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 January 23, 2026, at 9:06 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Vice-Chair Vicki Byrd, and Member Brian Beck.
ABSENT: Chair Joe Holland

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. **CPC26-041** Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

The item was presented, and discussion followed. Member Beck moved to table the item until Chairman Holland can attend. Member Brian Beck brought the motion, and Vicki Byrd seconded the motion.

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

B. **CPC26-042** Consider the approval of the minutes from September 22, 2025, and December 12, 2025.

The item was presented, and discussion followed. Member Brian Beck brought the motion, and Vicki Byrd seconded the motion.

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

C. **CPC26-043** Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of District 2 City Council Contingency funds in the amount of three hundred dollars ($300) in support of a sign for the Girl Scouts Pollinator Garden at Avondale Park; and for the expenditure of District 1 City Council Contingency funds totaling one thousand seven hundred dollars ($1,700) in support of the following organizations: Denton Black Film Festival Institute, Inc. ($567), Project Hope ($567), and Greater Denton Arts Council ($566).

The item was presented, and discussion followed. Mr. Terrence Jones presented and discussed the council contingency funds. Member Beck said after discussing with all the parties involved, he'd like to amend his amount to $900 to purchase a different, better sign. Member Byrd shared her reasoning behind the donations she would like to donate her contingency funds too.

Member Beck moved to approve the District 1 request, and to increase the District 2 request from $300 to $900. Member Byrd seconded the motion.

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

D. **CPC26-044** Receive a presentation from staff and hold a discussion regarding the Convention and Visitors Bureau's Economic Impact Modeling tool.

The item was presented by Ms. Emily Bain, director of Marketing for Discover Denton. Ms. Bain presented on the Symphony Platform and discussion followed. Member Beck asked how these event calculators are populated. The Impact Calculator is manually populated; however, the Symphony platform is populated mostly from cell phone pings. ACM Christine Taylor explained how very event-driven some of the calculations are. Member Beck questioned if there is a public facing component. It was explained that Symphony platforms are presented to TPID and to the public. Member Byrd was excited about the information found it useful in grant platforms to allocate funds according to community impact. Discussion regarding the performance of social media platforms and talks with a marketing agency to push out long form videos. As a Destination Marketing Organization, the CVB is outperforming others with social media. It was said that websites are competing with AI and driving people to our website is more difficult.

E. **CPC26-046** Consider revision to the adopted 2026 Community Partnership Committee meeting calendar, changing the June 19, 2026, meeting date to June 12, 2026.

The item was presented, and discussion followed.

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

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

F. **CPC26-048** Management Report

1. Correction of Previously Presented Information
   Item was presented and discussion followed

2. Follow up on Council Contingency Funding Level
   Item was presented and discussion followed

3. Update on Arts & Jazz
   Item was presented and still in discussion

4. Future Agenda Items
   Item was presented and discussion followed

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 9:46 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: February 20, 2024