



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**

**AGENDA**

**I. CALL TO ORDER:**

**II. PUBLIC COMMENT:**

**III. MINUTES:**

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

**IV. ACTION ITEMS:**

- A. Review, Discuss, and Take Action on Manager's Report:
- B. Review, Discuss, and Take Action on Cajun Fest:
- C. Review, Discuss, and Take Action on 2021 Budget:
  1. Budget
- D. Review, Discuss, and Take Action on Committee Reports as needed:
  - i. Organization:
    - A. Golf Tournament:
    - B. Board Member Training:
  - ii. Design:
  - iii. Economic Vitality:
  - iv. Promotion:
- E. Discussion on future agenda items and meetings:

**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



Life Connected.

**NOTICE OF  
MAIN STREET ADVISORY BOARD REGULAR MEETING  
CELINA EDC BUILDING 302 W. WALNUT STREET, CELINA, TX 75009  
THURSDAY, FEBRUARY 6, 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	Late	8:35 AM
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 Boudreaux	City of Celina	Board Member	Present	
Michelle Baggett	City of Celina	Board Member	Present	
Philip Ferguson	City of Celina	Board Member	Present	
Eddie Cawfield	City of Celina	Board Member	Absent	
Leya Grubbs	City of Celina	Board Member	Present	
Renee Marler	City of Celina	Board Member	Absent	
Audrea Weimer	City of Celina	Board Member	Absent	
Bill Hemby	Celina ISD	Assistant Superintendent	Present	
Corbett Howard	City of Celina	Director of Governmental Affairs	Present	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	
Justin Steiner	City of Celina	Place 1	Present	

President Jack Ousley called the meeting to order at 8:05am.

**II. PUBLIC COMMENT:**

Jack Ousley and Corbett Howard mentioned the Census Count is coming up and will be available for everyone in Celina beginning April 1, 2020. No action taken.

**III. REVIEW, DISCUSS, AND TAKE ACTION ON MINUTES:**

1. Main Street Advisory Board - Regular Meeting - Jan 2, 2020 8:00 AM

Philip Ferguson made the motion to approve the minutes from the January 2, 2020 Main Street Advisory Board Meeting. The motion was seconded by Amanda Webber and the motion passed 8-0.

**IV. ACTION ITEMS:**

Minutes Acceptance: Minutes of Feb 6, 2020 8:00 AM (Minutes)

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

Staff provided an update on upcoming events and development in Downtown Celina including an art ordinance, training opportunities, and library renovations. Financials were briefly discussed but will be the main item at the March meeting. No action taken.

1. Financials

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

Staff and board discussed upcoming committee meetings and events including the Organization Committee's focus on Volunteers, new Golf Tournament website, and the events taking place in March. No action taken.

i. **Organization: next meeting February 21 at 8:30am at EDC Building:**

A. **Golf Tournament:**

ii. **Design:**

iii. **Economic Vitality:**

iv. **Promotion: Next meeting February 14 at 9am at City Hall Lobby Conference Room:**

A. **Friday Night Market: March 6:**

B. **St. Paddy's on the Square: March 14:**

V. New Business for next meeting

No action taken.

VI. **ADJOURNMENT:**

Jack Ousley, Board President, moved to adjourn the meeting at 8:35am.

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Date Minutes Approved

Minutes Acceptance: Minutes of Feb 6, 2020 8:00 AM (Minutes)

CITY OF CELINA					
FUND	DEPARTMENT			DIVISION	
112	MAIN STREET DEPT			000	
SUMMARY					
CATEGORIES	ACTUAL FY 2019	BUDGET FY 2020	ESTIMATED FY 2020	PROPOSED FY 2021	PLANNING FY 2022
PAYROLL	\$3,728	\$5,600	\$5,600	\$5,650	\$6,750
MATERIALS & SUPPLIES	\$1,047	\$2,000	\$2,000	\$4,112	\$5,528
MAINTENANCE EXPENSE	\$0	\$215	\$0	\$0	\$0
UTILITY EXPENSE	\$1,796	\$2,700	\$0	\$0	\$0
MISCELLANEOUS EXPENSE	\$4,828	\$36,000	\$34,415	\$3,885	\$3,985
SPEICAL PROJECTS	\$50,124	\$58,000	\$62,500	\$72,000	\$65,000
CAPITAL	\$0	\$0	\$0	\$0	\$0
TRANSFERS OUT	\$0	\$0	\$0	\$0	\$0
<b>112-127-000 TOTAL</b>	<b>\$61,522</b>	<b>\$104,515</b>	<b>\$104,515</b>	<b>\$85,647</b>	<b>\$81,263</b>

Communication: Budget (Review, Discuss, and Take Action on 2021 Budget)

