



Life Connected.

**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
CELINA EDC BUILDING 302 W. WALNUT STREET, CELINA, TX 75009
THURSDAY, JANUARY 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 - Nov 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 Committee Reports as needed:
 - i. Organization:
 - ii. Design:
 - iii. Economic Vitality:
 - iv. Promotion:
- 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
WEDNESDAY, NOVEMBER 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	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 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	Present	
Leya Grubbs	City of Celina	Board Member	Absent	
Renee Marler	City of Celina	Board Member	Absent	
Audrea Weimer	City of Celina	Board Member	Absent	
Alexis Jackson	City of Celina	Director of Economic Development	Present	
Bill Hemby	Celina ISD		Present	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	

Board President, Jack Ousley, called the meeting to order at 8:29 AM.

II. PUBLIC COMMENT:

Resident Lindsey Pick introduced herself. No Action Taken.

III. MINUTES:

1. Main Street Advisory Board - Regular Meeting - Oct 3, 2019 12:00 AM

Buddy Minett made the motion to approve the minutes from the October 3, 2019 Main Street Advisory Board Meeting. The motion was seconded by Eddie Cawfield and the motion passed 8-0.

Minutes Acceptance: Minutes of Nov 6, 2019 8:00 AM (Review, Discuss, and Take Action on Minutes)

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Buddy Minett, Board Member
SECONDER:	Eddie Cawlfeld, Board Member
AYES:	Minett, Ousley, Webber, Casillas, Boudreaux, Baggett, Ferguson, Cawlfeld
ABSENT:	Baty, Grubbs, Marler, Weimer

IV. ACTION ITEMS:

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

Staff provided an update on upcoming events and developments in Downtown including holiday decoration and programming, and renovated office. Staff also completed a review of FY18-19 finances. No action taken.

1. Financial Report

B. Review, Discuss, and Take Action on December 2019 Regular Main Street Advisory Board Meeting:

Michelle made the motion to cancel the December 2019 Regular Main Street Advisory Board Meeting. Amanda Webber seconded the motion and the motion carried 8-0.

C. Review, Discuss, and Take Action on Main Street Annual Report:

The board walked through the annual report and completed the self evaluation. Betsy Boudreaux made the motion for staff complete the report with the self evaluation and include back-up documentation and submit before deadline December 16th. Amanda Webber seconded the motion and the motion carried 8-0.

1. Main Street Annual Report Draft

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

Staff and board discussed past and upcoming events. No action taken.

i. Organization:

ii. Design:

iii. Economic Vitality:

iv. Promotion:

A. Friday Night Market:

B. Beware! Of The Square:

C. Shop Small, Win Big:

D. Christmas on the Square:

E. Gift Tour:

V. ADJOURNMENT:

Jack Ousley, Board President, moved to adjourn the meeting at 9:33am.

Chairman

Date Minutes Approved

Minutes Acceptance: Minutes of Nov 6, 2019 8:00 AM (Review, Discuss, and Take Action on Minutes)

Events	Net 2016	Est. Attendance	Net 2017	Est. Attendance	Net 2018	Attendance
Friday Night Markets	\$2,933.00	5100	\$1,445.49	1800	-\$658.93	2250
Golf Tournament : May	\$28,978.00	0	\$25,581.87	-	\$36,685.16	0
Movie Theme Nights: (4 in 2016, 2 in 2017, 4 in 2018)	\$2,675.00	1700	\$2,451.60	450	-\$1,349.00	800
Guinness World Record Painting Event: Oct	-\$1,151.00	450	-	-	-	-
Trick or Treat: Oct	\$1,200.00	1000	\$350.00	1000	\$225.00	800
Christmas on the Square: Dec	-\$2,569.00	1500	-\$3,390.34	1500	-\$3,150.31	1500
Christmas Gift Tour: Dec (50/50 split with CARE)	\$1,905.55	110	\$2,025.70	150	1958.48	150
Cajun Fest: April (Tshirts)	883	8500	1399.12	1500	1227.49	2000
Celina Oktoberfest: Oct 13 (Tshirts)	-	-	-	-	-804.8	-
Net Gain or Loss	\$34,854.55	18360	\$29,863.44	6400	\$34,133.09	7500

