



MAIN STREET ALLIANCE
Monday, April 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.

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 3/18/2024
March 2024 financials

Action Items

- 2. Consider and act upon approval of Brittany Seymore Franza to the board.
- 3. Consider and act upon approval of Chris Johnson to the board.

Discussion Items (no action will be taken)

Spring Event
Farmer's Market
Carry the Load

Committee Reports

Organization - Gay, Ketrell, Morgan - bid proposal for signs on I30
Economic Vitality - Bonnie, Morgan - report from 4/10/24 meeting
Design - Gay, Bonnie, Crystal 6/13/24 @ 2 p.m.
Promotions - Crystal, Ketrell, Pam

- 4. signage proposal

Manager Update

Real Places Conference, Transformation Strategy progress, First Quarter MS progress AND
CLG annual report filed, FB, Instagram, website, Key Club Purse Bingo partnership

Adjournment

/s/ Ketrell Taylor
Ketrell Taylor - President

ATTEST

/s/ Kathy Lovier
Kathy Lovier - City Secretary
Posted April 12, 2024 @ 4:00pm



MAIN STREET ALLIANCE

Monday, March 18, 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

PRESENT

- Board Chair Ketrell Taylor
- Board Secretary Gay Travis
- Board Member Bonnie McAllister
- Board Member Morgan Hyman
- City Secretary Kathy Lovier
- Assistant City Secretary Angie Pike
- Main Street Manager Kassidy Wesson

ABSENT

- Board Member Crystal Copeland and Board Vice Chair Pam Barnard

Consent Agenda

1. Minutes 2/19/2024
February 2024 financial report

Motion made by Board Member McAllister, Seconded by Board Secretary Travis.
 Voting Yea: Board Chair Taylor, Board Secretary Travis, Board Member McAllister, Board Member Hyman

Discussion Items (no action will be taken)

Spring Event - Totally Eclipsed

Main Street Manager reported all updates for the event:

We are up to between 40 and 50 vendors, 5 confirmed food vendors, Friday and Saturday night concerts are confirmed and paid for. The beer and wine garden is a work in progress, Tag's ML Edwards has pulled out but The Chophouse is in process of taking over if they can get all approval from TABC. The Chamber of Commerce has a list of the few vacancies that are available for tourist coming into the County.

Committee Reports

- Organization - Gay, Ketrell, Morgan
- Economic Vitality - Bonnie, Morgan
- Design - Gay, Bonnie, Crystal
- Promotions - Crystal, Ketrell, Pam

Gay Travis reported for the Organization Committee, which met on March 14th from 1:30 to 3:00 p.m., that the City, Community Events Committee and the Main Street Board are in the process of securing digital signs to be located on on the north and south service roads to promote events in the downtown area.

Manager Wesson reported this committees biggest push at the moment is really getting all the boards and committees working on events and projects together to make Mt Vernon more productive and successful. The next meeting will be 4/11/24 and it will be the Economic Vitatlity Board.

Manager Update

Manager Wesson reported she is double timing sharing vendors for the event, reposting for the local downtown businesses. She is doing so on FB and Instagram. The Board asked if Kassidy would contact local businesses and promote any events or specials they may have going on. We have begun work on Carry The Load coming May 24th, we will be doing an ice cream freeze off during the picnic on the plaza. Farmer's Market pavilion will be going up 3/20/2024. Next year's spring event should be moved to the second weekend so as to not compete with Canton Trade Days. The new roof on the plaza gazebo should replaced any day along with the lighting. All electrical projects in the park will be completed before the spring event, even if it is the week of the event. The website is officially back to us and on the City website, we will be making changes from here to the future, the board wants a directory of locat businesses and to promote one business per month.

Adjournment

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

Voting Yea: Board Chair Taylor, Board Secretary Travis, Board Member McAllister, Board Member Hyman

Ketrell Taylor - President

ATTEST

Kathy Lovier - City Secretary

CITY OF MOUNT VERNON
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: MARCH 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	5,710.76	0.00	32,237.96	15.05
5150.003 PROMOTIONAL	8,000	100.00	100.00	0.00	7,900.00	1.25
5150.004 POSTAGE	50	0.00	0.00	0.00	50.00	0.00
5150.005 DUES/SUBSCRIPTIONS	2,000	250.00	250.00	0.00	1,750.00	12.50
5150.006 COMPUTER/TECH	2,000	167.47	2,980.05	0.00 (980.05)	149.00
5150.007 SIGN GRANT	0	350.00	662.33	0.00 (662.33)	0.00
5150.008 MAIN STREET EVENTS	8,000	2,976.49	6,031.49	0.00	1,968.51	75.39
5150.009 SPECIAL PROJECTS	1,000	0.00	434.00	0.00	566.00	43.40
5150.025 UNEMPLOYMENT EXP (TEC)	300	0.00	0.00	0.00	300.00	0.00
5150.032 SOCIAL SECURITY (FICA)	2,353	201.84	354.08	0.00	1,998.74	15.05
5150.033 MEDICARE	550	47.20	82.80	0.00	467.46	15.05
5150.034 TML INSURANCE	13,470	816.98	816.98	0.00	12,653.02	6.07
5150.035 RETIREMENT (TMRS)	3,518	269.35	269.35	0.00	3,248.50	7.66
5150.037 TELEPHONE	600	31.06	289.38	0.00	310.62	48.23
5150.039 OVERTIME	0	0.00	0.00	0.00	0.00	0.00
5150.042 SCHOOL/TRAINING/TRAVEL	4,500	298.00	298.00	0.00	4,202.00	6.62
5150.044 SUPPLIES	700	111.46	121.49	0.00	578.51	17.36
5150.053 LONGEVITY	0	0.00	0.00	0.00	0.00	0.00
TOTAL 150 Main Street	84,990	8,875.23	18,400.71	0.00	66,588.94	21.65



