



MAIN STREET ALLIANCE

Monday, July 19, 2021 – 5:15 PM

109 North Kaufman Street, Mount Vernon, Texas 75457

MINUTES

Call to Order and announce a quorum is present

Madam Chair opened the meeting and announced a quorum present and welcomed the newest board members, Lindsay Bliss, Ketrell Taylor, and Erica Clasby.

PRESENT

Chair Betsy Gekiere

Vice-Chair Jonathan Jones

Board Member Gay Travis

Board Member Bonnie McAllister

Board Member Jennifer Beene

Board Member Erica Clasby

Board Member Ketrell Taylor

Board Member Lindsay Bliss

Kathy Lovier, City Secretary

ABSENT

Board Member Crystal Copeland

Visitors: Tina Rose, Brad Hyman, Lillie Bush-Reves

Consent Agenda

Items on the Consent Agenda are approved by a single action of the Board, with such approval applicable to all items appearing on the Consent Agenda. A Board Member may request any item to be removed from the Consent Agenda and considered as a separate item.

1. Minutes 6/21/21
2. June 2021 financial report

Motion made by Board Member McAllister, Seconded by Vice-Chair Jones with the amendment to the minutes that the Harvest on Main will be November 6, 2021 not November 26, 2021.

Voting Yea: Chair Gekiere, Vice-Chair Jones, Board Member Travis, Board Member McAllister, Board Member Beene, Board Member Clasby, Board Member Taylor, Board Member Bliss

Action Items

3. Consider and Act upon Harvest on Main Event and Food and Wine Festival.

After some consideration Harvest on Main will be changed to A Taste of Mount Vernon for at least this year with time constraints and several new board members the executive committee doesn't feel there is enough time to do Harvest on Main justice this year. The idea of A Taste of Mount Vernon could be

down Smokey Row, because that project should be completed by November 6th, with a festival feel. There are ideas of a band and table for people to sit, eat, and visit, maybe booths for the local restaurants and possibly their beer/wine vendors to set up with just a "taste" of what they serve in house. The committee will be: Lindsay Bliss, Jennifer Beene, Gay Travis, and Bonnie McAllister. after meeting they will report back to the board with their ideas.

MVFWF- is tentatively scheduled for Friday, April 1st and Saturday, April 2nd, 2022. Betsy will be talking with Crystal Copeland regarding using The Glove Factory as a backup should the weather be inclimate.

Discussion Items (no action will be taken)

Farmer's Market and Second Saturday-Jonathan Jones

Schedule: 8/14/21 car show and 9/11/21 motorcycle show/rally

Jonathan does need more ideas for activities these months. He is considering doing a pooch parade in August, maybe 9:30 a.m. so as to not be too hot for the pets. The parade would be for children maybe up to 12 years of age, possible dressing/accessorizing the pets and being judges for best dressed and prizes for those.

Smokey Row update:

Carolyn Teague is currently out of town but will be back next month to give an update.

Committee Assignments:

Chair Gekiere asked to have a copy of the by-laws sent to the new board members before she appoints to these positions.

Committee Reports

Organization - no report

Economic Vitality - no report

Design - Chair Gekiere is still working on the possibility of a mural.

Promotions - Crystal Copeland is in charge of media. Jennifer will be looking into signage on I-30.

Manager Update No update at this time.

Adjournment

Motion made by Vice-Chair Jones at 6:07 p.m., Seconded by Board Member Taylor.

Voting Yea: Chair Gekiere, Vice-Chair Jones, Board Member Travis, Board Member McAllister, Board Member Beene, Board Member Clasby, Board Member Taylor, Board Member Bliss

_____/s/ Jonathan Jones

Betsy Gekiere – Vice President

ATTEST:

_____/s/ Kathy Lovier

Kathy Lovier – City Secretary