

City of Marshall
Main Street Advisory Board



Meeting Minutes
Wednesday, May 18, 2022

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:31 am on May 18, 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 Development
Lacy Burson, Main Street Coordinator
Cheryel Carpenter, Chair
Karen Bickerdike, Co-Chair
Mary Lynne O'Neal, Board Member
Tracy Jackson, Board Member
Raven Lenz, Board Member
Stephanie Rhodes, Board Member
Debbie Parker, Board Member
Lucy Golladay, Board Member
Jeanette Krohn, Board Member
Scott Carlile, Board Member

Absent

Zelina Wright, Secretary
Amelia Rabalais, Board Member

Guests

Daniel Duke, Director of Tourism
Terrell Smith, City Manager

Invocation led by Karen Bickerdike

Approval of Previous Month's Minutes

Minutes were not read out loud but were reviewed by each attendee. Raven Lenz made a motion to approve, seconded by Tracy Jackson.

Citizen Comments

None.

Presentations (10 min each)

- **New City Manager Introduction (Terrell Smith)**

Terrell Smith comes to Marshall from Sugarland. He attended grad school at UNT in Denton, where he has heard the buzz about Wonderland of Lights. Terrell says that growth is always a goal for any city, but defining that growth is key. Terrell has three goals for the City of Marshall: infrastructure improvements, better communications/marketing for our city and investing more into our city employees. Terrell will be rolling out a new Capital Improvement Program/plan soon. Smith also aims to improve the city's relationship with SWEPCO and hope to see internet improvements, especially in the more rural areas of Marshall.

- **Visit Marshall/Tourism Presentation (Dan Duke)**

Dan reported that there were new banners hanging along North Washington that showcased different Marshall landmarks. He also reminded us of Stagecoach Days happening May 20-22 in different locations around Marshall. Dan's plan for the future includes expanding on the promotion of Wonderland of Lights, working with artists that come to Memorial City Hall and finding ways to keep people in town during events. Dan announced the dates for the Texas Sounds International Awards/Music Festival October 13-16 at Memorial City Hall. Ultimately he would like to put together some tour packages with transportation provided by GoBus. Dan also discussed HOT funds (Hotel Occupancy Tax) and that we had \$825,000 in HOT funds in 2021. These funds can be used for anything that puts "heads in beds."

Discussions

Karen Bickerdike mentioned that there were too many traffic lights on North Washington Ave. that were not turned on/being used properly. These lights are confusing to not only residents of Marshall, but especially visitors to Marshall. Karen suggests we remove these

unused lights and asks how we can get the city to do so. Main Street Coordinator Lacy Burson says this is a public works issue and that we will need to draft a letter to the city to make this request. Scott Carlile makes a motion that a letter be drafted. Tracy Jackson seconds, and the motion passes.

Main Street Chair Cheryel Carpenter proposes that we take a break from the Main Street Advisory Board meeting in July 2022. Karen Bickerdike suggests that we double check the bylaws to make sure it's okay for us to take a pause in July. Karen makes the motion for us to take the July break and Jeanette Krohn seconds. Motion passes.

Updates from the Main Street Coordinator (Lacy Burson)

- **Wonderland of Lights Volunteer Work Day**

Lacy announces that the next Wonderland of Lights Volunteer Workday will be May 26, 2022 from 10am-noon at the SWEPCO building. We will be checking lights, removing old lights, replacing them with new lights.

- **Main Street Calendar of Upcoming Events**

Raven Lenz announces that the Main Street Pop-up Event will not be held in June, July or August; it will resume the first Saturday of September.

Tracy Jackson announces the Marshall Homecare & Hospice/Mission Marshall Senior Fan Drive happening now through July 8, 2022.

May 28, 2022 – Market on the Square begins, 7am-noon every Wednesday and Saturday along North Washington.

June 9, 2022 – Greater Marshall Chamber of Commerce Banquet/Awards @ Marshall Convention Center

June 11, 2022 – Rusty Lug Nuts Marshall Main Street Cruise Night car show from 5-9pm along North Washington Ave.

June 17, 2022 – Juneteenth Fashion Show at Telegraph Park

June 25, 2022 – Art & Seek will be held at Telegraph Park @ 4pm

- **New Merchants on Main Social Media Campaign**

Lacy announces a new social media campaign that will be launching soon, showcasing our newest merchants on Main Street. She has reached out to Masterpiece Barbershop first and then whoever comes next will be determined by who was newest before they joined Main

Street. Eventually all businesses will be showcased in this series. Everyone in attendance suggested that Facebook Live videos are better than videos that are edited.

- **Hats & Heroes Award**

The Greater Marshall Chamber of Commerce has a new award they will be handing out this year, and city employee Thomas Carlisle's name was brought up as a possible nominee for all of his hard work maintaining and preserving the appearance of Main Street. Board members are encouraged to email Chamber Executive Director Stacia Runnels to nominate Thomas.

- **Texas Main Street Board Training**

Lacy announces our Main Street Advisory Board Training session will be held Thursday, June 2, 2022 from 5:30-6:30pm at Marshall City Hall, Second Floor Conference Room. Cara Lowrimore, Assistant State Coordinator for the Texas Main Street Program in Austin, TX, will lead this interactive one-hour webinar and show us how the Main Street cities across the country are using their Four-Point committee approach to improve their organizations, enhance design and grow economic vitality and promotions for local businesses.

Announcements

Scott Carlile asks about the timeline to complete the Main Street makeover and urges the city to budget for these renovations by the end of 2022.

Scott also mentions the passing of Dr. John Cheng in a church shooting in California a few days prior to our meeting. Scott proposes a resolution or monument in memory of Dr. Cheng. City Manager Terrell Smith says he will look into these items.

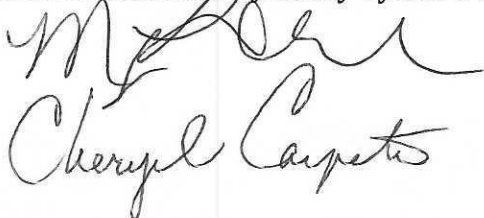
MS Chair Cheryel Carpenter proposes a mural to be painted in downtown Marshall that will be a great photo opportunity for visitors and residents alike. Board members discuss this and seem to be in favor of a mural to be painted somewhere downtown. Further discussion of a mural will be held in the future. (No motions were made at this time.)

Marshall will play host to the College Softball World Series at ETBU in 2023.

Adjournment

Meeting was adjourned by Chair Cheryel Carpenter at 9:31am. The next general meeting will be held June 15, 2022 at 8:30am in the Conference Room of City Hall.

Minutes Submitted By: Mary Lynne O'Neal



Cheryel Carpenter