BOARD/COMMISSION/COMMITTEE VOLUNTEER INFORMATION SHEET

1. Contact Information:

Name: Brittany F

Home Address: 442 Keysto
(Street) Heath TX
(City, State, Zip Code)

Contact Phone: 469-338

E-Mail: Brittanyseymore

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? Family lakeh

b. Voter Registration Number: (optional) _____

c. Civic-Volunteer/Organizations/Activities

BOARD/COMMISSION/ORGANIZATION	FROM	TO
<u>CASA Ad</u>		
<u>Catalyst Ministries Ja</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've worked with my dad for ove
developer and custom home b
several commercial projects over
a brand new RV park in MV
commercial retail space at the fr

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

My family spends at least 1/2 t
husband and I got married ther
of MV and would love to see i
owned business and become

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



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.

Signature

3/16/21

Date

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

3'x8' LIGHTED SIGN

- Double Faced
- Polycarbonate Faces w/ 3 Year Guarantee on Panels, Including Vandalism
- Aluminum Frame
- Internal LED Lighting
- UL Listed

3'x8' Full-Color DIGITAL MARQUEE

- DOUBLE FACED
- 10mm, 15mm Resolution
- Cloud-Based Programming
- Edge to Edge Viewing
- Front Serviceable
- 5 Yr. Parts Warranty
- Lifetime Technical Service
- UL Listed. ETL Listed



Designed
in USA

Engineered & Assembled in the USA



CORE POWERED BY
DISPLAYS **IMPACT**
LED

CORE DISPLAYS ARE VISUALLY STUNNING, INCREDIBLY BRIGHT, AND DESIGNED FOR ALL WEATHER CONDITIONS. OUR UNIVERSAL SIZE LED MODULE DESIGN OFFERS FLEXIBILITY MAKING IT PERFECT FOR ANY APPLICATION.



± 11,000 NITS ULTRA-HIGH BRIGHTNESS
x20 Brighter than an LCD TV.
View in full daylight and dimmable at night.
Based on LCD N avg. 500 Nits.

10mm, 15mm & 19mm

PIXEL PITCH OPTIONS
Large IP67 LED diodes, ±100,000 hours lifetime, 1.15 quintillion colors.



IP67 FRONT/IP54 REAR ALL-WEATHER TESTED
UV, salt-mist, vibration, ±temperature, voltage, and x2 waterproof tested. Fully sealed LED tile.



OPTIMIZED VIEWING EXPERIENCE
±3840 Hz, 60 FPS smooth, full motion, camera-ready video playback.



CONNECTIVITY OPTIONS
Network with, Ethernet, wireless, WIFI, Fiber Optic or 4G cellular technology.



5 YEAR WARRANTY
5-Year parts and in-factory labor. 10-Year parts available. On-Site Labor & Extended Warranties Available.

3'x8' LIGHTED SIGN

- Double Faced
- Polycarbonate Faces w/ 3 Year Guarantee on Panels, Including Vandalism
- Aluminum Frame
- Internal LED Lighting
- UL Listed

4'x8' Full-Color DIGITAL MARQUEE

- DOUBLE FACED
- 10mm, 15mm Resolution
- Cloud-Based Programming
- Edge to Edge Viewing
- Front Serviceable
- 5 Yr. Parts Warranty
- Lifetime Technical Service
- UL Listed. ETL Listed



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AWARDED VENDOR

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camera-ready
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CONNECTIVITY OPTIONS
Network with, Ethernet,
wireless, WIFI, Fiber Optic
or 4G cellular technology.



5 YEAR WARRANTY
5-Year parts and in-factory
labor. 10-Year parts available
On-Site Labor & Extended
Warranties Available.

