City of Marshall
Main Street Advisory Board

Meeting Minutes
Wednesday, August 17, 2022

Opening
Meeting of MS (Main Street) Advisory Board was called to order at 8:34 am on August 17, 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
Mary Lynne O'Neal, Board Member
Tracy Jackson, Board Member
Raven Lenz, Board Member
Lucy Golladay, Board Member
Jeanette Krohn, Board Member
Scott Carlile, Board Member

Absent
Karen Bickerdike, Co-Chair
Zelina Wright, Secretary
Stephanie Rhodes, Board Member
Debbie Parker, Board Member
Amelia Rabalais, Board Member

Invocation led by Scott Carlile

Approval of Previous Month's Minutes

There was no meeting in July, so the June minutes were read out loud by Mary Lynne O'Neal. Raven Lenz made a motion to approve the minutes; motion seconded by Tracy Jackson.

Citizen Comments
None.

Presentations
None. (Zelina Wright was supposed to present a cookie contest to the board but was unable to attend the meeting. Her presentation will take place at a future MS meeting.)

Updates from the Main Street Coordinator (Lacy Burson)

- **Wonderland of Lights Volunteer Work Day**

  Lacy announces that our Main Street page on the city's website is in the process of being updated with our Merchants on Main series, as well as the directory of businesses. They are still working on new Merchants on Main videos. Lacy shows everyone on the computer screen what our page looks like.

- **Main Street Calendar of Upcoming Events**

  Lacy reads our bulletin of events coming up, including the Third Weekend with the Marshall Regional Arts Council and 92.3 The Depot's Boogie on the Bricks concert on Friday, August 19, and live music all day on Saturday, August 20. Marshall Ballet Theater's presents "Cinderella" at Memorial City Hall on Saturday, August 20 (two performances). Black Coffee Records hosts Richie Arnold live at their store on Saturday, August 20 at 6pm. The Harrison County Historical Museum is hosting a book signing Saturday, August 20 at Memorial City Hall at 2pm.

- **Wonderland of Lights Workday**

  The next Wonderland of Lights workday is Friday, August 19 at the Marshall Convention Center from 8:30am-noon. The goal of this workday is to replace the lights on the light fixtures.

- **Texas Main Street Retreat**

  Lacy updates everyone on the Texas Main Street Retreat she attended. She was given numbers from Allen Cox of the Texas Main Street organization. He uses an ESRI program to present data on the state across our state and across our city as to what residents spend money on and how they spend it. It shows average income, population trends, total number of businesses, etc.

  Board members were presented with Texas state data and three different trade areas in Marshall measured outward from the 101-199 block of North Washington Ave. from 5 minutes away to 15 minutes away.

  It was brought to Lacy's attention that a lot of our downtown merchants are not on the Google layers. The buildings on Google Maps are different colors. If the Google

Map is yellow, it measures the foot traffic in yellow. The Michelson Museum of Art is one of the first things that pops up on our downtown Google Map.

Lucy Golladay mentions that Raigen Golladay has tried to add Royal Cypress to Google Maps and has had trouble doing so. Lacy says she has a contact in Winnsboro that has more info and she will share how to fix Google entries as soon as she finds out how to do so.

Lacy shares that during the MS retreat they visited a few different cities, including Goliad, known for their signage on Main Street. She shows the board several images from the city of Goliad's Main Street, whose signs face both directions of the street and suggests that we hang signs from our merchants just like Goliad has so they are visible from all directions.

Lacy also shares that the city of Goliad bought reusable shopping bags for their stores on Main Street. Anyone who spent $50 or more got this bag. It tracks how much revenue comes in and how impactful the bag is to promote shopping on Main. Lucy Golladay suggests a photo of the historic courthouse lit up at Christmastime could be on the front of our reusable shopping bag.

Lacy shows the board photos from the City of Cuero. They had several empty buildings on Main Street, but they put signs that describe future plans for the empty buildings, including the prior history of the building. Lacy suggests we do this on Main Street in Marshall. Tracy Jackson agrees and says that last month's car show attendees asked him what was going in the old Penny Square building (Scott Carlile's future distillery).

