City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Special Called Meeting on Friday December 12, 2025, at 9:00 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Vice-Chair Vicki Byrd, and Member Brian Beck.
ABSENT: None.

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. **CPC25-035** Consider approval of the minutes from September 22, 2025.

The item was presented, and discussion followed. Vice-Chair Vicki Byrd motioned to approve; Member Brian Beck seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Brian Beck
(0) NAYS:
(0) ABSENT:

B. **CPC25-036** Receive a report and hold a discussion regarding Post Event Summary Reports for events that receive Hotel Occupancy Tax and Sponsorship Program Funding.

The item was presented, and discussion followed. Recent HOT fund events were discussed. Parks and Recreation Manager Autumn Talley presented feedback from Parks and Jazz Festival; Peterbilt Truck Parade; and Denton's Day of the Dead Festival. Staffing needs, drone safety and traffic barriers were discussed with respect to safety and citizen experience. Christine Taylor emphasized the need for these events to become more self-sustainable. Chairman Holland would like to be able to know how many hotel nights are created by these events and remarked that the amount of HOT funds an event receives should correlate to the amount of hotel nights it creates. Various tools were discussed that can measure the economic impact of events.

C. **CPC25-037** Receive a report, hold a discussion, and give staff direction regarding the streamlined approval process for neighborhood block parties requiring residential street closures.

The item was presented, and discussion followed. Assistant Director Martin shared a streamlined plan to strengthen the special event permitting process with respect to neighborhood block parties. Proposed plan would allow for easier access for citizens but also the necessary review time to protect the city. Discussion focused on safety concerns, road barriers and the process and cost associated therewith; various levels of commercial sales (food trucks, hot dog carts, Girl Scout cookies). Members questioned cost involved with receiving a permit, current monitoring and oversight of such parties.

D. **CPC25-038** Receive an update from staff on the Convention and Visitors Bureau

The item was presented, and discussion followed.

Kristi Franz presented data from Q3 of the year. Numbers were significantly higher than FY2024 despite Discover Denton not being fully staffed. CVB focusing on redeveloping Sports Tourism in Denton and "Set Jetting." Provided a transition update – going before City Council on February 3, 2026.

Member Beck questioned if Denton is constrained in advertising in other markets based on marketing budgets. Chairman Holland wants to see Discover Denton better publicized in the community, so citizens see the dollar value brought in by their efforts. Vice-Chairperson Byrd suggested putting info out quarterly in Friday reports regarding what funds are generated and the benefits provided by those funds so that citizens can see how they contribute towards their quality of life.

E. **CPC25-039** Consider approval of the 2026 Community Partnership Committee meeting calendar.

The item was presented, and discussion followed. Member Beck made a general recommendation to open application period earlier in April due to events that may lead to committee change in May

Vice Chair Vicki Bird motioned for the approval of the calendar; Member Brian Beck seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Brian Beck
(0) NAYS:
(0) ABSENT:

F. **CPC25-040** Future Agenda Items.

The item was presented. With respect to Contingency Requests Christine Taylor advised the allotment for council members to contribute to cause of their choice would be adjusted back to $1,700.

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 10:45 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: January 23, 2026