



## MAIN STREET ALLIANCE

Monday, February 19, 2024 – 5:00 PM

109 North Kaufman Street, Mount Vernon, Texas 75457

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### MINUTES

#### Call to Order and announce a quorum is present

#### PRESENT

Board Chair Ketrrell Taylor  
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  
Main Street Manager Kassidy Wesson

#### Consent Agenda

1. Minutes 1/15/2024  
January 2024 financials

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

Voting Yea: Board Chair Taylor, 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 Transformation Strategy for Main Street Program.  
Farmer's Market relocation/metal canopy  
Wall around square  
Little Creek Park-food truck area, Ampitheater, tennis/pickleball court, new restrooms  
Food is our draw right now, that doesn't mean we can't change to retail or add retail  
#great food #great people #great parking

<https://www.mainstreet.org/ourwork/theapproach>

<https://www.fortworthtexas.gov/departments/econdev/revitalization/main-street>

Motion made by Board Member Copeland to approve the Strategy as presented, Seconded by Board Secretary Travis.

Voting Yea: Board Chair Taylor, Board Secretary Travis, Board Member Copeland, Board Member

McAllister, Board Vice Chair Barnard, Board Member Hyman

**Discussion Items (no action will be taken)**

Monthly Committee Meetings - one group per month  
Plan for MS moving forward  
All School Reunion

Monthly committee meetings will be the second Wednesday at 2pm each month. An email will be sent the week prior to get discussion topics and as a reminder.

Moving forward:

We want all businesses to be food or retail downtown, we want more involvement from the businesses with Main Street. We will be working on relationships with business owners.

We will be working on signage and attractions to draw people into the downtown.

We will search for short term rental owners and send links to events in our downtown to be promoting events and communicating better.

All School Reunion will be discussed in March.

**Committee Reports**

Next committee meeting will be the Organization committee on March 13, 2024 at 2:00 p.m. at Birdie's Boutique.

**Manager Update**

Manager Wesson reported she has completed a multitude of trainings to get her feet under her and get a good foundation laid for the MS Program.

We will be having a meeting with Theresa Brown former communications director for Texas Instruments to help us lay out a written communication plan.

Updates on the event: 72 vendors have been contacted, many have already turned in applications, TABC permission letter has been sent and approved., SWAG bags are being prepared and asked for any business owners to drop by advertising goodies for the bags.

Park electricity will be up by end of March and Farmer's Market electricity will be up by the end of May.

**Adjournment**

Motion made by Board Vice Chair Barnard to close the meeting at 6:20 p.m., Seconded by Board Member McAllister. Voting Yea: Board Chair Taylor, Board Secretary Travis, Board Member Copeland, Board Member McAllister, Board Vice Chair Barnard, Board Member Hyman

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**Ketrell Taylor - President**

**ATTEST**

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**Kathy Lovier - City Secretary**