

City of Marshall
Main Street Advisory Board



Meeting Minutes
Wednesday, April 20, 2022

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:30 am on April 20, 2022 By Chair, Cheryel Carpenter, in the conference room of City Hall at 401 S Alamo Blvd, Marshall, TX 75670

Present

Garnett Johnson, Director of Community & Economic Development
Lacy Burson, Main Street Coordinator
Cheryel Carpenter, Chair
Zelina Wright, Secretary
Mary Lynne O'Neal, Board Member
Scott Carlile, Board Member
Tracy Jackson, Board Member
Raven Lenz, Board Member
Stephanie Rhodes, Board Member

Absent

Karen Bickerdike, Co-chair
Lucy Golady, Board Member
Debbie Parker, Board Member
Jeanette Krohn, Board Member
Amelia Rabalais, Board Member

Guests:

Daniel Duke, Director of Tourism

Invocation led by Lacy Burson

Approval of Previous Month's Minutes

Minutes read by Secretary, Zelina Wright. Few corrections to be made and re-distributed. Raven Lenz made a motion to approve, seconded by Tracy Jackson.

Citizen's comments

None.

Presentations (10 min each)

- **Harrison County Farmers Market "Market on the Square" (Zelina Wright)**

Zelina Wright presented details on the upcoming Opening Day festivities planned for Market on the Square, May 28th, 2022 from 7am-12pm. With the help of Main Street again this year, Opening Day festivities will include the return of Face Painting, Happy the Clown Balloon Art, and pre-packaged cotton candy. Zelina Wright will also attend the upcoming MRAC meeting on May 5th to invite them to participate in a painted rock craft. A flyer to promote the event was also shared with the board. Main Street Coordinator, Lacy Burson, also shared details of the Ribbon Cutting and the need for volunteers to assist with distributing the bagged cotton candy and helping where needed.

- **Sneak Preview of the NEW Main Street Directory (Cheryl Carpenter)**

Main Street Chair, Cheryl Carpenter, presented the Main Street Directory and shared details on the categories, types of businesses, demographic map, and asked for assistance with phrasing and verbiage we could include to sound more appealing. With the help of our Main Street Intern, Lauren Parkinson, we were able to compile business info, photos, and brief descriptions.

Q&A: Mary Lynne O'Neal suggested a Ribbon Cutting for the Main Street district. Once we had an idea of projected openings of incoming businesses and the rollout of our Directory, we could consider hosting a ribbon cutting for all of downtown.

Updates from the Main Street Coordinator (Lacy Burson)

- **Main Street Board Training Opportunities:**

Lacy asked what time would work best for the board. She's reached out the Austin office and they've agreed to conduct training to cover the role of the board, Four Point Approach, etc. but need to know what date and time of day works. Mary Lynne O'Neal suggested an after hours training if possible to accommodate working schedules. Lacy Burson will let us know if that's an option and email the board with dates.

- **Wonderland of Lights Planning**

A planning meeting was held April 19th and about 10 people were in attendance. The meeting was just over an hour long and committees continue to form based off what interest attendees have in volunteering. The next volunteer day will be April 29th at 10am at the SWEPCO building.

- **Main Street Calendar of Upcoming Events**

Wonderland of Lights-Keeping with tradition, Opening Day will be November 23, 2022 the Day before Thanksgiving.

Volunteer Meeting held April 19 @ 5:30 at MCH Auditorium

Volunteer Form Placed on City of Marshall website under Main Street

Volunteer work day on Friday, April 29, 2022 from 10-2 at the SWEPCO Building on the Corner of West Fannin Street and Franklin Street.

Touch a Truck May 7 starts @ 9:30 am

Kids can come out touch different types of trucks including City of Marshall Emergency Vehicles

May 7 Pop-Up Market on Main Street starts at 10 am

Marshall Main Street Cruise Night begins @ 5 PM

Marshall Symphony Orchestra Voices 3.0 Concert

May 14 at 8 PM - on the Harrison

County Historic Courthouse

Stagecoach Days

May 20 -21

May 20th @ noon with Mrs. Loose Caboose Luncheon at Gnocchi's

May 20th Bonfire-Story Telling and the Rustenhaven Band at Josey's Ranch

May 21st 8 am Booths opens and 10 am Parade

May 21st at the Depot 2:00 PM – Skit about the Shooting of Maurice Barrymore

May 21st – Dance in the Street at Telegraph Park – Time to be Determined.

