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 Regular Meeting on Friday March 20, 2026, at 9:02 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

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

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. **CPC26-005** Consider the approval of the minutes of February 20, 2026, Community Partnership Committee meeting.

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

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

B. **CPC26-006** Receive a report, hold a discussion, and give staff direction regarding updates to the Hotel Occupancy Tax (HOT) Application and Scoring Rubric.

The item was presented, and discussion followed. Member Beck questioned how we could track the metrics provided by the applicants to avoid overestimation. Member Beck would like to continue to find a way to fund high impact events that have been successful in the past but encourage new events as much as possible. Also, how do we transition events that have been awarded in the past to be self-funding. With respect to the tourism impact, how can we not punish a lot of locals for overnight stays, but has the tourism component – events that blend high economic impact with outside interests. Assistant City Manager Christine Taylor mentioned HOT funds might not be the appropriate funding source for that event. Member Beck suggested being mindful of the scoring interpretation on a scaling factor. Chair Holland would like to run this rubric for a year and see what happens and adjust as necessary but focus on heads in beds.

C. **CPC26-007** Receive a report, hold a discussion, and give staff direction regarding Discover Denton's transition to the Denton Destination Management and Marketing Organization (DMMO), DMMO's application for the remaining Hotel Occupancy Tax (HOT) funding allocated to Discover Denton for Fiscal Year 2025-26.

The item was presented, and discussion followed. Member Beck questioned who owns the assets, IP, equipment, and if the DMMO fails is there a clause that the assets would come back to the city. DMMO will be licensing the name Discover Denton and if the DMMO were to fail the City will take it back.

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D. **CPC26-004** Management Report

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

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 9:36 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: July 16, 2026