



MAIN STREET ALLIANCE *RESCHEDULED*

Monday, November 04, 2024 – 5:00 PM

109 North Kaufman Street, Mount Vernon, Texas 75457

Our mission: to provide effective and fiscally responsible municipal services in a manner which promotes our high standard of community life.

Vision Statement Mount Vernon is a caring community committed to excellence and quality of life, aspiring to be the community of choice for ourselves, our children, and future generations – beautiful, clean, vibrant, and safe. We will strive to preserve our heritage, our friendly hometown atmosphere, and celebrate the diversity of all our citizens.

AGENDA

Call to Order and announce a quorum is present

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 7/15/2024
July, August and September 2024 financial reports

Action Items

2. Consider and act upon approval of resignation of Ketrrell Taylor, Pam Barnard, Ronnie Davis, and Julie Knotts.
3. Consider and act upon appointment of Board President and Vice-president.
4. Consider and act upon approval of Theresa Brown to Main Street Board.
5. Consider and act upon approval of Ginger Trampus to Main Street Board.
6. Consider and act upon approval of Stephanie Collvins to Main Street Board.
7. Consider and act upon appointment of new board members to committees.

Discussion Items (no action will be taken)

Romeo and Juliets project
picnic tables, poles and lights on Smokey Row - business donation opportunity
Friendly Fridays
Merchant Mondays

Committee Reports

Organization - Morgan, Chris
Economic Vitality - Morgan, Brittany
Design - Crystal, Brittany
Promotions - Crystal, Chris
Set up next committee meeting lunch. (second Thursdays)

Manager Update

Christmas Window Displays/Ladies Night Out Hot Chocolate booth
Sponsorship packets
Bounce Houses/Movies
Spring Event and board (committee) participation

Adjournment

 /s/ *Ketrell Taylor*
Ketrell Taylor - President

ATTEST

 /s/ *Kathy Lovier*
Kathy Lovier - City Secretary
Posted October 28, 2024 @ 12pm



MAIN STREET ALLIANCE
Monday, July 15, 2024 – 5:00 PM

109 North Kaufman Street, Mount Vernon, Texas 75457

Our mission: to provide effective and fiscally responsible municipal services in a manner which promotes our high standard of community life.

Vision Statement Mount Vernon is a caring community committed to excellence and quality of life, aspiring to be the community of choice for ourselves, our children, and future generations – beautiful, clean, vibrant, and safe. We will strive to preserve our heritage, our friendly hometown atmosphere, and celebrate the diversity of all our citizens.

MINUTES

Call to Order and announce a quorum is present

Board Chair Taylor called the meeting to order at 5:05 p.m. and announced a quorum present.

PRESENT

- Board Chair Ketrell Taylor
- Board Member Crystal Copeland
- Board Vice Chair Pam Barnard
- Board Member Morgan Hyman
- Board Member Christopher Johnson
- City Secretary Kathy Lovier
- Main Street Manager Kassidy Wesson

ABSENT: Board Secretary Gay Travis, Board Member Bonnie McAllister, Board Member Brittany Franza

VISITORS: Julie Knotts and Ronnie Davis

Consent Agenda

1. Minutes 6/17/24
May and June 2024 financials

Motion made by Board Member Copeland, Seconded by Board Vice Chair Barnard.

Voting Yea: Board Chair Taylor, Board Member Copeland, Board Vice Chair Barnard, Board Member Hyman, Board Member Johnson

Action Items

2. Consider and act upon approval of Julie Knotts for board membership and placement on two committees.

Motion made by Board Vice Chair Barnard to approve and add Mrs. Knotts to the Economic Vitality and Design committees, Seconded by Board Member Hyman.

Voting Yea: Board Chair Taylor, Board Member Copeland, Board Vice Chair Barnard, Board Member

Hyman, Board Member Johnson

3. Consider and act on approval of Ronnie Davis for board membership and placement on two committees.

Motion made by Board Member Copeland to approve and add Mr. Davis to the Organization and Promotions committees, Seconded by Board Member Johnson.

Voting Yea: Board Chair Taylor, Board Member Copeland, Board Vice Chair Barnard, Board Member Hyman, Board Member Johnson

Discussion Items (no action will be taken)

Spring Event and collaborating with Community Events for concerts/kid zone monthly
August meeting

Manager Wesson reported that she has been talking with Community Events Committee regarding concerts in the park, as well as a petting zoo and carnival company to be added to Spring into downtown.

August meeting will be canceled due to conflicting schedules.

Committee Reports

Organization - Ketrell, Morgan, Chris - meeting 7/11/24 reporting 7/15/2024

Economic Vitality - **Bonnie**, Morgan, Brittany next meeting 8/8/2024

Design - **Bonnie**, Crystal, Brittany

Promotions - Crystal, Ketrell, Pam, Chris meeting 6/20/24 - reporting 7/15/2024

The Organization committee will be meeting 7/19/2024 after being reset. They will be discussing sponsorship packages for the Spring Into Downtown in April.

Economic Vitality Committee will be meeting on 8/8/24.

Manager Update

Manager Wesson reported she has dropped off packages to each of the restaurants for Taste Downtown. She reported the City is in the budget cycle and she has asked to purchase bounce houses and a movie screen and projector for the park events and to be used by other committees.

Adjournment

Motion made by Board Member Copeland at 5:18 p.m. , Seconded by Board Member Johnson.

Voting Yea: Board Chair Taylor, Board Member Copeland, Board Vice Chair Barnard, Board Member Hyman, Board Member Johnson

Ketrell Taylor - President

ATTEST

Kathy Lovier - City Secretary

CITY OF MOUNT VERNON
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: JULY 31ST, 2024

Item 1.

01 -GENERAL FUND
 DEPARTMENT -M150 Main Street
 DEPARTMENTAL EXPENDITURES

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	TOTAL ENCUMBERED	BUDGET BALANCE	% YTD BUDGET
5150.001 WAGES	37,949	3,255.38	19,559.97	0.00	18,388.75	51.54
5150.003 PROMOTIONAL	8,000	210.22	646.41	0.00	7,353.59	8.08
5150.004 POSTAGE	50	0.00	0.00	0.00	50.00	0.00
5150.005 DUES/SUBSCRIPTIONS	2,000	0.00	904.90	0.00	1,095.10	45.25
5150.006 COMPUTER/TECH	2,000	0.00	5,232.82	0.00	3,232.82	261.64
5150.007 SIGN GRANT	0	0.00	664.89	0.00	664.89	0.00
5150.008 MAIN STREET EVENTS	8,000	763.92	11,236.45	0.00	3,236.45	140.46
5150.009 SPECIAL PROJECTS	1,000	0.00	434.00	0.00	566.00	43.40
5150.025 UNEMPLOYMENT EXP (TEC)	300	42.76	117.00	0.00	183.00	39.00
5150.032 SOCIAL SECURITY (FICA)	2,353	201.84	1,212.76	0.00	1,140.06	51.54
5150.033 MEDICARE	550	47.20	283.60	0.00	266.66	51.54
5150.034 TML INSURANCE	13,470	1,653.96	4,159.90	0.00	9,310.10	30.88
5150.035 RETIREMENT (TMRS)	3,518	241.09	1,832.95	0.00	1,684.90	52.10
5150.037 TELEPHONE	600	31.06	413.62	0.00	186.38	68.94
5150.039 OVERTIME	0	0.00	0.00	0.00	0.00	0.00
5150.042 SCHOOL/TRAINING/TRAVEL	4,500	0.00	1,966.57	0.00	2,533.43	43.70
5150.044 SUPPLIES	700	31.97	195.87	0.00	504.13	27.98
5150.053 LONGEVITY	0	0.00	0.00	0.00	0.00	0.00
TOTAL 150 Main Street	84,990	6,479.40	48,861.71	0.00	36,127.94	57.49

9-05-2024 6:10 AM
 YEAR : Oct-2023 / Sep-2024
 FUND : 01 -GENERAL FUND
 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

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Item 1.

PERIOD TO USE: Jul-2024 THRU Jul-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE

	5150.001		WAGES					
	7/10	P03541	PYEXP				1,627.69	
	7/24	P03544	PYEXP				1,627.69	
			===JUL TOTAL===			3,162.39	3,255.38	92.99CR
==ACCT TOTALS==		CURRENT BUDGET:	37,948.72	YTD ACTIVITY:	19,559.97	ENCUMBERED:	0.00	BALANCE: 18,388.75

	5150.003		PROMOTIONAL					
	7/11	A50471	CHK: 064466	CARD SERVICE CENTER	3140 CARD SERVICE CE 202407111381		210.22	
			===JUL TOTAL===			666.67	210.22	456.45
==ACCT TOTALS==		CURRENT BUDGET:	8,000.00	YTD ACTIVITY:	646.41	ENCUMBERED:	0.00	BALANCE: 7,353.59

	5150.004		POSTAGE					

	5150.005		DUES/SUBSCRIPTIONS					
==ACCT TOTALS==		CURRENT BUDGET:	2,000.00	YTD ACTIVITY:	904.90	ENCUMBERED:	0.00	BALANCE: 1,095.10

	5150.006		COMPUTER/TECH					
==ACCT TOTALS==		CURRENT BUDGET:	2,000.00	YTD ACTIVITY:	5,232.82	ENCUMBERED:	0.00	BALANCE: 3,232.82CR

	5150.007		SIGN GRANT					
==ACCT TOTALS==		CURRENT BUDGET:	0.00	YTD ACTIVITY:	664.89	ENCUMBERED:	0.00	BALANCE: 664.89CR

	5150.008		MAIN STREET EVENTS					
	7/11	A50471	CHK: 064466	CARD SERVICE CENTER	3140 CARD SERVICE CE 202407111381		663.92	

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Item 1.

