



**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 Cassidy 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 14<sup>th</sup> 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**