2019 Main Street Event Actuals	Revenue	*Expenses	Net	Est. Attendance
Friday Night Markets	\$5,168.00	\$2,195.61	\$2,972.39	2250
Cajun Fest: April (Tshirts)	\$0.00	\$960.00	-\$960.00	0
Golf Tournament : May	\$56,546.95	\$23,004.60	\$33,542.35	0
Movie Theme Nights: 4	\$500.00	\$1,988.00	-\$1,488.00	800
Celina Oktoberfest: Oct (Tshirts)	\$0.00	\$353.00	\$353.00	6000
Beware! Of The Square	\$3,200.00	\$5,839.93	-\$2,639.93	3000
Christmas on the Square: Dec	\$14,875.00	\$10,883.04	\$3,991.96	3500
Gift Tour: Dec (This is the MS portion - split with CEF)	\$3,931.74	\$642.50	\$3,289.24	150
Net Gain or Loss	\$84,221.69	\$45,866.68	\$39,061.01	15700



City of Celina, TX

Monthly Activity Report
 Account Summary
 12/18/2019

	January 2019	February 2019	March 2019	April 2019	May 2019	June 2019	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019
Fund: 112 - MAIN STREET FUND												
Revenue												
112-400-000-4400 INTEREST INCOME	42.96	32.96		42.07	122.41	86.13	89.93	89.81	92.04	96.45	0.00	0.00
112-400-000-4618 MAIN STREET-SPECIAL EVENTS	-172.52	359.36		1,147.50	625.00	520.00	685.00	3,354.00	2,915.00	4,492.00	3,570.00	405.00
112-400-000-4619 GOLF TOURNAMENT	0.00	3,450.00		14,200.00	20,394.72	2400.00	800.00	0.00	0.00	0.00	0.00	0.00
Revenue Total:	-129.56	3,842.32	15,389.57	18,632.58	21,142.13	3,006.13	1,574.93	3,443.81	3,007.04	4,588.45	3,570.00	405.00
Expense												
112-127-000-6162 SCHOOL, REGISTRATION & TUITION	460.00	0.00	0.00	100.00	-36.88	0.30	-50.00	0.00	509.70	0.00	30.00	0.00
112-127-000-6163 TRAVEL, MEALS & LODGING	0.00	458.00	0.00	1,541.22	1,237.47	0.00	-770.61	178.54	100.68	328.28	0.00	437.31
112-127-000-6310 COMPUTER HARDWARE	0.00	0.00	519.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-127-000-6320 OFFICE SUPPLIES	977.08	-1,073.84	0.00	0.00	0.00	0.00	-31.15	0.00	63.51	0.00	0.00	0.00
112-127-000-6321 MATERIALS & SUPPLIES	0.00	40.29	0.00	0.00	0.00	0.00	0.00	50.40	227.03	4.00	231.98	43.98
112-127-000-6500 LAND LINE PHONE	31.02	92.62	92.85	31.36	31.46	93.88	103.01	99.18	99.21	0.00	0.00	0.00
112-127-000-6502 CELL PHONES	74.43	0.00	194.32	226.33	85.18	283.08	-411.94	89.32	178.64	0.00	0.00	0.00
112-127-000-6601 EQUIPMENT RENTAL	0.00	0.00	0.00	0.00	0.00	0.00	65.93	236.53	270.46	0.00	71.25	72.07
112-127-000-6626 POSTAGE	136.56	0.00	5.63	5.63	17.19	20.79	5.51	13.38	5.51	0.72	0.00	31.01
112-127-000-6629 GENERAL LIABILITY INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	135.00	0.00
112-127-000-6632 ADVERTISING	434.78	0.00	0.00	0.00	0.00	580.00	0.00	12.00	0.00	0.00	0.00	215.48
112-127-000-6650 MEMBERSHIPS, DUES & SUBSCRIPTION	0.00	0.00	0.00	885.00	180.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-127-000-6680 MISCELLANEOUS EXPENSE	3.00	0.00	0.00	0.00	133.50	0.00	0.00	0.00	1,792.70	0.00	0.00	500.00
112-127-000-6700 SPECIAL PROJECTS	200.00	1,415.30	200.00	2,828.75	8,311.70	1,687.59	400.00	905.83	2,128.50	200.00	3,297.06	8,287.58
112-127-000-6720 GOLF TOURNAMENT	0.00	0.00	0.00	0.00	18,722.26	137.66	0.00	0.00	1,188.00	0.00	0.00	0.00
Expense Total:	2,316.87	932.37	1,012.62	5,618.29	28,681.88	2,803.30	-689.25	1,585.18	6,563.94	533.00	3,765.29	9,587.43
Fund 112 Surplus (Deficit):	-2,446.43	2,909.95	14,376.95	13,014.29	-7,539.75	202.83	2,264.18	1,858.63	-3,556.90	4,055.45	-195.29	-9,182.43
Total Surplus (Deficit):	-2,446.43	2,909.95	14,376.95	13,014.29	-7,539.75	202.83	2,264.18	1,858.63	-3,556.90	4,055.45	-195.29	-9,182.43

Balance 12/18/2018 \$46,063.63

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