PERIOD TO USE: Jul-2024 THRU Jul-2024
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DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE

	5150.008		MAIN STREET EVENTS		* (CONTINUED) *			
7/31	A50549	CHK: 064516	LITTLE LIVESTOCK	5640	LITTLE LIVESTOC 202407311397		100.00	
					===JUL TOTAL===	666.67	763.92	97.25CR
==ACCT TOTALS== CURRENT BUDGET:			8,000.00	YTD ACTIVITY:	11,236.45	ENCUMBERED:	0.00	BALANCE: 3,236.45CR

	5150.009		SPECIAL PROJECTS					
==ACCT TOTALS== CURRENT BUDGET:			1,000.00	YTD ACTIVITY:	434.00	ENCUMBERED:	0.00	BALANCE: 566.00

	5150.025		UNEMPLOYMENT EXP (TEC)					
7/31	B53038	Bnk Dft 000000	WORKERS COMP		JE# 006543		42.76	
					===JUL TOTAL===	25.00	42.76	17.76CR
==ACCT TOTALS== CURRENT BUDGET:			300.00	YTD ACTIVITY:	117.00	ENCUMBERED:	0.00	BALANCE: 183.00

	5150.032		SOCIAL SECURITY (FICA)					
7/10	A50466	DFT: 000144	SOCIAL SECURITY	0980	SOCIAL SECURITY T3 07102024		100.92	
7/29	A50560	DFT: 000146	SOCIAL SECURITY	0980	SOCIAL SECURITY T3 07242024		100.92	
					===JUL TOTAL===	196.07	201.84	5.77CR
==ACCT TOTALS== CURRENT BUDGET:			2,352.82	YTD ACTIVITY:	1,212.76	ENCUMBERED:	0.00	BALANCE: 1,140.06

	5150.033		MEDICARE					
7/10	A50466	DFT: 000144	MEDICARE	0980	SOCIAL SECURITY T4 07102024		23.60	
7/29	A50560	DFT: 000146	MEDICARE	0980	SOCIAL SECURITY T4 07242024		23.60	
					===JUL TOTAL===	45.86	47.20	1.34CR
==ACCT TOTALS== CURRENT BUDGET:			550.26	YTD ACTIVITY:	283.60	ENCUMBERED:	0.00	BALANCE: 266.66

	5150.034		TML INSURANCE					
7/05	A50406	EFT: 000143	AMAZE HEALTH	4900	AMAZE HEALTH INV-6372		15.00	

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 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

Item 1.

PERIOD TO USE: Jul-2024 THRU Jul-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE

	5150.034		TML INSURANCE					
* (CONTINUED) *								
	7/05	A50407 EFT: 000144	PAYTIENT TECHNOLOGIE	4960	PAYTIENT TECHNO 19803		5.00	
	7/10	A50450 CHK: 064463	TX HEALTH BENEFITS	1690	TX HEALTH BENEF 23401k92407		816.98	
	7/26	A50524 CHK: 064504	TX HEALTH BENEFITS	1690	TX HEALTH BENEF 23401k92408		816.98	
			===JUL TOTAL===			1,122.50	1,653.96	531.46CR
==ACCT TOTALS==		CURRENT BUDGET:	13,470.00	YTD ACTIVITY:	4,159.90	ENCUMBERED:	0.00	BALANCE: 9,310.10

	5150.035		RETIREMENT (TMRS)					
	7/31	B53038 Bnk Dft 000000	TMRS		JE# 006543		241.09	
			===JUL TOTAL===			293.15	241.09	52.06
==ACCT TOTALS==		CURRENT BUDGET:	3,517.85	YTD ACTIVITY:	1,832.95	ENCUMBERED:	0.00	BALANCE: 1,684.90

	5150.037		TELEPHONE					
	7/18	A50489 CHK: 064482	PEOPLES TELEPHONE	0940	PEOPLES TELEPHO 202407181386		31.06	
			===JUL TOTAL===			50.00	31.06	18.94
==ACCT TOTALS==		CURRENT BUDGET:	600.00	YTD ACTIVITY:	413.62	ENCUMBERED:	0.00	BALANCE: 186.38

	5150.039		OVERTIME					

	5150.042		SCHOOL/TRAINING/TRAVEL					
==ACCT TOTALS==		CURRENT BUDGET:	4,500.00	YTD ACTIVITY:	1,966.57	ENCUMBERED:	0.00	BALANCE: 2,533.43

	5150.044		SUPPLIES					
	7/11	A50471 CHK: 064466	CARD SERVICE CENTER	3140	CARD SERVICE CE 202407111381		31.97	
			===JUL TOTAL===			58.33	31.97	26.36
==ACCT TOTALS==		CURRENT BUDGET:	700.00	YTD ACTIVITY:	195.87	ENCUMBERED:	0.00	BALANCE: 504.13

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YEAR : Oct-2023 / Sep-2024

FUND : 01 -GENERAL FUND

DEPT : 150 MAIN STREET

PERIOD TO USE: Jul-2024 THRU Jul-2024

ACCOUNTS: 5150.001 THRU 5150.053

Item 1.

DATE	TRAN #	REFERENCE	====DESCRIPTION====	VENDOR	INV/JE #/PO #	====BUDGET====	====ACTIVITY====	====BALANCE====
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	5150.053		LONGEVITY					
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9-05-2024 6:10 AM G / L D E T A I L vs B U D G E T
 YEAR : Oct-2023 / Sep-2024
 FUND : 02 -UTILITY FUND
 DEPT : 150 STORMWATER UTILITIES

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PERIOD TO USE: Jul-2024 THRU Jul-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE
	5150.001		DRAINAGE MAINTENANCE					
	5150.002		STREET DRAINAGE					
	5150.041		BAD DEBT STORM WATER					
==ACCT TOTALS==		CURRENT BUDGET:	100.00	YTD ACTIVITY:	12.22CR	ENCUMBERED:	0.00	BALANCE: 112.22

REPORT TOTALS

CURRENT BUDGET	PERIOD ACTIVITY	YTD ACTIVITY	ENCUMBERED	BALANCE
85,039.65	6,479.40	48,849.49	0.00	36,190.16

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YEAR : Oct-2023 / Sep-2024
FUND : * -ALL
DEPT : ALL

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Item 1.

PERIOD TO USE: Jul-2024 THRU Jul-2024
ACCOUNTS: 5150.001 THRU 5150.053

DEPARTMENT TOTALS

DEPARTMENT	ORIGINAL BUDGET	CURRENT BUDGET	PERIOD ACTIVITY	YTD ACTIVITY	BALANCE
150	85,039.65	85,039.65	6,479.40	48,849.49	36,190.16
===DEPT TOTALS===	85,039.65	85,039.65	6,479.40	48,849.49	36,190.16

SELECTION CRITERIA

FISCAL YEAR: Oct-2023 / Sep-2024
 FUND: ALL
 PERIOD TO USE: Jul-2024 THRU Jul-2024

ACCOUNT SELECTION

ACCOUNT RANGE: 5150.001 THRU 5150.053
 DIGIT SELECTION:
 DEPARTMENT RANGE: - THRU -

PRINT OPTIONS

REPORT TYPE: DETAIL
 TRANSACTIONS: BOTH
 ACTIVE FUNDS ONLY: NO
 ACTIVE ACCOUNT ONLY: NO
 OMIT ACCOUNTS WITH NO ACTIVITY: NO
 OMIT TOTALS ON ACCOUNTS WITH NO ACTIVITY: YES
 OMIT ACCOUNTS WITH NO BUDGET: NO
 PAGE BREAK AFTER DEPT: NO
 PRINT RESTRICTED ACCOUNTS: NO
 PRINT DEPARTMENT TOTALS: NO
 PRINT TOTALS: Monthly
 PRINT: INVOICE #
 BUDGET: Monthly

*** END OF REPORT ***

CITY OF MOUNT VERNON
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: AUGUST 31ST, 2024

Item 1.

01 -GENERAL FUND
 DEPARTMENT -M150 Main Street
 DEPARTMENTAL EXPENDITURES

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	TOTAL ENCUMBERED	BUDGET BALANCE	% YTD BUDGET
5150.001 WAGES	37,949	3,095.38	22,655.35	0.00	15,293.37	59.70
5150.003 PROMOTIONAL	8,000	1,132.50	1,778.91	0.00	6,221.09	22.24
5150.004 POSTAGE	50	0.00	0.00	0.00	50.00	0.00
5150.005 DUES/SUBSCRIPTIONS	2,000	535.00	1,439.90	0.00	560.10	72.00
5150.006 COMPUTER/TECH	2,000	1,361.74	6,594.56	0.00	4,594.56	329.73
5150.007 SIGN GRANT	0	0.00	664.89	0.00	664.89	0.00
5150.008 MAIN STREET EVENTS	8,000	463.87	11,600.32	0.00	3,600.32	145.00
5150.009 SPECIAL PROJECTS	1,000	0.00	434.00	0.00	566.00	43.40
5150.025 UNEMPLOYMENT EXP (TEC)	300	0.00	117.00	0.00	183.00	39.00
5150.032 SOCIAL SECURITY (FICA)	2,353	191.92	1,404.68	0.00	948.14	59.70
5150.033 MEDICARE	550	44.88	328.48	0.00	221.78	59.70
5150.034 TML INSURANCE	13,470	20.00	4,179.90	0.00	9,290.10	31.03
5150.035 RETIREMENT (TMRS)	3,518	367.54	2,200.49	0.00	1,317.36	62.55
5150.037 TELEPHONE	600	31.06	444.68	0.00	155.32	74.11
5150.039 OVERTIME	0	0.00	0.00	0.00	0.00	0.00
5150.042 SCHOOL/TRAINING/TRAVEL	4,500	85.00	2,051.57	0.00	2,448.43	45.59
5150.044 SUPPLIES	700	35.52	231.39	0.00	468.61	33.06
5150.053 LONGEVITY	0	0.00	0.00	0.00	0.00	0.00
TOTAL 150 Main Street	84,990	7,364.41	56,126.12	0.00	28,863.53	66.04

Item 1.

