



# MAIN STREET STEPHENVILLE

## MAIN STREET ADVISORY BOARD

MEETING MINUTES  
REGULAR MEETING  
JUNE 11, 2026

### CALL TO ORDER

The Main Street Advisory Board of the City of Stephenville, Texas, convened on Thursday, June 11, 2026, in the City Hall Training Room, 298 West Washington Street, for the purpose of a Regular Main Street Advisory Board Meeting, with the meeting being open to the public and notice of said meeting, giving the date, time, place and subject thereof, having been posted as prescribed by Chapter 551, Government Code, Vernon's Texas Codes Annotated, with the following members present, to wit:

#### Board Members Present:

Main Street Place 1 Carlene Sutton  
Main Street Place 2 Carla Trussell  
Main Street Place 5 Kathy Hampton  
Main Street Place 6 Rita Cook  
Main Street Place 7 Kennedy Voelker

#### Board Members Absent:

Main Street Place 3 Aimee Shouse  
Main Street Place 4 Pat Hammett

#### Others Attending:

Ashley Thomas, Main Street Manager  
Gerald Cook, City Councilman

Chair Rita Cook called the Regular Meeting to order at 09:59 AM.

### REGULAR AGENDA

1. **Approval of May meeting minutes**
2. **Board ideas for projects**

Rita Cook introduced that the board would be going through their ideas and discussing what would be projects we could start on.

Discussion on why the Wayfinding signage did not have the plaza/walk of fame, and other venues on them.

Questions about the 15% for heritage tourism-does it roll over & will Main Street continue to

get more each year?

Board members noted ideas on projects:

-adding photo opportunities in downtown, commemorative statues, develop an informational downtown feature that tells the story of the Bass Reeves filming in downtown, add lighting around square, add an entrance for the alley off college st., more murals, beautify the alley, share the parrot story more, have quarterly meetings with the Main Street, Tourism, Western Heritage, and parks boards, cut down the pole on Graham st., add brick accents on sidewalks, clean the Walk of Fame plaques, add plaques on the buildings including year built and original use of building.

Discussion for what projects to start with:

1. adding benches in the plaza with statues on them
2. beautify the alley
  1. where does the trash go? combine into dumpsters and put in large parking lot on Columbia & McNeil or small parking lot on Columbia & College St.
3. cut down the pole on Graham St.
4. plaques on buildings for year built & original use of building

Board to plan to present at City Council Committee Meeting on July 21st.

### 3. **Managers Report**

The Main Street Manager shared the Managers Report.

Wings & Wonders Recap:

- 54 vendors present
- Great feedback on event
- 2027- if needs to be rescheduled, it will be moved to the next weekend.
  - March 6<sup>th</sup> → March 13<sup>th</sup> (2027)
- Had some great volunteers help with vendors! Thank you letters have been mailed/given to them

ChristmasVille 2026

- Event Hub
- Next planning meeting
  - June 29<sup>th</sup> immediately following Downtown Hall Meeting (approx. 10AM)
  - August 6<sup>th</sup> 10AM

Items have been given to Cross Timbers Family Services for their upcoming event

Items will be given to 2 local Scouts

Next Alley Bingo-September 18<sup>th</sup>

Farmers & Artisan Markets

- July 4<sup>th</sup>
- August 1<sup>st</sup>
- September 5<sup>th</sup>
- October 3<sup>rd</sup>

Q2 Newsletter in progress

Q2 Report will be turned in July 10<sup>th</sup>

Have sent out 130 visitor guides

Managers Conference:

- Zoning for downtown
  - Currently working with Steve on updating the Downtown District ord.
    - Has not been updated since 2011
- Budget
- When it comes to events-are they benefitting downtown?
  - Keep it, nix it, fix it

May 2026

|                                              |
|----------------------------------------------|
| # of Businesses In<br>Historical District 92 |
| # of Business<br>Contact Visits 35           |
| # of Facebook<br>Posts 31                    |
| # of Facebook<br>Impressions 132,096         |
| # of Facebook<br>reach 78,191                |
| # of Facebook<br>Followers 5,743             |
| # of Instagram<br>Followers 1,190            |

May 2025

|                                                 |
|-------------------------------------------------|
| # of Businesses In<br>Historical<br>District 90 |
| # of Business<br>Contact Visits 12              |
| # of Facebook<br>Posts 17                       |
| # of Facebook<br>Impressions 54,894             |
| # of Facebook<br>reach 20,166                   |
| # of Facebook<br>Followers 4,164                |
| # of Instagram<br>Followers 918                 |

## **ChristmasVille**

### **CITIZENS GENERAL DISCUSSION**

Carlene Sutton gave an update on the Downtown Merchants Great American Ice Cream Social happening on July 16th. Name was changed. \$8 presale \$10 day of event. \$6 each for 4 or more tickets. The Humane Society will be getting a portion of the proceeds.

Discussion on expanding the Main Street District to include the Stephenville Historic Museum and Parks Rec Hall.

SEDA to attend the next Main Street Advisory Board meeting to present and discuss the Tarleton partnership.

### **ADJOURN**

Chair Rita Cook adjourned the meeting at 11:16 AM.

  
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Rita Cook

ATTEST:

  
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