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 February 20, 2026, 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. **CPC26-001** Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

The item was presented, and discussion followed. Member Brian Beck brought the motion to re-elect Joe Holland as Chair and Vicki Byrd as Vice Chair, and Vicki Byrd seconded the motion.

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

B. **CPC26-002** Consider the approval of the minutes of January 23, 2026, Community Partnership Committee meeting.

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:
(0) ABSENT:
(1) ABSTAIN: Joe Holland

C. **CPC26-003** Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program Year 2025, and receive direction for updates to the HOT Program Year 2027 guidelines and application.

Chair Joe Holland would like hotel night stays to be emphasized. Member Beck shared point of view for a broader scope of the interpretation of Section 351 and be mindful to not limit ourselves. Vice Chair Byrd questioned whether the rubric allows for any subjective perspective and counseled the application reviewers to be professional and leave space to move in either direction. Committee members counseled about rebalancing the category values on the application rubric but concluded to keep it the same. Member Beck suggested offering positive and negative examples of applications for applicants.

Emily Wright, General Manager of Homewood Suites and TPID Chair, spoke and explained the challenges of getting consistent data from hotel guests regarding purpose of visits. Assistant City Manager Christine Taylor said all the tools we are implementing are helpful to get objective data for the applications, but there isn't one clean way to get the answer.

D. **CPC26-004** Management Report

1. Update on Arts & Jazz
   Item was presented and discussion followed. The organizers changed the date of the festival putting them outside the Fiscal Year for funding for in-kind sponsorships. Discussion followed with respect to considering adjustments.

2. Future Agenda Items
   Item was presented and discussion followed.

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 9:57 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: 3/20/2026