YEAR : Oct-2023 / Sep-2024
FUND : 01 -GENERAL FUND
DEPT : 150 MAIN STREET

PERIOD TO USE: Aug-2024 THRU Aug-2024
ACCOUNTS: 5150.001 THRU 5150.053

DATE TRAN # REFERENCE =====DESCRIPTION===== VENDOR INV/JE #/PO # =====BUDGET===== =====ACTIVITY===== =====BALANCE=====

5150.001 WAGES

8/07 P03547 PYEXP 1,567.69
8/20 P03550 PYEXP 1,527.69
====AUG TOTAL==== 3,162.39 3,095.38 67.01
==ACCT TOTALS== CURRENT BUDGET: 37,948.72 YTD ACTIVITY: 22,655.35 ENCUMBERED: 0.00 BALANCE: 15,293.37

5150.003 PROMOTIONAL

8/20 A50658 CHK: 064574 CARD SERVICE CENTER 3140 CARD SERVICE CE 202408151439 350.00
8/30 A50710 CHK: 064601 JOTS RENTALS 9370 JOTS RENTALS I22952 782.50
====AUG TOTAL==== 666.67 1,132.50 465.83CR
==ACCT TOTALS== CURRENT BUDGET: 8,000.00 YTD ACTIVITY: 1,778.91 ENCUMBERED: 0.00 BALANCE: 6,221.09

5150.004 POSTAGE

5150.005 DUES/SUBSCRIPTIONS

8/20 A50658 CHK: 064574 CARD SERVICE CENTER 3140 CARD SERVICE CE 202408151439 535.00
====AUG TOTAL==== 166.67 535.00 368.33CR
==ACCT TOTALS== CURRENT BUDGET: 2,000.00 YTD ACTIVITY: 1,439.90 ENCUMBERED: 0.00 BALANCE: 560.10

5150.006 COMPUTER/TECH

8/20 A50662 EFT: 000359 DATAMAX 5000 DATAMAX 2526728 23.07
8/23 A50695 EFT: 000395 APPTTEGY, INC 4850 APPTTEGY, INC INV25347 1,338.67
====AUG TOTAL==== 166.67 1,361.74 1,195.07CR
==ACCT TOTALS== CURRENT BUDGET: 2,000.00 YTD ACTIVITY: 6,594.56 ENCUMBERED: 0.00 BALANCE: 4,594.56CR

5150.007 SIGN GRANT

==ACCT TOTALS== CURRENT BUDGET: 0.00 YTD ACTIVITY: 664.89 ENCUMBERED: 0.00 BALANCE: 664.89CR

10-09-2024 11:33 AM
 YEAR : Oct-2023 / Sep-2024
 FUND : 01 -GENERAL FUND
 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

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Item 1.

PERIOD TO USE: Aug-2024 THRU Aug-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE TRAN # REFERENCE =====DESCRIPTION===== VENDOR INV/JE #/PO # =====BUDGET===== =====ACTIVITY===== =====BALANCE=====

5150.008 MAIN STREET EVENTS

8/07	A50607	CHK: 064547	JOTS RENTALS	9370	JOTS RENTALS	236095		132.50		
8/07	A50607	CHK: 064547	JOTS RENTALS	9370	JOTS RENTALS	248819		257.50		
8/20	A50658	CHK: 064574	CARD SERVICE CENTER	3140	CARD SERVICE CE	202408151439		73.87		
							===AUG TOTAL===	666.67	463.87	202.80
==ACCT TOTALS==			CURRENT BUDGET:	8,000.00	YTD ACTIVITY:	11,600.32	ENCUMBERED:	0.00	BALANCE:	3,600.32CR

5150.009 SPECIAL PROJECTS

==ACCT TOTALS== CURRENT BUDGET: 1,000.00 YTD ACTIVITY: 434.00 ENCUMBERED: 0.00 BALANCE: 566.00

5150.025 UNEMPLOYMENT EXP (TEC)

==ACCT TOTALS== CURRENT BUDGET: 300.00 YTD ACTIVITY: 117.00 ENCUMBERED: 0.00 BALANCE: 183.00

5150.032 SOCIAL SECURITY (FICA)

8/07	A50582	DFT: 000148	SOCIAL SECURITY	0980	SOCIAL SECURITY T3	08072024		97.20		
8/20	A50654	DFT: 000150	SOCIAL SECURITY	0980	SOCIAL SECURITY T3	08212024		94.72		
							===AUG TOTAL===	196.07	191.92	4.15
==ACCT TOTALS==			CURRENT BUDGET:	2,352.82	YTD ACTIVITY:	1,404.68	ENCUMBERED:	0.00	BALANCE:	948.14

5150.033 MEDICARE

8/07	A50582	DFT: 000148	MEDICARE	0980	SOCIAL SECURITY T4	08072024		22.73		
8/20	A50654	DFT: 000150	MEDICARE	0980	SOCIAL SECURITY T4	08212024		22.15		
							===AUG TOTAL===	45.86	44.88	0.98
==ACCT TOTALS==			CURRENT BUDGET:	550.26	YTD ACTIVITY:	328.48	ENCUMBERED:	0.00	BALANCE:	221.78

5150.034 TML INSURANCE

8/14	A50638	EFT: 000345	AMAZE HEALTH	4900	AMAZE HEALTH	INV-6555		15.00	
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10-09-2024 11:33 AM
 YEAR : Oct-2023 / Sep-2024
 FUND : 01 -GENERAL FUND
 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

PAGE: 3

Item 1.

PERIOD TO USE: Aug-2024 THRU Aug-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE TRAN # REFERENCE =====DESCRIPTION===== VENDOR INV/JE #/PO # =====BUDGET===== =====ACTIVITY===== =====BALANCE=====

5150.034 TML INSURANCE * (CONTINUED) *

8/14 A50639 EFT: 000346 PAYTIENT TECHNOLOGIE 4960 PAYTIENT TECHNO 20868 5.00
 ===AUG TOTAL=== 1,122.50 20.00 1,102.50

==ACCT TOTALS== CURRENT BUDGET: 13,470.00 YTD ACTIVITY: 4,179.90 ENCUMBERED: 0.00 BALANCE: 9,290.10

5150.035 RETIREMENT (TMRS)

8/31 B53266 Bnk Dft 000000 TMRS RETIREMENT JE# 006552 367.54
 ===AUG TOTAL=== 293.15 367.54 74.39CR

==ACCT TOTALS== CURRENT BUDGET: 3,517.85 YTD ACTIVITY: 2,200.49 ENCUMBERED: 0.00 BALANCE: 1,317.36

5150.037 TELEPHONE

8/12 A50622 CHK: 064560 PEOPLES TELEPHONE 0940 PEOPLES TELEPHO 202408121433 31.06
 ===AUG TOTAL=== 50.00 31.06 18.94

==ACCT TOTALS== CURRENT BUDGET: 600.00 YTD ACTIVITY: 444.68 ENCUMBERED: 0.00 BALANCE: 155.32

5150.039 OVERTIME

5150.042 SCHOOL/TRAINING/TRAVEL

8/28 A50704 CHK: 064596 KASSIDY WESSON: 1 MISC. VENDOR 202408281451 85.00
 ===AUG TOTAL=== 375.00 85.00 290.00

==ACCT TOTALS== CURRENT BUDGET: 4,500.00 YTD ACTIVITY: 2,051.57 ENCUMBERED: 0.00 BALANCE: 2,448.43

5150.044 SUPPLIES

8/14 A50629 EFT: 000336 FIRMIN'S BUSINESS ES 0170 FIRMIN'S BUSINE 821964-0 8.69
 8/20 A50658 CHK: 064574 CARD SERVICE CENTER 3140 CARD SERVICE CE 202408151439 26.83
 ===AUG TOTAL=== 58.33 35.52 22.81

==ACCT TOTALS== CURRENT BUDGET: 700.00 YTD ACTIVITY: 231.39 ENCUMBERED: 0.00 BALANCE: 468.61

10-09-2024 11:33 AM

G / L D E T A I L vs B U D G E T

PAGE: 4

Item 1.

YEAR : Oct-2023 / Sep-2024

FUND : 01 -GENERAL FUND

DEPT : 150 MAIN STREET

PERIOD TO USE: Aug-2024 THRU Aug-2024

ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	====DESCRIPTION====	VENDOR	INV/JE #/PO #	====BUDGET====	====ACTIVITY====	====BALANCE====
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	5150.053		LONGEVITY					
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10-09-2024 11:33 AM G / L D E T A I L vs B U D G E T
 YEAR : Oct-2023 / Sep-2024
 FUND : 02 -UTILITY FUND
 DEPT : 150 STORMWATER UTILITIES

PAGE: 5

Item 1.

PERIOD TO USE: Aug-2024 THRU Aug-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE TRAN # REFERENCE =====DESCRIPTION===== VENDOR INV/JE #/PO # =====BUDGET===== =====ACTIVITY===== =====BALANCE=====

5150.001 DRAINAGE MAINTENANCE

5150.002 STREET DRAINAGE

5150.041 BAD DEBT STORM WATER

==ACCT TOTALS== CURRENT BUDGET: 100.00 YTD ACTIVITY: 12.22CR ENCUMBERED: 0.00 BALANCE: 112.22

REPORT TOTALS

CURRENT BUDGET	PERIOD ACTIVITY	YTD ACTIVITY	ENCUMBERED	BALANCE
85,039.65	7,364.41	56,113.90	0.00	28,925.75

10-09-2024 11:33 AM
 YEAR : Oct-2023 / Sep-2024
 FUND : * -ALL
 DEPT : ALL

G / L D E T A I L vs B U D G E T

PAGE: 6

Item 1.

PERIOD TO USE: Aug-2024 THRU Aug-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DEPARTMENT TOTALS

DEPARTMENT	ORIGINAL BUDGET	CURRENT BUDGET	PERIOD ACTIVITY	YTD ACTIVITY	BALANCE
150	85,039.65	85,039.65	7,364.41	56,113.90	28,925.75
===DEPT TOTALS===	85,039.65	85,039.65	7,364.41	56,113.90	28,925.75

SELECTION CRITERIA

FISCAL YEAR: Oct-2023 / Sep-2024
 FUND: ALL
 PERIOD TO USE: Aug-2024 THRU Aug-2024

ACCOUNT SELECTION

ACCOUNT RANGE: 5150.001 THRU 5150.053
 DIGIT SELECTION:
 DEPARTMENT RANGE: - THRU -

PRINT OPTIONS

REPORT TYPE: DETAIL
 TRANSACTIONS: BOTH
 ACTIVE FUNDS ONLY: NO
 ACTIVE ACCOUNTS ONLY: NO
 OMIT ACCOUNTS WITH NO ACTIVITY: NO
 OMIT TOTALS ON ACCOUNTS WITH NO ACTIVITY: YES
 OMIT ACCOUNTS WITH NO BUDGET: NO
 PAGE BREAK AFTER DEPT: NO
 PRINT RESTRICTED ACCOUNTS: NO
 PRINT DEPARTMENT TOTALS: NO
 PRINT TOTALS: Monthly
 PRINT: INVOICE #
 BUDGET: Monthly

*** END OF REPORT ***

CITY OF MOUNT VERNON
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: SEPTEMBER 30TH, 2024

Item 1.

