

September 13, 2021

Meeting was begun by Sarah Matai, Main Street Manager, at 1:00 pm.

Those in attendance:

Sarah Matai
Stephanie Beach
Kelly Sult
Jeffrey Hamilton
Ty Slappy
Lisa Pendleton
Julie Lawrence
Rita Cook
Tom Hines
Gerald Cook
Ricky Thurman

BOARD NOMINATIONS FOR OFFICERS

Began meeting by electing officers

Julie Lowrance - Chairperson
Tyree - Vice Chair
Stephanie Beach - Secretary

FARMER'S MARKET UPDATE

Sarah:

It began on the first Saturday in August, vendors stated it was the best market they had in a long while
The Labor Day weekend market was even more successful, the vendor's sales higher than August.

Facts on Market:

We do not charge vendors to participate
Looking for mostly homemade items
Looking for new fruit and veggie vendors (Sarah may have one lined up)
The Markets run May through November

Lisa: suggested asking Sara Vanden Berge to help promote on Beneath the Surface News for the upcoming last two markets of the year.
Lisa also mentioned asking Littlejohn's to participate - it was noted they may be too busy as they bought out Mac's Meat Market

Back and forth discussion by group regarding asking food trucks to participate
Where would they park? Get electricity?

More discussion about the downtown lights needing work

Sarah: Said she'd ask Jason about getting the lights fixed by September 30th
Also mentioned making a banner for the farmer's market at the intersection
entrance

A question was brought up as to whether Main Street Events were listed-

Sarah: answered that they were

Julie: Noted that they had not cancelled the farmer's markets on the Downtown
Merchants page because they did not want them to appear cancelled

EVENTS COMING UP - CAN MAIN STREET PLAY A ROLE?

Tom Hines
architect: broad variety of experience working on economic development and developing
the heritage of a town as part of that revitalization
Experience in TX, LA - worked on old reinforced masonry buildings originally
built by the railroad - preservation as a component of economic development
focused on helping people know what to do with these old buildings
Party of planning McKinney and its development using Main St. programs

Sarah: Mentioned his expertise will be key to our development
Need to really educate people on goals of downtown
CETA is looking to get involved and help Main St.

Julie: Asked who manages the downtown TX site? Can't see the for sale or rent
Kylee Woodlock is the one who manages/working on it?

Sarah: Events coming up downtown - noted Julie Lowrance and Julie Smith's
coordination of the Parade of Lights/Christmasville last year

Julie: Noted that they wanted it to coordinate with small business Saturday, the
Saturday after Thanksgiving (she passed out info on Christmasville)

Gerald Cook: Suggested to Julie that the bylaws be cleaned up
the organization committee needs to submit them to city council

Rita: Suggested we form committees

Economic vitality - Ty
Design - Stephanie, Kelly, and Rita
Promotion - Jeff, Lisa, and Julie
Organization - Jeff, Kelly, and Lisa

Back to Christmasville -

Julie: Looking to get at least 15,000 in sponsorships and donations
Fireworks will cost more this year, 8,000 - 10,000

Noted that we can't see lights on buildings, need to be redone

Gerald: Has anyone talked to Jeff Sandford? Mentioned that Jeff was supposed to be here, didn't know when meetings were?

Julie: Noted it's a very busy day for the downtown shops

Lisa: Money deadline for donations? Mid - November

Julie: Make checks payable to Christmasville

Ty: What's the pitch? Free for community, small business Saturday, brand it as Stephenville's special event- staying here (others to come)

Julie: Tree lighting, full day of activity - Pinspiration will hold events

Sarah: Can create a form to be in the parade

No fee to participate

Santa will be at the end to light the tree

Gerald: Asked whether it was an official Main Street project - everyone said yes

It was noted that the Chamber and Julie Smith will be promoting as well

Rita: We should have a Main Street banner at the front of the parade

Kelly: Mentioned educating the public, no one knows what it is

Sarah: Had a booth at the farmer's market and tried to educate those that came down

Kelly: Some of us can come down to aid those efforts during markets

Julie: Mentioned the posts that Ricky Thurman produces that pose the question: Did you know?

conversation went briefly to the Wine and Art Walk

Julie: Waiting on the TABC - may have to give wine away rather than sell
Hoping to pair wineries/wine with artists at downtown shops

MAIN STREET GOALS AND OBJECTIVES

- Julie: The Downtown Merchants don't mind if the events go to Main Street
- Ty: Asks how can we make our events have a wow factor and get attention
What do we want to put our focus on as we look at the calendar
- Gerald: There's not much going on during Parent's Weekend - could be a good Main Street Project
- Sarah: Can put out Tarleton flags throughout downtown
- Rita: provided examples of other college towns and how they promoted their downtowns, Aggieville in Lawrence KS
- Tom: Spoke of the business career expo at Tarleton recently. Could attract college kids there so they are informed of downtown events
He mentioned looking at the long term goals we are trying to achieve - little by little
- Rita: What can be done this year? - next time we need to discuss our ambitions
- Sarah: Homework: think on our signage, info getting out
How can we promote?
- Ty: Overall our mission, goals, a brand we want to advertise - this all relates to our major objectives
- Gerald: part of the Main Street's mission is to be an advisory board to the city council - come up with ideas to present to council
- Sarah: Reiterated that we need to make ourselves known by being a presence at events throughout town.

Meeting was adjourned at approximately 2:45 pm.