000.00	\$261.43
Hole In One Sponsors (4 @ \$600)	3	\$2,400.00	\$1,800.00	Prizes(Gift Cards for top teams, etc)	\$2,100.00	\$818.44
Shots and Snacks Sponsor	DFW Storm Solutions	\$2,000.00	\$2,000.00	Hole in One Insurance	\$1,400.00	\$1,020.00
Putting Contest	Petitt Barraza LLC	\$2,000.00	\$2,000.00	Sponsor signs, contest signs	\$400.00	\$105.00
Photo Sponsor	ason Aune Group KW86	\$1,000.00	\$1,000.00	Golf Towels	\$500.00	\$362.35
Driving Range	Mario Sinacola & Sons	\$1,000.00	\$1,000.00	Sponsor Gifts	\$500.00	\$323.75
Gift Bag Sponsor	RPM	\$1,000.00	\$1,000.00	Golf Bag	\$1,000.00	\$1,035.00
Beverage Cart Sponsor	Brandon Industries	\$1,000.00	\$1,000.00	Misc Expenses	\$150.00	\$76.10
Golf Ball Sponsor	Company LLC	\$500.00	\$500.00			
Golf Towel Sponsor	Strategic Realty Consultants	\$500.00	\$500.00			
Teams 29 sold @800	27	\$21,600.00	\$20,800.00			
Mulligans /Bobcat Tails(2/each for \$20)		\$1,400.00	\$2,003.90	Total Expenses	\$25,332.00	\$22,569.72
Charity Long Drive			\$2,190.98			
				Net Gain or Loss	\$26,568.00	\$35,475.16
Total Revenue		\$51,900.00	\$58,044.88			

Attachment: Budget (2018 Golf Tournament)