01 -GENERAL FUND
 DEPARTMENT -M150 Main Street
 DEPARTMENTAL EXPENDITURES

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	TOTAL ENCUMBERED	BUDGET BALANCE	% YTD BUDGET
5150.001 WAGES	37,949	3,415.38	26,070.73	0.00	11,877.99	68.70
5150.003 PROMOTIONAL	8,000	40.00	1,818.91	0.00	6,181.09	22.74
5150.004 POSTAGE	50	0.00	0.00	0.00	50.00	0.00
5150.005 DUES/SUBSCRIPTIONS	2,000	450.00	1,889.90	0.00	110.10	94.50
5150.006 COMPUTER/TECH	2,000	54.46	6,649.02	0.00	(4,649.02)	332.45
5150.007 SIGN GRANT	0	0.00	664.89	0.00	(664.89)	0.00
5150.008 MAIN STREET EVENTS	8,000	9,708.48	21,308.80	0.00	(13,308.80)	266.36
5150.009 SPECIAL PROJECTS	1,000	87.50	521.50	0.00	478.50	52.15
5150.025 UNEMPLOYMENT EXP (TEC)	300	0.00	117.00	0.00	183.00	39.00
5150.032 SOCIAL SECURITY (FICA)	2,353	211.76	1,616.44	0.00	736.38	68.70
5150.033 MEDICARE	550	49.52	378.00	0.00	172.26	68.69
5150.034 TML INSURANCE	13,470	2,342.44	6,522.34	0.00	6,947.66	48.42
5150.035 RETIREMENT (TMRS)	3,518	349.47	2,549.96	0.00	967.89	72.49
5150.037 TELEPHONE	600	30.50	475.18	0.00	124.82	79.20
5150.039 OVERTIME	0	0.00	0.00	0.00	0.00	0.00
5150.042 SCHOOL/TRAINING/TRAVEL	4,500	(1,652.58)	398.99	0.00	4,101.01	8.87
5150.044 SUPPLIES	700	182.48	413.87	0.00	286.13	59.12
5150.053 LONGEVITY	0	0.00	0.00	0.00	0.00	0.00
TOTAL 150 Main Street	84,990	15,269.41	71,395.53	0.00	13,594.12	84.00

10-18-2024 8:34 AM
 YEAR : Oct-2023 / Sep-2024
 FUND : 01 -GENERAL FUND
 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

PAGE: 1

Item 1.

PERIOD TO USE: Sep-2024 THRU Sep-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE
<hr/>								
	5150.001		WAGES					
9/04	P03555	PYEXP					1,627.69	
9/05	P03558	PYEXP					160.00	
9/18	P03561	PYEXP					1,627.69	
			===SEP TOTAL===			3,162.39	3,415.38	252.99CR
<hr/>								
==ACCT TOTALS==	CURRENT BUDGET:	37,948.72	YTD ACTIVITY:	26,070.73	ENCUMBERED:	0.00	BALANCE:	11,877.99
<hr/>								
	5150.003		PROMOTIONAL					
9/26	A50869	CHK: 064673	CARD SERVICE CENTER	3140	CARD SERVICE CE 202409261504		40.00	
			===SEP TOTAL===			666.67	40.00	626.67
<hr/>								
==ACCT TOTALS==	CURRENT BUDGET:	8,000.00	YTD ACTIVITY:	1,818.91	ENCUMBERED:	0.00	BALANCE:	6,181.09
<hr/>								
	5150.004		POSTAGE					
<hr/>								
	5150.005		DUES/SUBSCRIPTIONS					
9/26	A50869	CHK: 064673	CARD SERVICE CENTER	3140	CARD SERVICE CE 202409261504		450.00	
			===SEP TOTAL===			166.67	450.00	283.33CR
<hr/>								
==ACCT TOTALS==	CURRENT BUDGET:	2,000.00	YTD ACTIVITY:	1,889.90	ENCUMBERED:	0.00	BALANCE:	110.10
<hr/>								
	5150.006		COMPUTER/TECH					
9/25	A50856	EFT: 000497	DATAMAX	5000	DATAMAX 2544554		54.46	
			===SEP TOTAL===			166.67	54.46	112.21
<hr/>								
==ACCT TOTALS==	CURRENT BUDGET:	2,000.00	YTD ACTIVITY:	6,649.02	ENCUMBERED:	0.00	BALANCE:	4,649.02CR
<hr/>								
	5150.007		SIGN GRANT					
<hr/>								
==ACCT TOTALS==	CURRENT BUDGET:	0.00	YTD ACTIVITY:	664.89	ENCUMBERED:	0.00	BALANCE:	664.89CR
<hr/>								

Item 1.

DATE TRAN # REFERENCE =====DESCRIPTION===== VENDOR INV/JE #/PO # =====BUDGET===== =====ACTIVITY===== =====BALANCE=====

5150.008 MAIN STREET EVENTS

9/17 A50819 EFT: 000443 GO SMART SOLUTIONS, 59710 GO SMART SOLUTI IL-1489 9,549.60
 9/26 A50869 CHK: 064673 CARD SERVICE CENTER 3140 CARD SERVICE CE 202409261504 158.88
 ===SEP TOTAL=== 666.67 9,708.48 9,041.81CR

==ACCT TOTALS== CURRENT BUDGET: 8,000.00 YTD ACTIVITY: 21,308.80 ENCUMBERED: 0.00 BALANCE: 13,308.80CR

5150.009 SPECIAL PROJECTS

9/26 A50873 CHK: 064677 THE GLOVE FACTORY 5530 THE GLOVE FACTO 202409261499 87.50
 ===SEP TOTAL=== 83.33 87.50 4.17CR

==ACCT TOTALS== CURRENT BUDGET: 1,000.00 YTD ACTIVITY: 521.50 ENCUMBERED: 0.00 BALANCE: 478.50

5150.025 UNEMPLOYMENT EXP (TEC)

==ACCT TOTALS== CURRENT BUDGET: 300.00 YTD ACTIVITY: 117.00 ENCUMBERED: 0.00 BALANCE: 183.00

5150.032 SOCIAL SECURITY (FICA)

9/04 A50720 DFT: 000151 SOCIAL SECURITY 0980 SOCIAL SECURITY T3 09042024 100.92
 9/18 A50827 DFT: 000155 SOCIAL SECURITY 0980 SOCIAL SECURITY T3 09052024 9.92
 9/18 A50827 DFT: 000155 SOCIAL SECURITY 0980 SOCIAL SECURITY T3 09182024 100.92
 ===SEP TOTAL=== 196.07 211.76 15.69CR

==ACCT TOTALS== CURRENT BUDGET: 2,352.82 YTD ACTIVITY: 1,616.44 ENCUMBERED: 0.00 BALANCE: 736.38

5150.033 MEDICARE

9/04 A50720 DFT: 000151 MEDICARE 0980 SOCIAL SECURITY T4 09042024 23.60
 9/18 A50827 DFT: 000155 MEDICARE 0980 SOCIAL SECURITY T4 09052024 2.32
 9/18 A50827 DFT: 000155 MEDICARE 0980 SOCIAL SECURITY T4 09182024 23.60
 ===SEP TOTAL=== 45.86 49.52 3.66CR

==ACCT TOTALS== CURRENT BUDGET: 550.26 YTD ACTIVITY: 378.00 ENCUMBERED: 0.00 BALANCE: 172.26

10-18-2024 8:34 AM
 YEAR : Oct-2023 / Sep-2024
 FUND : 01 -GENERAL FUND
 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

PAGE: 3

Item 1.

PERIOD TO USE: Sep-2024 THRU Sep-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE TRAN # REFERENCE =====DESCRIPTION===== VENDOR INV/JE #/PO # =====BUDGET===== =====ACTIVITY===== =====BALANCE=====

5150.034 TML INSURANCE

9/03	A50731	EFT: 000413	TX HEALTH BENEFITS	1690	TX HEALTH BENEF	23401k92409		816.98		
9/17	A50812	EFT: 000436	AMAZE HEALTH	4900	AMAZE HEALTH	INV-6743		15.00		
9/17	A50813	EFT: 000437	PAYTIENT TECHNOLOGIE	4960	PAYTIENT TECHNO	21768		5.00		
9/25	A50859	EFT: 000500	EMPLOYEE BENEFITS CO	5810	EMPLOYEE BENEFI	4609590		5.46		
9/30	B53521	Bank Dft 000000	EBC HSA PAYMENT			JE# 006573		1,500.00		
							===SEP TOTAL===	1,122.50	2,342.44	1,219.94CR

==ACCT TOTALS== CURRENT BUDGET: 13,470.00 YTD ACTIVITY: 6,522.34 ENCUMBERED: 0.00 BALANCE: 6,947.66

5150.035 RETIREMENT (TMRS)

9/30	B53514	Bank Dft 000000	TMRS			JE# 006566		349.47		
							===SEP TOTAL===	293.15	349.47	56.32CR

==ACCT TOTALS== CURRENT BUDGET: 3,517.85 YTD ACTIVITY: 2,549.96 ENCUMBERED: 0.00 BALANCE: 967.89

5150.037 TELEPHONE

9/17	A50808	EFT: 000432	PEOPLES TELEPHONE	0940	PEOPLES TELEPHO	202409131490		30.50		
							===SEP TOTAL===	50.00	30.50	19.50

==ACCT TOTALS== CURRENT BUDGET: 600.00 YTD ACTIVITY: 475.18 ENCUMBERED: 0.00 BALANCE: 124.82

5150.039 OVERTIME

5150.042 SCHOOL/TRAINING/TRAVEL

9/26	A50869	CHK: 064673	CARD SERVICE CENTER	3140	CARD SERVICE CE	202409261504		1,652.58CR		
							===SEP TOTAL===	375.00	1,652.58CR	2,027.58

==ACCT TOTALS== CURRENT BUDGET: 4,500.00 YTD ACTIVITY: 398.99 ENCUMBERED: 0.00 BALANCE: 4,101.01

5150.044 SUPPLIES

9/17	A50807	EFT: 000431	FIRMIN'S BUSINESS ES	0170	FIRMIN'S BUSINE	822528-0		12.41	
9/26	A50869	CHK: 064673	CARD SERVICE CENTER	3140	CARD SERVICE CE	202409261504		106.74	

10-18-2024 8:34 AM
 YEAR : Oct-2023 / Sep-2024
 FUND : 01 -GENERAL FUND
 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

PAGE: 4

Item 1.

