



MAIN STREET ALLIANCE

Monday, June 16, 2025 – 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.

MINUTES

Call to Order and announce a quorum is present

President Johnson called the meeting to order at 5:02 p.m. and announced a quorum present.

PRESENT

Board Chair Christopher Johnson
Board Secretary/Treasurer Crystal Copeland
Board Member Morgan Hyman
Board Member Ginger Trampus
Board Member Stephanie Collvins
City Secretary Kathy Johnson
Main Street Manager Kassidy Wesson

ABSENT Board Vice-Chair Brittany Franza and Board Member Theresa Brown

VISITOR: David West

Consent Agenda

1. Minutes 5/19/2025
Financial reports- April and May, 2025

Motion made by Board Member Trampus, Seconded by Board Member Collvins.

Voting Yea: Board Chair Johnson, Board Secretary/Treasurer Copeland, Board Member Hyman, Board Member Trampus, Board Member Collvins, City Secretary Johnson, Main Street Manager Wesson

Discussion Items (no action will be taken)

Farmer's Market, Movies and Music at Little Creek Park
Events/businesses on Main Street
Billboards

FM Manager Courtney is doing a magnificent job. The market is growing each time they meet. Vendors are pleased and giving positive feedback.

Chris spoke with a company regarding sponsorship of a projector.

Ginger brought up doing a Christmas lottery, we will discuss further.

Committee Reports

Organization - Morgan, Chris, Theresa, **Ginger** 8/14/2025

Economic Vitality - Morgan, Brittany, **Stephanie** 9/11/2025

Design - **Crystal**, Brittany, Stephanie meeting was 10/9/2025 (meeting 6/12 reports this meeting)

Promotions - Crystal, Chris, **Theresa**, Ginger meeting 7/10/2025

Set up next committee meeting lunch. (second Thursdays)

Crystal reported that the design committee met at The Loading Dock on June 12th and discussed the billboards on I30 east bound at Greenville and west bound at Texarkana. The theme for the billboards is your date night destination. There will be extended contracts for a better price point.

We further discussed talking with the businesses doing the adopt a plot for flowers beds around town.

We want to work on getting the interstate and exits mowed more often.

The new digital welcome signs are a little closer in sight now.

Manager Update

Manager Wesson reported our social media is now kicking into high gear with a video app she has started using, she urged the board to leave reviews, like posts, share posts.

The next Friendly Friday will be with The Loading Dock.

The Big Dawg Event will be at First Baptist multi-purpose building in July and Randy White former Dallas Cowboy will be here to sign autographs.

Ribbon cutting for The Loading Dock will be 6/19/25 at 4 p.m.

Kassidy asked us all to check-in at the Farmer's Market and Little Creek Park on FB when we attend.

Adjournment

Motion made by Board Secretary/Treasurer Copeland at 5:34 p.m., Seconded by Board Member Hyman. Voting Yea: Board Chair Johnson, Board Secretary/Treasurer Copeland, Board Member Hyman, Board Member Trampus, Board Member Collvins, City Secretary Johnson, Main Street Manager Wesson

Chris Johnson - President

ATTEST:

Kathy Lovier Johnson - City Secretary