May 21st (for the kids) Stick Pony Race @ 1PM, bounce house and petting zoo throughout the day.

Stagecoach Rides

Ends May 22 at 2:00 Pm

May 28 – Market on the Square Opening Day- opens @ 7 am at Telegraph Park

Happy Clown and Aces Faces Face painting will be there from 8 am to 10 am

Market on Square will happen every Wednesday and Saturday from 7 am to 12

Another Great Volunteer Experience will be in the New Town Neighborhood on April 30, 2022 for their cleanup day.

- **Quarterly Reporting**

Cheryl Carpenter explained plans to input our Volunteer Hours and other metrics reported on a spreadsheet that could be updated by each of us to help streamline the reporting process going forward. Lacy Burson asked for any before and after pics business owners could provide of their progress and transformation of businesses opening. She shared she could include that as well in her quarterly reporting.

Announcements

Next Meeting- 8:30AM Wednesday May 18, 2022.

Tracy Jackson shared the latest information on auditions for Voices 3.0 and the advancement of our very own Mary Lynne O'Neal! Next round of auditions would be held April 24th if you can make it out to show your support.

Tracy Jackson shared information about The Tracy Andrus Foundation and their dinner service they offer free every Wednesday from 5-6pm. He expressed he'd like to see that information shared to help spread awareness and education.

Tracy Jackson invited everyone to attend a dedication in honor of the late Tim Huff on May 2nd, hosted by Oakwood Home. Tim Huff is remembered for his unwavering support and commitment of volunteering in Marshall. Please show your support and attend if possible.

Lacy Burson shared a request presented to Main Street asking business owners to free up parking spots for patrons and guests and park either behind their business or on side streets. Lacy explained this request would not be policed and it is being presented as a kind request. Raven expressed concern and explained her valid reasoning with the need to park in front of her establishment. Stephanie Rhodes expressed frustration with current construction barriers and debris dumpsters that already flank her corner business, The General Store, and how parking is already an issue not only for her customers, but her employees as well. Lacy Burson will discuss the issue and concern with the owner of the dumpster to find a solution for everyone.

Mary Lynne asked estimated timeframe for road closures at Telegraph Park. Lacy believes until end of May.

September 22nd is the deadline to schedule in WOL events.

A request was made to consider the dates of Christmas Market and hosting earlier. The current proposed date, some vendors believe, is too late in the season and many have already completed their shopping. Lacy explained this was the Market hosted by Main Street, but if vendors wish to set up on earlier dates than the Christmas market, they can.

Daniel Duke shared details of hosting a Mistletoe Market indoors at the Convention Center. There would be adequate space for vendors and would share more details as it nears.

Scott Carlile suggested the idea of capturing emails to create a mailing list that could then serve as a distribution list to announce WOL, events, ticket sales. Mary Lynne followed up with suggesting a Facebook check-in for a possible discount.

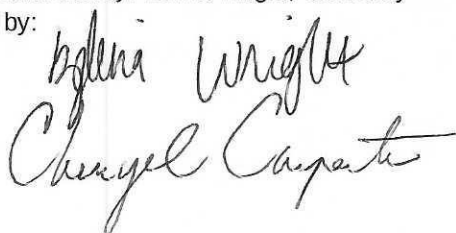
Raven discussed the current permit timeframe for vendors of the Pop Up Market. She explained with the current 2 week deadline in place, she recently had to turn away many vendors who had an interest in setting up but missed the deadline. She explained she understood the need to limit it to 2 weeks for food sales, but if vendors are selling goods, could that be reconsidered? Garnett Johnson recognized the issue and agreed to review the current timeframe in place.

Adjournment

Meeting was adjourned at 9:46am by Chair Cheryel Carpenter. The next general meeting will be May 18, 2022 at 8:30am in the Conference Room of City Hall.

Minutes submitted by: Zelina Wright, Secretary

Approved by:

The image shows two handwritten signatures in black ink. The first signature, 'Zelina Wright', is written in a cursive style. Below it, the second signature, 'Cheryel Carpenter', is also in cursive and appears to be written over the first signature.