PERIOD TO USE: Sep-2024 THRU Sep-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE

	5150.044		SUPPLIES					
* (CONTINUED) *								
9/26	A50872	CHK: 064676	LOWE'S	5380 LOWE'S	202409261503		63.33	
				===SEP TOTAL===		58.33	182.48	124.15CR

==ACCT TOTALS== CURRENT BUDGET:			700.00	YTD ACTIVITY:	413.87	ENCUMBERED:	0.00	BALANCE: 286.13

	5150.053		LONGEVITY					

10-18-2024 8:34 AM G / L D E T A I L vs B U D G E T
 YEAR : Oct-2023 / Sep-2024
 FUND : 02 -UTILITY FUND
 DEPT : 150 STORMWATER UTILITIES

PAGE: 5

Item 1.

PERIOD TO USE: Sep-2024 THRU Sep-2024
 ACCOUNTS: 5150.001 THRU 5150.053

DATE TRAN # REFERENCE ===-DESCRIPTION=== VENDOR INV/JE #/PO # ===BUDGET=== ===ACTIVITY=== ===BALANCE===

5150.001 DRAINAGE MAINTENANCE

5150.002 STREET DRAINAGE

5150.041 BAD DEBT STORM WATER

==ACCT TOTALS== CURRENT BUDGET: 100.00 YTD ACTIVITY: 12.22CR ENCUMBERED: 0.00 BALANCE: 112.22

REPORT TOTALS

CURRENT BUDGET	PERIOD ACTIVITY	YTD ACTIVITY	ENCUMBERED	BALANCE
85,039.65	15,269.41	71,383.31	0.00	13,656.34

10-18-2024 8:34 AM
YEAR : Oct-2023 / Sep-2024
FUND : * -ALL
DEPT : ALL

G / L D E T A I L vs B U D G E T

PAGE: 6

Item 1.

PERIOD TO USE: Sep-2024 THRU Sep-2024
ACCOUNTS: 5150.001 THRU 5150.053

DEPARTMENT TOTALS

DEPARTMENT	ORIGINAL BUDGET	CURRENT BUDGET	PERIOD ACTIVITY	YTD ACTIVITY	BALANCE
150	85,039.65	85,039.65	15,269.41	71,383.31	13,656.34
===DEPT TOTALS===	85,039.65	85,039.65	15,269.41	71,383.31	13,656.34

SELECTION CRITERIA

FISCAL YEAR: Oct-2023 / Sep-2024
 FUND: ALL
 PERIOD TO USE: Sep-2024 THRU Sep-2024

ACCOUNT SELECTION

ACCOUNT RANGE: 5150.001 THRU 5150.053
 DIGIT SELECTION:
 DEPARTMENT RANGE: - THRU -

PRINT OPTIONS

REPORT TYPE:	DETAIL
TRANSACTIONS:	BOTH
ACTIVE FUNDS ONLY:	NO
ACTIVE ACCOUNT ONLY:	NO
OMIT ACCOUNTS WITH NO ACTIVITY:	NO
OMIT TOTALS ON ACCOUNTS WITH NO ACTIVITY:	YES
OMIT ACCOUNTS WITH NO BUDGET:	NO
PAGE BREAK AFTER DEPT:	NO
PRINT RESTRICTED ACCOUNTS:	NO
PRINT DEPARTMENT TOTALS:	NO
PRINT TOTALS:	Monthly
PRINT:	INVOICE #
BUDGET:	Monthly

*** END OF REPORT ***

Kassidy Wesson - Mount Vernon Mainstreet

From: ketrelltaylor@gmail.com
Sent: Thursday, August 1, 2024 5:52 PM
To: Kathy Lovier; mountvernonmainstreet@comvtx.com
Subject: Resignation

I am no longer able to effectively serve on the Main Street Board as the President or in any other capacity, effective immediately.

I wish you all the best in your future endeavors promoting our local Main Street businesses.

--
This email was Anti Virus checked by a Sophos Security Gateway. Contact Network Technologies for further information. www.net-techs.com

Kassidy Wesson - Mount Vernon Mainstreet

From: Pam Barnard <pamela.barnard@cmg-fp.com>
Sent: Friday, August 2, 2024 7:31 AM
To: mountvernonmainstreet@comvtx.com
Subject: Resignation

Dear Main Street,

I am so thankful I was able to serve on Main Street and fulfilled the empty stop. I will have to resign my position due to full-time classes that I am taking and health issues for our family member.

I will be cheering you all on and will be at all the main street events that I am able.

Thank you for your understanding,

Pam Barnard

--
This email was Anti Virus checked by a Sophos Security Gateway. Contact Network Technologies for further information. www.net-techs.com

Kassidy Wesson - Mount Vernon Mainstreet

From: Julie Knotts <jknotts78@yahoo.com>
Sent: Tuesday, August 6, 2024 4:44 PM
To: mountvernonmainstreet@comvtx.com
Cc: Jknotts78@yahoo.com
Subject: Mainstreet Alliance

Good afternoon!

First, I want to thank you so much for considering me to be on the mainstreet alliance board. I was greatly appreciative of being nominated.

I hate to have to resign but after much thought over the past couple of weeks I don't feel as if I can devote the time and attendance that is needed to successfully help mount vernon at this time. I feel so terrible resigning after just being voted in and deeply apologize for any problems that it may cause.

I recently was promoted with my nursing career and see that it is going to require alot more time snd devotion. Also owning and running the flowershop is very time consuming and it is only myself and my manager that run the flowershop.

Again I am so sorry and hope this doesn't cause any hard feelings. Hopefully in the future I can be a part of it again.

Thank you!
Julie Knotts

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This email was Anti Virus checked by a Sophos Security Gateway. Contact Network Technologies for further information. www.net-techs.com

Kassidy Wesson - Mount Vernon Mainstreet

From: Ronnie Davis <ronniedavis1240@gmail.com>
Sent: Monday, August 5, 2024 9:36 AM
To: Kassidy Wesson - Mount Vernon Mainstreet; klovier@comvtx.com
Subject: Re: Sponsorship Packets for Spring Into Downtown

Good morning!

I just found out that my cancer has returned. I will start treatment next week. With all the uncertainty, I need to formally resign from the Main Street Board. I don't think this will be forever so I would love to be reconsidered once this cancer stuff is part of my past. What do I need to do?

I know this is not what you wanted to hear, but it is best for now.

SORRY!
Ronnie

On Wed, Jul 31, 2024 at 10:32 AM Ronnie Davis <ronniedavis1240@gmail.com> wrote:
How many of each package are available to sell?

On Wed, Jul 31, 2024 at 9:18 AM Kassidy Wesson - Mount Vernon Mainstreet <mountvernonmainstreet@comvtx.com> wrote:

Hey team,

I hope you all are doing well! I wanted to touch base regarding the sponsorship packets for our upcoming event. I have attached them to this email for you to review. If you could take a look and let me know if there are any corrections that need to be made or any changes you would like to suggest, that would be fantastic.

I am aiming to have the packets ready for pick up on Monday, so if you could please send me a list of the businesses that you will be reaching out to and how many packets they will need, it would be a huge help. I want to make sure that I have enough copies prepared for everyone involved.

Thank you all for your support and hard work on this project. I truly appreciate each and every one of you. Let's make this event a great success together!

Looking forward to hearing your feedback and finalizing the details.

Have a GREAT day ❤️

Kassidy Wesson - Mount Vernon Mainstreet

From: ketrelltaylor@gmail.com
Sent: Thursday, August 1, 2024 5:52 PM
To: Kathy Lovier; mountvernonmainstreet@comvtx.com
Subject: Resignation

I am no longer able to effectively serve on the Main Street Board as the President or in any other capacity, effective immediately.

I wish you all the best in your future endeavors promoting our local Main Street businesses.

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Kassidy Wesson - Mount Vernon Mainstreet

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Thank you for your understanding,

Pam Barnard

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Kassidy Wesson - Mount Vernon Mainstreet

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Sent: Tuesday, August 6, 2024 4:44 PM
To: mountvernonmainstreet@comvtx.com
Cc: Jknotts78@yahoo.com
Subject: Mainstreet Alliance

Good afternoon!

First, I want to thank you so much for considering me to be on the mainstreet alliance board. I was greatly appreciative of being nominated.

I hate to have to resign but after much thought over the past couple of weeks I don't feel as if I can devote the time and attendance that is needed to successfully help mount vernon at this time. I feel so terrible resigning after just being voted in and deeply apologize for any problems that it may cause.

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Thank you!
Julie Knotts

[Yahoo Mail: Search, Organize, Conquer](#)

--
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Kassidy Wesson - Mount Vernon Mainstreet

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Sent: Monday, August 5, 2024 9:36 AM
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Ronnie

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On Wed, Jul 31, 2024 at 9:18 AM Kassidy Wesson - Mount Vernon Mainstreet <mountvernonmainstreet@comvtx.com> wrote:

Hey team,

I hope you all are doing well! I wanted to touch base regarding the sponsorship packets for our upcoming event. I have attached them to this email for you to review. If you could take a look and let me know if there are any corrections that need to be made or any changes you would like to suggest, that would be fantastic.