CITY OF CELINA						
FUND	DEPARTMENT		DIVISION			
112	MAIN STREET DEPT		000			
LINE ITEM DETAIL						
LINE ITEMS	ACTUAL FY 2019	BUDGET FY 2020	ESTIMATED FY 2020	PROPOSED FY 2021	PLANNING FY 2022	
6100 SALARIES	\$0	\$0	\$0	\$0	\$0	
6105 OVERTIME	\$0	\$0	\$0	\$0	\$0	
6150 P/R TAX EXPENSE	\$0	\$0	\$0	\$0	\$0	
6151 SUTA	\$0	\$0	\$0	\$0	\$0	
6154 GROUP HEALTH INSURANCE	\$0	\$0	\$0	\$0	\$0	
6156 RETIREMENT-TMRS	\$0	\$0	\$0	\$0	\$0	
6157 WORKMAN'S COMPENSATION	\$0	\$0	\$0	\$0	\$0	
6160 LONGEVITY PAY	\$0	\$0	\$0	\$0	\$0	
6162 SCHOOL, REGISTRATION & TUITION	\$983	\$2,600	\$2,600	\$2,600	\$3,700	
- Training webinars and opportunities for Downtown businesses and Board Members						
- Texas Main Street Conference						
- Webinars and Lunch and Learns						
- Conferences - National Main Street						
- Conference - Texas Downtown Association						
6163 TRAVEL, MEALS & LODGING	\$2,745	\$3,000	\$3,000	\$3,050	\$3,050	
- Travel and hotel expenses for conferences						
- Meals for trainings and meetings						
<b>PAYROLL TOTAL</b>	<b>\$3,728</b>	<b>\$5,600</b>	<b>\$5,600</b>	<b>\$5,650</b>	<b>\$6,750</b>	
6310 COMPUTER HARDWARE	\$520	\$500	\$542	\$2,612	\$3,928	
-Acrobat and Photoshop						
-2021: additional Ipad						
-2022: computer costs for additional machine for volunteers						
6320 OFFICE SUPPLIES	(\$34)	\$500	\$500	\$500	\$600	
- Office supplies						
- Event or meeting supplies						
6321 MATERIALS & SUPPLIES	\$561	\$1,000	\$958	\$1,000	\$1,000	
- Materials and supplies for projects that are not directly linked to an event (ex: spring light pole banners)						
<b>MATERIALS &amp; SUPPLIES TOTAL</b>	<b>\$1,047</b>	<b>\$2,000</b>	<b>\$2,000</b>	<b>\$4,112</b>	<b>\$5,528</b>	
6400 MAINTENANCE AGREEMENTS	\$0	\$215	\$0	\$0	\$0	
6420 EQUIPMENT REPAIRS	\$0	\$0	\$0	\$0	\$0	
<b>MAINTENANCE EXPENSE TOTAL</b>	<b>\$0</b>	<b>\$215</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	

Communication: Budget (Review, Discuss, and Take Action on 2021 Budget)

6500 LAND LINE PHONE	\$736	\$1,300	\$0	\$0	\$0
6502 CELL PHONES	\$1,060	\$1,000	\$0	\$0	\$0
6506 INTERNET	\$0	\$400	\$0	\$0	\$0
6510 NATURAL GAS	\$0	\$0	\$0	\$0	\$0
<b>UTILITY EXPENSE TOTAL</b>	<b>\$1,796</b>	<b>\$2,700</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
6601 EQUIPMENT RENTAL	\$573	\$1,500	\$0	\$0	\$0
6626 POSTAGE	\$222	\$300	\$300	\$300	\$400
6629 GENERAL LIABILITY INSURANCE	\$0	\$135	\$0	\$0	\$0
6632 ADVERTISING	\$1,039	\$1,500	\$1,530	\$1,500	\$1,500
- Event Magnets, Facebook Ads, Google Ads, Print Ads, Other Marketing					
6650 MEMBERSHIPS, DUES & SUBSCRIPTION	\$1,065	\$1,065	\$1,085	\$1,085	\$1,085
- Membership fees for Texas Main Street, National Main Street, and Texas Downtown Association					
6680 MISCELLANEOUS EXPENSE	\$1,929	\$31,500	\$31,500	\$1,000	\$1,000
<b>MISCELLANEOUS EXPENSE TOTAL</b>	<b>\$4,828</b>	<b>\$36,000</b>	<b>\$34,415</b>	<b>\$3,885</b>	<b>\$3,985</b>
6700 SPECIAL PROJECTS	\$30,076	\$33,000	\$35,500	\$47,000	\$40,000
- Events: Friday Night Market, Movie Night, Gift Tour, Beware, Christmas, pop-ups					
- Future projects: examples - trash cans, bike racks, volunteer programs, other					
6720 GOLF TOURNAMENT	\$20,048	\$25,000	\$27,000	\$25,000	\$25,000
6770 FACADE GRANT EXPENSE	\$0	\$0	\$0	\$0	\$0
<b>SPEICAL PROJECTS TOTAL</b>	<b>\$50,124</b>	<b>\$58,000</b>	<b>\$62,500</b>	<b>\$72,000</b>	<b>\$65,000</b>
6830 CAPITAL - EQUIPMENT	\$0	\$0	\$0	\$0	\$0
<b>CAPITAL TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
7500 TRANSFERS OUT	\$0	\$0	\$0	\$0	\$0
<b>TRANSFERS OUT TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>112-127-000 TOTAL</b>	<b>\$61,522</b>	<b>\$104,515</b>	<b>\$104,515</b>	<b>\$85,647</b>	<b>\$81,263</b>

Communication: Budget (Review, Discuss, and Take Action on 2021 Budget)