



MAIN STREET ALLIANCE

Monday, April 15, 2024 – 5:00 PM

109 North Kaufman Street, Mount Vernon, Texas 75457

MINUTES

Call to Order and announce a quorum is present

Vice-President Barnard called the meeting to order at 5:00 p.m. and announced a quorum present.

PRESENT

Board Secretary Gay Travis
Board Member Crystal Copeland
Board Member Bonnie McAllister
Board Vice Chair Pam Barnard
Board Member Morgan Hyman
City Secretary Kathy Lovier
Assistant City Secretary Angie Pike
Main Street Manager Kassidy Wesson

ABSENT: Board Chair Ketrrell Taylor

VISITORS: Brittany Franza, Ronnie Barnard

Consent Agenda

1. Minutes 3/18/2024
March 2024 financials

Motion made by Board Secretary Travis, Seconded by Board Member McAllister.

Voting Yea: Board Secretary Travis, Board Member Copeland, Board Member McAllister, Board Vice Chair Barnard, Board Member Hyman

Action Items

2. Consider and act upon approval of Brittany Seymore Franza to the board.

Motion made by Board Member Copeland, Seconded by Board Member McAllister.

Voting Yea: Board Secretary Travis, Board Member Copeland, Board Member McAllister, Board Vice Chair Barnard, Board Member Hyman

3. Consider and act upon approval of Chris Johnson to the board.

Motion made by Board Member Copeland, Seconded by Board Member Hyman.

Voting Yea: Board Secretary Travis, Board Member Copeland, Board Member McAllister, Board Vice

Chair Barnard, Board Member Hyman

Discussion Items (no action will be taken)

The Board discussed as a whole, next year's spring event we should have golf carts to take people back and forth to the park where the food trucks will be located, changing the event to the second weekend, having vendors sign up now to be committed for next year

Farmer's Market for the time being will be located at Little Creek Park in the parking area where there is electricity and water available. The market will begin May 2, 2024 5pm to 9pm.

Carry the Load will be 5/24/2024 with the Picnic on the Plaza. We are asking businesses and individuals to participate in our ice cream freeze off. MVFD will be cooking hamburgers and hot dogs for all who come out to honor the CTL team.

Committee Reports

Organization - bids were received for the welcome sign, this will be presented to the EDC Board on May 9th meeting.

Economic Vitality committee meeting was 4/10/24 with Bonnie, Morgan, Cassidy and Kathy present. Most of the discussion was regarding utilizing Little Creek Park more. A Facebook page has been started, a QR code and a pin was dropped at the location. We really want to get people down there and other committees having events there.

Next committee meeting will be for Design on May 9th 1:30 p.m. at Birdies Boutique.

No report from the other committees.

Manager Update

Manager Wesson reported she was unable to attend the Real Places conference in person due to the solar event but is now watching it as it was recorded and sent out to MS Managers who requested it.

We now have a form for the transformation strategy, we have all our information/plan gathered together and will begin the tedious work of compiling the information into a written plan.

All required reports for MS and CLG have been filed and accepted.

All social media is being used to promote businesses, downtown and Little Creek Park.

We have begun the facelift to the website as well.

MS is happy to announce we are partnering with Key Club's Purse Bingo.

Adjournment

Motion made by Board Secretary Travis at 5:30 p.m. to close the meeting, Seconded by Board Member Hyman. Voting Yea: Board Secretary Travis, Board Member Copeland, Board Member McAllister, Board Vice Chair Barnard, Board Member Hyman

ATTEST:

/s/ Ketrell Taylor
Ketrell Taylor - President

/s/ Kathy Lovier
Kathy Lovier - City Secretary