I am aiming to have the packets ready for pick up on Monday, so if you could please send me a list of the businesses that you will be reaching out to and how many packets they will need, it would be a huge help. I want to make sure that I have enough copies prepared for everyone involved.

Thank you all for your support and hard work on this project. I truly appreciate each and every one of you. Let's make this event a great success together!

Looking forward to hearing your feedback and finalizing the details.

Have a GREAT day ❤️



BOARD/COMMISSION/COMMITTEE INFORMATION SHEET

1. Contact Information:

Name: Theresa Brown

Home Address: 1805 CR SW 3030
 (Street)
Saltillo TX 75478
 (City, State, Zip Code)

Contact Phone: 214-738-6965

E-Mail: theresabrownrealtor@gmail.com

2. Board Selection. *Please limit your preferences to two (2) boards.*

- | | |
|---|--|
| <input type="checkbox"/> Animal Shelter Project Committee | <input type="checkbox"/> Health and Safety Committee |
| <input type="checkbox"/> Housing Committee | <input type="checkbox"/> Marketing Committee |
| <input checked="" type="checkbox"/> Main Street Board | <input type="checkbox"/> Landmark Commission |
| <input type="checkbox"/> Construction Board of Appeals | <input type="checkbox"/> EDC Board |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

3. Background Information

a. Number of years you have lived in Mt. Vernon? 20

b. Voter Registration Number: _____

c. Civic-Volunteer/Organizations/Activities

BOARD/COMMISSION/ORGANIZATION	FROM	TO
<u>Chamber of Commere</u>	<u>2020</u>	<u>Present</u>
_____	_____	_____
_____	_____	_____



PLEASE DESCRIBE ANY QUALIFICATIONS OR EXPERTISE THAT RELATE TO YOUR INTEREST IN SERVING. HOW DOES YOUR EDUCATIONAL BACKGROUND, WORK EXPERIENCE, OR OTHER LIFE EXPERIENCES QUALIFY YOU TO CONTRIBUTE TO THE BOARD?

I have 24 years of corporate management experience with contract negotiations, marketing and communication. I am a licensed Realtor with expertise in the local real estate market.

PLEASE TELL US WHY YOU WISH TO SERVE ON THIS BOARD?

I want to invest in the growth of Mt Vernon and Franklin County.

PLEASE PROVIDE ANY ADDITIONAL INFORMATION THAT YOU WOULD LIKE US TO KNOW IN RELATION TO THIS APPLICATION:

[Empty lines for additional information]

DO YOU HAVE ANY RELATIVES WHO CURRENTLY WORK FOR THE CITY? YES NO

IF YES, PLEASE LIST THEIR NAME AND POSITION: _____

IS THERE ANY WAY THAT YOU OR A MEMBER OF YOUR IMMEDIATE FAMILY WOULD STAND TO BENEFIT FINANCIALLY BY YOUR SERVICE ON THIS BOARD? Yes No



STATEMENT OF INTENT: "IF APPOINTED, I AGREE TO SERVE AT LEAST TWO (2) YEARS ON THE BOARD FOR WHICH I HAVE APPLIED. I UNDERSTAND THAT IF I SHOULD BE APPOINTED TO A BOARD, I WILL BE EXPECTED TO PARTICIPATE ACTIVELY IN ALL MEETINGS. I WILL PREPARE FOR MEETINGS BY REVIEWING AGENDAS AND ALL RELATED MATERIALS PRIOR TO THE START OF THE MEETING. I UNDERSTAND THAT STATE LAW REQUIRES I UNDERGO TWO HOURS OF TRAINING CONCERNING THE **OPEN MEETINGS ACT** AND **PUBLIC INFORMATION ACT** WITHIN 90 DAYS OF MY APPOINTMENT. I AGREE TO ADHERE TO THE ATTENDANCE REQUIREMENTS AND TO CONTACT THE CITY SECRETARY'S OFFICE IF THERE IS ANY CHANGE IN MY INFORMATION AS SUBMITTED ON THIS APPLICATION. I WILL SUBMIT A CONFLICT OF INTEREST AFFIDAVIT AND ABSTAIN FROM ANY DISCUSSION OR VOTE ON ANY MATTER THAT COMES BEFORE ME IN WHICH I HAVE A SUBSTANTIAL PROHIBITED INTEREST. I HEREBY AFFIRM THE INFORMATION PROVIDED HEREIN IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE. "

I understand that if I am appointed to a board, I will be expected to participate actively and attend all meetings as necessary. Three consecutive absences or the absence of a member from more than 25% of the meetings in any six-month period shall cause review of the attendance record. If I am unable to serve, I will notify my Staff Liaison.

Theresa Brown

Oct 16, 2024

Signature

Date

NOTE: *This application will remain on file for one year.*



BOARD/COMMISSION/COMMITTEE VOLUNTEER INFORMATION SHEET

1. Contact Information:

Name: Ginger Trampus

Home Address: 111 Arrington St
(Street)
Mt Vernon, Tx 75457
(City, State, Zip Code)

Contact Phone: 903 380 9030

E-Mail: Ginger.Trampus@yahoo.com

2. Board Selection. *Please limit your preferences to two (2) boards.*

- | | |
|---|--|
| <input type="checkbox"/> Animal Shelter Project Committee | <input type="checkbox"/> Health and Safety Committee |
| <input type="checkbox"/> Housing Committee | <input type="checkbox"/> Marketing Committee |
| <input checked="" type="checkbox"/> Main Street Board | <input type="checkbox"/> Landmark Commission |
| <input type="checkbox"/> Construction Board of Appeals | <input type="checkbox"/> EDC Board |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

3. Background Information

a. Number of years you have lived in Mt. Vernon? 20 yrs.

b. Voter Registration Number: (optional) _____

c. Civic-Volunteer/Organizations/Activities

BOARD/COMMISSION/ORGANIZATION	FROM	TO
<u>Key Club</u>	<u>2014</u>	<u>2016</u>
<u>Community Events Committee of MV</u>	<u>2016</u>	<u>Present</u>
<u>Chamber Board</u>	<u>2023</u>	<u>Present</u>



PLEASE DESCRIBE ANY QUALIFICATIONS OR EXPERTISE THAT RELATE TO YOUR INTEREST IN SERVING. HOW DOES YOUR EDUCATIONAL BACKGROUND, WORK EXPERIENCE, OR OTHER LIFE EXPERIENCES QUALIFY YOU TO CONTRIBUTE TO THE BOARD?

I have helped organize events on the current organization I serve on for almost 10yrs. My work requires me to help organize events.

PLEASE TELL US WHY YOU WISH TO SERVE ON THIS BOARD/COMMITTEE?

The past year the CEC of MV that I serve on has been working along side main street on several events.

PLEASE PROVIDE ANY ADDITIONAL INFORMATION THAT YOU WOULD LIKE TO SHARE WITH US ABOUT YOURSELF:

DO YOU HAVE ANY RELATIVES WHO CURRENTLY WORK FOR THE CITY? YES NO

IF YES, PLEASE LIST THEIR NAME AND POSITION: _____

IS THERE ANY WAY THAT YOU OR A MEMBER OF YOUR IMMEDIATE FAMILY WOULD STAND TO BENEFIT FINANCIALLY BY YOUR SERVICE ON THIS BOARD? Yes No



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Signature

10-19-24

Date

NOTE: *This application will remain on file for one year.*



BOARD/COMMISSION/COMMITTEE VOLUNTEER INFORMATION SHEET

1. Contact Information:

Name: Stefanie Collvins

Home Address: 412 CR NE 2010 (Street) Mt. Vernon, TX. 75457. (City, State, Zip Code)

Contact Phone: 903-440-0115

E-Mail: scollvins@gmail.com

2. Board Selection. Please limit your preferences to two (2) boards.

- Animal Shelter Project Committee, Housing Committee, Main Street Board, Construction Board of Appeals, Health and Safety Committee, Marketing Committee, Landmark Commission, EDC Board

3. Background Information

a. Number of years you have lived in Mt. Vernon? 29 yrs.

b. Voter Registration Number: (optional)

c. Civic-Volunteer/Organizations/Activities

BOARD/COMMISSION/ORGANIZATION FROM TO Key Club roughly 10 yrs.

developed Soccer league

school (mini) boards - site base committee - parents Pres. 2 terms. CEC - 6 yrs.

City of Mount Vernon

109 N. Kaufman * P.O. Box 597 * Mount Vernon, TX 75457 * 903 537 2252 * FAX 903 537 2634

www.comvtx.com



PLEASE DESCRIBE ANY QUALIFICATIONS OR EXPERTISE THAT RELATE TO YOUR INTEREST IN SERVING. HOW DOES YOUR EDUCATIONAL BACKGROUND, WORK EXPERIENCE, OR OTHER LIFE EXPERIENCES QUALIFY YOU TO CONTRIBUTE TO THE BOARD?

I have had numerous businesses in Mt Vernon since 2005. My businesses have been in City, County + on main street. I believe I have a broad amount of business knowledge + can share opinions appropriately across the board.

PLEASE TELL US WHY YOU WISH TO SERVE ON THIS BOARD/COMMITTEE?

To give opinions of businesses + share what may or may not be applicable or appealing or helpful to downtown.

PLEASE PROVIDE ANY ADDITIONAL INFORMATION THAT YOU WOULD LIKE TO SHARE WITH US ABOUT YOURSELF:

DO YOU HAVE ANY RELATIVES WHO CURRENTLY WORK FOR THE CITY? YES NO

IF YES, PLEASE LIST THEIR NAME AND POSITION: _____

IS THERE ANY WAY THAT YOU OR A MEMBER OF YOUR IMMEDIATE FAMILY WOULD STAND TO BENEFIT FINANCIALLY BY YOUR SERVICE ON THIS BOARD? Yes No

City of Mount Vernon



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Stephan Cook
Signature

10-18-24
Date

NOTE: *This application will remain on file for one year.*

ECONOMIC VITALITY

GET STARTED GUIDE

Whether you are just beginning your journey as a Main Street leader or are looking to refresh your skillset, our Main Street Foundations series and this guide all about Economic Vitality is for you!

