



# MAIN STREET STEPHENVILLE

## MAIN STREET ADVISORY BOARD

MEETING MINUTES  
REGULAR MEETING  
JULY 9, 2026

### CALL TO ORDER

The Main Street Advisory Board of the City of Stephenville, Texas, convened on Thursday, July 9, 2026, in the City Hall Council Chambers, 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:

#### **Main Street Board Members Present:**

Main Street Place 1 Carlene Sutton  
Main Street Place 2 Carla Trussell  
Main Street Place 4 Pat Hammett  
Main Street Place 6 Rita Cook  
Main Street Place 7 Kennedy Voelker

#### **Main Street Board Members Absent:**

Main Street Place 5 Kathy Hampton  
Main Street Place 3 Aimee Shouse

#### **Others Attending:**

Jason King, City Manager  
Ashley Thomas, Main Street Manager  
Lea Contreras, Tourism Manager  
Shawna Glasgow, Interim Director of Administrative Services  
Debbie Watson  
Ashleigh Feuerbacher, SEDA Vice President  
Lauren Moore, SEDA  
Dean Parr, Council Member, Place 4

Chair Rita Cook called the Regular Meeting to order at 10:00 AM.

### REGULAR AGENDA

#### **1. Approval of June Meeting Minutes**

MOTION by Carlene Sutton, second by Carla Trussell, to Approve as presented. MOTION CARRIED Yes 3, No 0, Abstained 0.

2. **Downtown District Ordinance**

Main Street Manager presented updating the Downtown District ordinance to better reflect the vision for downtown. The board will all take a copy home and make their own notes. This will be added to the August 13th meeting agenda to review.

3. **Update on Board's Project ideas**

Carla Trussell presented about the ideas that the board chose to focus on; adding benches with statues in the plaza, small plaques on buildings and beautifying the alley on College St. The presentation gave different ideas for murals, benches to honor the rodeo heritage & FFA, interactive statues, and adding more green spaces. Carla Trussell and Rita Cook to present these ideas to the July 21st City Council Committee Meeting.

Jason King noted that the plaques on buildings would have to have conversations with building owners.

There will be a combined meeting with the Main Street, Tourism, Downtown Merchants, Western Heritage, and SEDA to discuss the ideas and work as a large team on these projects.

4. **SEDA-Tarleton visitors to Downtown**

Ashleigh Feuerbacher and Lauren Moore presented the board with data for downtown on high traffic weekends. There was discussion on what could be done in Downtown to attract those visitors to Downtown. Conversations about Tarleton Family Weekend and the parents association possibly setting up their registration/check in Downtown. A meeting is going to be scheduled with Ashley Thomas, Lea Contreras, Tarleton, and Ashleigh to discuss how this can be accomplished and what else we can partner on.

5. **Grant update**

Ashley Thomas will share the grant with Sarah Lockenour to put on the agenda for the next City Council Committee meeting in July.

6. **Main Street Managers Report**

**Main Street Managers Report**

**July 9, 2026**

Sate report has been submitted for Q2

July 4<sup>th</sup> Farmers & Artisan Market

- Vendors 55 present
- 

Downtown Hall meeting recap

- 7 attendees
- 

ChristmasVille Planning meeting recap

- Have a main street car/float in the parade

- Window painting competition for any downtown business
  - Categories to be judged
- Pre launch meeting for event hub will be on Monday

#### Q2 Newsletter -attached

- Has been shared out via email to downtown and put on the Main street page on the website & the tourism website

#### Downtown Holiday Décor

- Company: Majestic Christmas
- Instillation date: beginning of November
  - Before Downtown Merchants holiday open house event (name to be changed)

Speaker update: transmitter has been replaced, had to get a new XM box (ours was very outdated).

Joint meeting with Main Street, Tourism, Western Heritage, KSB, Downtown Merchants, SEDA is July 16<sup>th</sup> at 9:30AM

Things while I am out: attached (:

#### June 2025

# of business in Historical district-91

# of business contact visit-25

# of Facebook posts-27

# of Facebook impressions/views-67,808

# of Facebook reach-32,952

# of Facebook Followers-4,239

#of Instagram Followers-926

#### June 2026

# of business in Historical district-92

# of business contact visit-54

# of Facebook posts-29

# of Facebook impressions/views-68,283

# of Facebook reach -45,255

# of Facebook Followers-5,808

#of Instagram Followers-1,210

## **CITIZENS GENERAL DISCUSSION**

Carlene Sutton brought up that some downtown businesses are thinking of taking some parking spots away in front of their storefronts to expand their stores and add gathering places. Manager advised that they need to talk to development services in regards to any permits and next steps. The Main Street Manger and board are excited about these ideas!

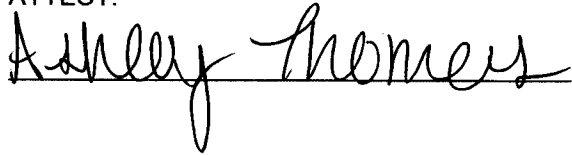
## **ADJOURN**

Chair Rita Cook adjourned the meeting at 11:22 AM.



Rita Cook

ATTEST:



Ashley Thomas