Lacy shows the board photos from the city of Victoria, who is known for their unique murals downtown. One was painted on an old Wells Fargo ATM and it was turned into a coffee bar. Victoria was the biggest town they visited at 80,000 people. Their downtown didn't have as much charm as the other cities they visited.

Raven Lenz says she was told murals could only be painted downtown on buildings that had previously been painted. Lacy says it can be up for discussion in the future. They want to put murals in Pocket Park, and there used to be a mural where Telegraph Park is. A mural can cost up to $30,000.

Tracy Jackson mentions the possibility of stringing lights across the buildings down Main Street like they are hung across East Austin. Lucy Golladay brought up that murals and string lights create great photo opportunities for the city of Marshall.

Tracy Jackson updates everyone on FireAnt Festival moving their main stage to Telegraph Park to help showcase downtown a little better. FireAnt Festival will be held October 8, 2022. Tracy asks about food truck ordinances and notifying vendors about how they should prepare to set up for the festival.

Lacy updates everyone about downtown food truck ordinances; all food trucks must be self-contained. They must have their own electricity, their own water, and they have to have certain fire suppression units.

Scott Carlile says he will let food trucks use his parking lot behind the distillery, particularly for festivals like the FireAnt Festival.

Tracy asks when Wonderland of Lights setup will begin. Lacy says she has talked with Randy Pritchard about that because the following weekend after FireAnt is Texas Sounds International Awards/Music Festival. Wonderland of Lights setup will start after Texas Sounds is over.

Lacy suggests that our board members should share our Marshall Main Street Facebook posts. It's an easy way to promote what's going on downtown.

Announcements

Cheryel Carpenter says they are working on Merchants on Main. Royal Cypress is next up, followed by Marshall Knots. Merchants are excited to be a part of the video series.

Tracy Jackson says there's a lot of activity next to the Infield, at the old daycare center. Lacy Burson says the last she heard there were title issues. Scott Carlile knows a little about the situation and says he talked to Anne Yappen; there's been a standing offer on it for a while. The Mauthe Family estate has wanted to purchase it. Scott also heard Joe Pine was looking at it to put in an ice creamery/bakery there.

Scott says supposedly there was a trolley that went from the T&P Depot to the old Hotel Marshall. Tracks are supposedly buried in the bricks.

Lucy wishes our town had more historic plaques/signage. She visited a town where in the sidewalks they had plaques (kind of like manholes) with historic information.

Cheryel announces we will have interns soon working for us now that school is starting back up. These interns could do lots of research for us.

Tracy Jackson asks if we've reached out to Piney Park to put together a package deal between them and Wonderland of Lights for the holiday season. Raven Lenz suggests putting brochures at Piney Park to advertise WOL and vice versa. Lacy will speak to Dan Duke (Director of Tourism) about these things.

Cheryel Carpenter thanks everyone for submitting their volunteer hours.

Mary Lynne O'Neal asks if there are any city ordinances regarding skateboarding on Main Street sidewalks after witnessing some skateboarders slamming their boards down on our sidewalks. Lacy Burson says yes, there are ordinances that prohibit skateboarding on Main Street sidewalks. You can see these ordinances listed on the city of Marshall's website.

Raven Lenz announces the next Main Street Pop-up Market will return to downtown on October 15.

Scott Carlile asks if someone purchased the back part of the Paramount Theater. Lacy says yes, someone out of Houston has bought it. She doesn't know if they have a plan in place on cleanup or what kind of business they will put in it.

Adjournment

Cheryel Carpenter notes that the time is almost 9:30am and asks if anyone would make a motion to adjourn. Raven Lenz makes a motion to adjourn; Tracy Jackson seconds. Meeting was adjourned by Chair Cheryel Carpenter at 9:25am. The next general meeting will be held September 21, 2022 at 8:30am in the Conference Room of City Hall.