Get Started Watch the [Economic Vitality video](#) to gain a baseline understanding of these principles, concepts, and approaches.

Keep Going Explore the next steps and resources below to support Economic Vitality considerations in your community.



3 SIMPLE NEXT STEPS



Create an Inventory

Begin with creating an inventory of the buildings and business that you have. Consider collecting photos and conducting regular inventory updates and maintenance.



Survey Your Community

Survey business owners, residents, community members, and other stakeholders to establish a baseline understanding your downtown's strengths, needs, and growth opportunities.



Establish Partnerships

Don't do the work alone! Identify your partners from city offices and economic development agencies to coalition groups and others, and invite them to join your district's revitalization efforts.

A FEW HANDY RESOURCES

[Building and Business Inventory Template](#)

[Community Engagement for Main Street Transformation](#)

[Browse Economic Vitality Courses](#)

LEARN MORE >>>> www.mainstreet.org



DESIGN

GET STARTED GUIDE

Whether you are just beginning your journey as a Main Street leader or are looking to refresh your skillset, our Main Street Foundations series and this guide all about Design is for you!

Get Started Watch the [Design video](#) to gain a baseline understanding of these principles, concepts, and approaches.

Keep Going Explore the next steps and resources below to support Design considerations in your community.



3 SIMPLE NEXT STEPS



Build Relationships

Engage and establish a working relationship with property owners, local leaders in charge of the district's built environment, and your state historic preservation office.



Survey Your District

Create a baseline physical environment survey of your district, documenting existing conditions and needs for building maintenance and repair, accessibility, streetscapes, public spaces, and infrastructure.



Assemble Tools

Compile a library of design-focused tools, resources, and best practices that you can easily share with district stakeholders—making you the hub and connector for design-related questions.

A FEW HANDY RESOURCES

[Design Handbook](#)

[ADA Standards for Accessible Design](#)

[Browse Design Courses](#)

LEARN MORE >>>> www.mainstreet.org

PROMOTION

GET STARTED GUIDE

Whether you are just beginning your journey as a Main Street leader or are looking to refresh your skillset, our Main Street Foundations series and this guide all about Promotion is for you!

Get Started Watch the [Promotion video](#) to gain a baseline understanding of these principles, concepts, and approaches.

Keep Going Explore the next steps and resources below to support Promotion considerations in your community.



3 SIMPLE NEXT STEPS



Create a Plan

Write down your marketing & promotions plan. Develop separate, but integrated, plans for your program/district and each event or activity. Track your efforts and refine these plans for future use.



Work SMART

Set SMART objectives and goals so you can track and measure the effectiveness of your plan and adjust as needed. Smart goals are specific, measurable, achievable, relevant, and timebound.



Get Feedback

Seek feedback through various channels. Survey your event attendees, shoppers, and business owners to evaluate and improve your marketing efforts.

A FEW HANDY RESOURCES

[Marketing Strategy Template](#)

[Market Your Main Street](#)

[Browse Promotion Courses](#)

LEARN MORE >>>> www.mainstreet.org



ORGANIZATION

GET STARTED GUIDE

Whether you are just beginning your journey as a Main Street leader or are looking to refresh your skillset, our Main Street Foundations series and this guide all about Organization is for you!

Get Started Watch the Organization video to gain a baseline understanding of these principles, concepts, and approaches.

Keep Going Explore the next steps and resources below to support Organization considerations in your community.



3 SIMPLE NEXT STEPS



Engage Key Stakeholders

Establish and build relationships with your community. Listen to their concerns, nurture a collective understanding of the revitalization agenda, and gain their trust, commitment, and participation.



Create a Team

Recruit residents, business and property owners, municipal staff, and partners to support your staff in planning, funding, and executing projects, activities, and initiatives.



Secure Funding

Work with your board, senior staff, and experts to develop and oversee a sustainable fundraising strategy. Devote time to building relationships with potential funders for your program and projects.

A FEW HANDY RESOURCES

[Volunteer Toolkit](#)

[Fundraising Toolkit](#)

[Browse Organization Courses](#)

LEARN MORE >>>> www.mainstreet.org



CATALYST STRATEGIES “CHEAT SHEET”

Catalyst Strategies are off-the-shelf Transformation Strategies that can be adapted to a wide variety of places. Many can exist at any price point (e.g., Apparel or Home Furnishings); a few are organized around an existing institution (e.g., College Town or Military Installation). All can be further customized to local needs.

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
AGRICULTURAL ECONOMY	Products and services that serve agricultural communities, OR support small-scale agriculture and local food production	<ul style="list-style-type: none"> ▶ Live nearby ▶ Agricultural families ▶ Agricultural workers (Incl. seasonal) 	<ul style="list-style-type: none"> ▶ Appropriate for rural, agricultural communities ▶ Also appropriate for urban districts interested in sustainability and urban agriculture 	<ul style="list-style-type: none"> ▶ Serves locals’ needs ▶ Serves local economic drivers 	<ul style="list-style-type: none"> ▶ Install an orchard in a vacant downtown lot ▶ Organize a farmers’ market ▶ Launch a community-owned variety store
APPAREL	Apparel cluster, typically differentiated and independent, so as not to compete with malls.	<ul style="list-style-type: none"> ▶ Everyone... but, primarily women ▶ Preferably a target niche (e.g., vintage, work clothes, etc.) 	<ul style="list-style-type: none"> ▶ Street visibility ▶ Competitive industry (malls, online) ▶ Online sales possible 	<ul style="list-style-type: none"> ▶ Often highly desired retail mix, but highly competitive ▶ Can position district as regional destination 	<ul style="list-style-type: none"> ▶ Visual merchandising assistance to apparel biz. ▶ Lunchtime fashion shows
ARTS	“Arts” involves all creative industries, incl. film, music, dance, fine art, theatre, etc.	<ul style="list-style-type: none"> ▶ Demographically diverse; may be shaped by ethnicity, income, etc. ▶ Some sales business to business (rather than consumer) 	<ul style="list-style-type: none"> ▶ Different from “Entertainment districts”, though some overlap. ▶ Creative industry workers often keep odd hours, enlivening the district. 	<ul style="list-style-type: none"> ▶ Arts industries can make use of hard-to-use spaces ▶ Arts often serve as a draw for other types of businesses. 	<ul style="list-style-type: none"> ▶ Create a public arts strategy ▶ Pair artists with retailers for window displays ▶ Launch an “open studios” day ▶ Develop live/work space

LIEGE TOWN	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
<p>CONVENIENCE GOODS + SERVICES</p>	<p>Makes connections between business district and anchor educational institution.</p>	<ul style="list-style-type: none"> ▶ Students, faculty, staff at college/university ▶ Returning alumni, visiting parents ▶ Tourists/visitors 	<ul style="list-style-type: none"> ▶ Residential institutions differ from commuter schools ▶ Strategy may work better where institution already a center of community life 	<ul style="list-style-type: none"> ▶ Builds on existing economic anchor ▶ No new parking demand (in many cases) ▶ But: Can be associated with nuisance issues (e.g., noise, drinking) 	<ul style="list-style-type: none"> ▶ Install college flags, pennants downtown ▶ Establish direct liaisons to university admin and student body ▶ Set up loyalty card
<p>CATALYST STRATEGY</p>	<p>DESCRIPTION</p> <p>Focuses on things people do for fun, usually in the evenings. Often serves as a regional destination.</p>	<p>CUSTOMERS</p> <ul style="list-style-type: none"> ▶ Younger (though not always) ▶ Singles and couples (not kids, typically) 	<p>SPECIAL CONSIDERATIONS</p> <ul style="list-style-type: none"> ▶ Can be complementary to a daytime strategy ▶ Can be associated with nuisance issues (e.g., noise, drinking) ▶ Complements Arts strategy 	<p>BENEFITS, TRADE-OFFS</p> <ul style="list-style-type: none"> ▶ Extends business days into evenings ▶ Parking demand complementary to daytime demand ▶ Works well with historic buildings 	<p>EXAMPLE ACTIVITIES</p> <ul style="list-style-type: none"> ▶ Improve lighting to increase safety at night ▶ Engage business owners in “responsible hospitality” program ▶ Organize a “night market”
<p>DINING + ENTERTAINMENT</p>	<p>DESCRIPTION</p> <p>A convenience-oriented strategy (e.g., take-out meals, greeting cards, hair, daycare)</p>	<p>CUSTOMERS</p> <ul style="list-style-type: none"> ▶ Nearby, but demographically diverse 	<p>SPECIAL CONSIDERATIONS</p> <ul style="list-style-type: none"> ▶ Captive market ▶ Workers can only shop before or after work, or at lunch 	<p>BENEFITS, TRADE-OFFS</p> <ul style="list-style-type: none"> ▶ A “full-service” district ▶ Price competitive and chain-dominated segment ▶ May generate new housing demand (people want to live near work) 	<p>EXAMPLE ACTIVITIES</p> <ul style="list-style-type: none"> ▶ Create lunchtime gathering places ▶ Schedule promo activities at lunchtime ▶ Offer delivery service ▶ Develop upper-story apartments
<p>DISTRICT WORKERS + RESIDENTS</p>					