Date:
3/25/2024

To: Craig Lindholm
City of Mount Vernon
109 N Kaufman Street
Mount Vernon, TX 75457
Phone: 903-537-2252
Email: clindholm@comvtx.com

From: Lance Pelton
Core Displays
1083 Brooks Industrial Road
Shelbyville, KY 40065
Phone: 817-946-3078
Email: Lance@CoreDisplays.net

EMC SPECIFICATIONS

Pitch: **10mm, 15mm Resolution**
Cabinet Size: **3' tall x 8' long**
Viewing Area: **3' tall x 8' long**
Matrix: 10mm (90x240) | 15mm (60x160)
Color: Full Color-Outdoor
Configuration: 2 Units
Brightness: 11,000 NIT's
Viewing Angle: 140° Horizontal / 70° Vertical
Cabinet Access: Front Quick Release RGB Module
Sign Weight: 288 (lbs. Per Side)
Technical Support: Included for Life

5-Year Parts Warranty



Vandalism, Storm & Lightning Warranty: Includes \$5,000 insurance deductible reimbursement, see warranty for details

SIGN SPECIFICATIONS ^{8.0}

3'x8' LIGHTED SIGN

- Double Faced
- Internal LED Lighting System
- Extruded Aluminum Frame
- Panels Are Polycarbonate
- 3 Year Guarantee on Faces, Against Breakage, Including Vandalism
- Rated to 120 mph windloads
- UL Listed

COMMUNICATION

Cellular Modem, Cloud Based Programming
Light Sensor: Included
Temp Sensor: NA, Temp from the Cloud

OPTION 1 PACKAGE PRICING

10mm
HIGH
RESOLUTION

\$46,670

15mm
ENHANCED
RESOLUTION

\$42,550



TIPS# 23010401

- * Installation of New Signage Included In Above Pricing
- * Price Includes 3'x4' Pole Cover As Shown in Option 2
- * Brick Monument Add'l \$3,250
- * 50% DEPOSIT | 50% BALANCE
- * Shipped Ready For Installation With All Necessary Mounting Brackets Attached
- * Manufactured in Louisville, KY
- * Shipping Included in Above Pricing
- * Proper Electrical To Install Site Responsibility of Customer

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3/25/2024

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SIGN SPECIFICATIONS ^{8.0}

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- 3 Year Guarantee on Faces, Against Breakage, Including Vandalism
- Rated to 120 mph windloads
- UL Listed

COMMUNICATION

Cellular Modem, Cloud Based Programming
Light Sensor: Included
Temp Sensor: NA, Temp from the Cloud

OPTION 2 PACKAGE PRICING

10mm
HIGH
RESOLUTION

\$54,650

15mm
ENHANCED
RESOLUTION

\$48,540



TIPS# 23010401

- * Installation of New Signage Included In Above Pricing
- * Price Includes 3'x4' Pole Cover As Shown in Option 2
- * Brick Monument Add'l \$3,250
- * 50% DEPOSIT | 50% BALANCE
- * Shipped Ready For Installation With All Necessary Mounting Brackets Attached
- * Manufactured in Louisville, KY
- * Shipping Included in Above Pricing
- * Proper Electrical To Install Site Responsibility of Customer



Impact LED proudly introduces the G3 Series of Impact digital sign systems. Our 1'x1' module reliably performs with high brightness, vivid colors, fast refresh rate and industry leading features such as dual power/data connections and module retention leads.

This product is MET Labs certified for NEC and UL48 compliance.



This product complies with FCC Rules - Subpart B of Section 15 of Title 47.



Redundant Power & Data.
Dual power and data inputs reduce the need for a spare part by 80%. High efficiency components consume 22% less energy.



Premium LEDs, 4-layer Printed Circuit Boards, Meanwell power supplies and gold-plated connector pins are just a few of the components that create a beautiful, long-lasting and dependable display for your application.



Simple Installation. Impact's Unistruct installation system provides an incredibly strong yet easy to use mounting substructure.



Environmentally sealed cabinets prevent damaging intrusion of moisture and dust.



Easy to support. Modules are easily and quickly removed to create fast and simple service.



Cloud based software allows users to connect to their sign from any internet browser on a PC, Mac, Tablet, iPhone, or Android.

IMPACT cloud

Impact Cloud is a user friendly cloud-based communication method for any Impact LED sign. This Browser based system works from any tablet, phone or computer with internet access.



- ◆ Easy to learn, easy to use & easily maximizes the sign's capabilities to maximize the power of the display.
- ◆ Create feature content, design reusable templates and save playlists for as long as you want that will never get lost.
- ◆ Easily move messages around the screen, enlarge, shrink or rotate content and try different fonts and colors.
- ◆ Access and monitor your sign(s) no matter where they are and no matter where you are at any time.
- ◆ Instant access to ever expanding library of graphics.
- ◆ No software updates to download...ever.

**UPDATE YOUR MESSAGES
FROM ANY DEVICE**

**USERS CAN NOW PUBLISH CONTENT TO THEIR SIGN
FROM THEIR Ipad, MOBILE DEVICE OR COMPUTER**

Storm & Vandalism Item 4. Warranty

In addition to our Limited Lifetime Warranty, CoreDisplays offers Storm and Vandalism protection.

Although rare, things happen and you want to be covered. Without even a basic layer of protection, catastrophic events can leave you exposed to replacing your sign out of pocket. **CoreDisplays** is here to help. Should a tree fall on your sign, lightning strike and cause damage, flood waters rise or tornadoes twist, our Storm and Vandalism Warranty will help soften the blow! The warranty even applies to intentional or accidental damage to the sign such as vandalism or a car that veers off the road and destroys the sign.

CoreDisplays will reimburse up to \$5,000 of your insurance deductible for the incident for the life of the sign. This allows you to get repairs or replacement with zero dollars out of pocket.