ER-FRIENDLY + NG-IN-PLACE	Recognizes that people have different needs as they advance in age and life stage. An Elder-Friendly strategy helps people continue living independently for as long as possible.	<ul style="list-style-type: none"> ▶ Elders... but, ▶ More active than previous generations of retirees ▶ Greater proportion of single-person and multi-generation households 	<ul style="list-style-type: none"> ▶ More than other strategies, must be particularly attentive to the physical environment – e.g., traffic safety, seating, amenities 	<ul style="list-style-type: none"> ▶ Seniors spend more money on experiences (less on things) ▶ Empty-nesters and down-sizers ▶ Buy stuff for grandchildren 	<ul style="list-style-type: none"> ▶ Improve sidewalk lighting ▶ Grants to make stores accessible ▶ Set up walking/exercise groups in district ▶ Offer home delivery
ETHNIC SPECIALTIES	Pursues a cluster of retail and retail-service, entertainment, industrial, and wholesaling businesses that primarily serve the needs of a particular ethnic or cultural group, but may be patronized by any shopper	<ul style="list-style-type: none"> ▶ Members of a specific ethnic or cultural community ▶ Others seeking out authentic cultural foods, products, or experiences ▶ More than other strategies, the customer defines the district 	<ul style="list-style-type: none"> ▶ Ethnic economies can be fairly self-contained and even insular ▶ Business mix can be very wide-ranging – manufacturing to galleries to restaurants 	<ul style="list-style-type: none"> ▶ Creates a regional destination ▶ Highly differentiated (does not typically compete with malls, chains) ▶ But: May not be embraced by whole community, if diverse ethnicities 	<ul style="list-style-type: none"> ▶ Install bilingual signs ▶ Partner with local social service agencies ▶ Organize a “Street Fare” of local, ethnic foods ▶ Establish a commercial kitchen to grow culinary businesses
FAMILY-FRIENDLY, FAMILY-SERVING	Focuses on local families; characterized by family-friendly events and businesses	<ul style="list-style-type: none"> ▶ Families, particularly with babies and young children at home ▶ Grandparents ▶ Teens 	<ul style="list-style-type: none"> ▶ A daytime strategy ▶ Most active on weekends ▶ Appropriate for communities with young demographic, growing families 	<ul style="list-style-type: none"> ▶ Offers products and entertainment locally ▶ Helps engender positive downtown experiences for young people ▶ But: Not compatible with strategies dependent on bars and nightlife 	<ul style="list-style-type: none"> ▶ Add kid-scale street furniture in public spaces ▶ Offer internships to high school students ▶ Show family films outdoors on weekends ▶ Expand business mix with gifts and toys
CATALYST STRATEGY	DESCRIPTION Establishes the commercial district as a food hub, including farmers’ markets, food production, catering, restaurants	CUSTOMERS <ul style="list-style-type: none"> ▶ People who live or work in the district ▶ People looking for a social experience ▶ Business to business sales of food production 	SPECIAL CONSIDERATIONS <ul style="list-style-type: none"> ▶ Works well with historic, interesting spaces ▶ Can complement arts or entertainment businesses 	BENEFITS, TRADE-OFFS <ul style="list-style-type: none"> ▶ District becomes a food destination ▶ Presence of restaurants often attracts new office-based businesses ▶ But: High startup costs for food businesses; high failure rate 	EXAMPLE ACTIVITIES <ul style="list-style-type: none"> ▶ Develop a public orchard in a pocket park ▶ Partner with closest culinary school ▶ Establish a deferred repayment loan program for restaurants
FOOD					



<p>GREEN PRODUCTS + SERVICES</p>	<p>Pursues environmentally-friendly economy for the commercial district; supports businesses concerned with recycling and upcycling; and service businesses that use sustainable practices</p>	<ul style="list-style-type: none"> ▶ Tend to be younger, highly educated, values-driven ▶ Young families ▶ Idealistic and aging “Boomers” 	<ul style="list-style-type: none"> ▶ Green practices become part of district’s identity ▶ Renewable energy, zero-waste practices; public transit; historic preservation, local sourcing all play a role 	<ul style="list-style-type: none"> ▶ A forward-looking strategy that leverages the benefits of traditional business districts ▶ But: Typically associated with higher price points 	<ul style="list-style-type: none"> ▶ Install bike lanes ▶ Install rain gardens ▶ Hold zero-waste special events ▶ Help businesses to purchase energy from renewable sources
<p>HEALTH + WELLNESS</p>	<p>Pulls together retail, recreational, educational, and professional businesses (including social service orgs) and organizes them around improving people’s wellbeing</p>	<ul style="list-style-type: none"> ▶ Families to seniors ▶ Tend to be more highly educated ▶ Tend to be more affluent 	<ul style="list-style-type: none"> ▶ Can work equally in a spa/vacation community or convenience-based district ▶ Often relies on marketing to make the strategy visible to public 	<ul style="list-style-type: none"> ▶ Many businesses can participate (even those not explicitly health-related) 	<ul style="list-style-type: none"> ▶ Mark walking and running trails in district ▶ Identify healthy options on restaurant menus ▶ Work with local gym or trainer to offer outdoor “boot camps” downtown
<p>HOME FURNISHINGS</p>	<p>Clusters retail, service, and professional businesses related to the home and home life, including, furniture and housewares, floors and finishes, garden and outdoors, design and construction services</p>	<ul style="list-style-type: none"> ▶ Younger (people still at a stage when acquiring the things they need) ▶ Homeowners (esp. for appliances, renovations, etc.) ▶ Renters (smaller furniture, furnishings) 	<ul style="list-style-type: none"> ▶ Strategy can exist at any price point, from used to vintage to new, designer ▶ A regional destination strategy: district is known as home furnishings source 	<ul style="list-style-type: none"> ▶ Works well in historic setting, buildings ▶ Works well for larger spaces ▶ Still a bricks-and-mortar retail purchase ▶ But: Not a daily consumer need for locals 	<ul style="list-style-type: none"> ▶ Paint some old wooden chairs and place them around district ▶ Stage living window displays ▶ Turn a café into a furniture store (or vice versa)
<p>KNOWLEDGE ECONOMY</p>	<p>Primarily focuses on software and technology, but also includes workers in creative professions and the traditional professions (e.g., lawyers, etc.)</p>	<ul style="list-style-type: none"> ▶ Typically younger ▶ Highly educated 	<ul style="list-style-type: none"> ▶ Requires excellent broadband service ▶ Workers keep long/odd hours, making the district more vibrant at night 	<ul style="list-style-type: none"> ▶ Attracts young, creative entrepreneurs ▶ Can be a way for rural communities to grow jobs and population 	<ul style="list-style-type: none"> ▶ Establish a co-working space ▶ Make wifi available in all businesses

TALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
MANUFACTURING	Focuses on small-scale manufacturing compatible with commercial districts, appropriate for upper-floor spaces, warehouses, and other secondary or peripheral spaces.	<ul style="list-style-type: none"> ▶ Sales to other businesses ▶ Direct-to-consumer 	<ul style="list-style-type: none"> ▶ Can be associated with a local agricultural product, specialty, or ethnicity 	<ul style="list-style-type: none"> ▶ Can be a good secondary strategy, especially to make use of difficult spaces ▶ Employees of manufacturing businesses become customers of the district 	<ul style="list-style-type: none"> ▶ Activate windows by bringing production to front of stores ▶ Assist manufacturers with distribution and marketing ▶ Establish a “maker space” for entrepreneurs
MILITARY INSTALLATIONS	Appropriate for communities with a military installation nearby; makes better economic and social connections between installation and downtown.	<ul style="list-style-type: none"> ▶ Military personnel ▶ Military spouses and families ▶ Civilian staff ▶ Military contractors, vendors ▶ Military heritage visitors 	<ul style="list-style-type: none"> ▶ In the new military, which is very career-oriented and family-centered, quality of life and community are important ▶ But: May find strategy competes with on-post restaurants, retail 	<ul style="list-style-type: none"> ▶ Provides shopping and social alternatives for military families, whether living on-post and off-post ▶ Fosters stronger links to local economic driver 	<ul style="list-style-type: none"> ▶ Install American flags throughout downtown ▶ Create driving tour guide to military historical sites ▶ Establish liaison to post ▶ Host military appreciation event ▶ Promote downtown residential options to military singles, families
MILLENNIALS	Addresses the demographic slice born between the early 1980s and early 2000s. The authenticity and “retro” nature of traditional business districts appeals to this generation.	<ul style="list-style-type: none"> ▶ Younger ▶ Educated ▶ Entrepreneurial 	<ul style="list-style-type: none"> ▶ Reaching milestones later than previous gen’s (e.g., purchase a car, own a home, marry, have kids) ▶ Interested in experiential retail, authenticity, and local sourcing ▶ Digitally connected 	<ul style="list-style-type: none"> ▶ Demographic aligns well with traditional business districts, esp. for entertainment, independent businesses ▶ Trendsetting demographic attracts “piggybackers” to district – older followers ▶ But: Millennials are accustomed to buying many things online 	<ul style="list-style-type: none"> ▶ Install native plant landscaping ▶ Encourage Millennial-appropriate design sensibility in signs ▶ Recruit Millennials to Main Street board ▶ Connect businesses through social media ▶ Establish a co-working space
SPORTS + RECREATION	Connects outdoor activities – camping, boating, hiking, climbing, hunting, etc. – with supporting businesses and amenities. This includes outfitters and equipment sales, restaurants and food services, accommodations, and others.	<ul style="list-style-type: none"> ▶ Outdoor enthusiasts ▶ Varied spectrum of ages and abilities, and travel lifestyle preferences 	<ul style="list-style-type: none"> ▶ While frequently associated with youth, many outdoor enthusiasts are seniors traveling without families or children 	<ul style="list-style-type: none"> ▶ Connects the downtown to those who use nearby outdoor or recreational attractions 	<ul style="list-style-type: none"> ▶ Install wayfinding signs from nearby trails or paths to downtown ▶ Install a climbing wall (or ice-climbing wall) downtown ▶ Work with sporting equipment businesses to offer guided tours

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
<p>TOURISTS + TOURISM</p>	<p>Addresses people who visit the district from elsewhere, usually to experience something unique to the place, such as history or architecture, arts and culture, or shopping</p>	<p>Vast and varied customer profiles, including</p> <ul style="list-style-type: none"> ▶ Heritage travelers ▶ Cultural tourists ▶ Weekend/second home-owners ▶ Resort-goers ▶ Conventioners ▶ Business travelers ▶ Outdoors enthusiasts 	<ul style="list-style-type: none"> ▶ Tourism and tourism-related amenities exist at all price points ▶ Needs of regional tourists are different from national or international visitors ▶ Create a place that locals love, and visitors will love it, too 	<ul style="list-style-type: none"> ▶ Brings outside consumer spending; adds to local buying power ▶ But: Locals may not be happy about outsiders making it feel "less local" ▶ Increased tourism can result in higher prices (food, housing) for locals 	<ul style="list-style-type: none"> ▶ Install way-finding signs geared toward those unfamiliar with district ▶ Convene regional tourism professionals to share data ▶ Set up large-format maps in stores and have customers mark where they live