

City of Marshall
Main Street Advisory Board



Meeting Minutes
Wednesday, October 19, 2022

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:33 am on October 21, 2022 By Chair, Cheryel Carpenter, in the conference room of City Hall at 401 S Alamo Blvd, Marshall, TX 75670

Present

Lacy Burson, Main Street Coordinator
Cheryel Carpenter, Chair
Karen Bickerdike, Co-chair
Zelina Wright, Secretary
Mary Lynne O'Neil, Board Member
Stephanie Rhodes, Board Member
Raven Lenz, Board Member
Debbie Parker, Board Member
Scott Carlile, Board Member

Absent

Amelia Rabalais, Board Member
Jeanette Krohn, Board Member
Tracy Jackson, Board Member
Lucy Golady, Board Member

Invocation led by Scott Carlile

Approval of Minutes from the September meeting

Minutes approved by Mary Lynne O'Neal, seconded by Scott Carlile.

Citizens Comments

Kimberly Hoops, business owner of Black Coffee Records attended to share the upcoming 1 year anniversary celebration scheduled for October 29th in the block of their storefront. She shared recent interviews her and Kip had done with media and are excited to draw a crowd downtown. Chelsea Parker of Deborah's Boutique attended as a citizen as well and expressed excitement for the upcoming holiday season.

Review of Bylaws

A. Expiring Terms

Deborah Parker and Karen Bickerdike's term will expire this year.

B. Attendance

Our board may have up to 13 members. When the terms expire for Deborah and Karen this will result in 4 vacancies to fill. Amelia Rabalais has resigned from the board.

C. Selection of New Board Members

Ideally the board should consist of representatives of the Chamber of Commerce, Citizens At Large, Marshall Economic Development can also be considered. Discussion occurred of potential members of our community to consider and approach to encourage residing on the board.

D. Ex-officio Member

Lacy Burson confirmed that her position also includes serving as Board Ex-Officio.

Discussion of December Board Meeting

Lacy proposed canceling the December meeting considering the busy season. Karen suggested changing the date to December 7th. Mary Lynne motioned, Raven seconded.

Updates from the Main Street Coordinator

A. Wonderland of Lights Planning

- WOL planning has raised \$56,000 through in kind and donations.
- The next WOL workday is 10-21-22 from 830-12pm at Civic Center.
- WOL Mingle & Jingle will be Sunday downtown Nov 6th and Nov 13th beginning at 1pm.
- Thomas Carlisle, Main Street groundskeeper, will begin switching banners and bows with wreaths downtown.

- Sign-Up Genius for Volunteers-need someone to meet and assist volunteers with setup/guide. A Sign-Up Genius form will also be used for board members to pick a time slot.
- Karen suggested crafting a Google document to distribute to downtown businesses make them responsible for including their own event for Main Street to share.
- Marshall Mondays is a new segment rolled out to highlight local events and KTAL will feature Marshall.
- Christmas Parade will be hosted by Chamber of Commerce and this year's theme is Let it Snow.
- 3rd Saturday of December (12/16) from 5-630 will be Boogie on the Bricks.
- A game truck will be provided downtown on 12/28 and 12/29 for a few hours to engage more teens downtown.
- Merchandise will be sold out of one of the village homes in Santa's village this year.
- A QR code survey will be shared this year and we're asking for 5 questions to ask our guests. A need for a zip code was highlighted and maybe offering entry into a drawing to entice engagement.
- Karen proposed the use of a drone for the parade this year and to capture attendees.
- Food trucks will be allowed during WOL this year and are encouraged to contact Lacy Burson to obtain more info.
- A 15 ft slide was purchased and a bracelet will be sold at WOL for unlimited slides and unlimited rides.

Main Street Calendar of Upcoming Events

See attached Main Street Bulletin.

Nov 26th Wassail Walk

New Business

Karen would like to see the light poles operating on the sidewalk of R&R Bakery. Lacy confirmed Swepeco can't connect two different plugs so it's being remedied but has caused a delay. Cheryel proposed a job fair focused on downtown merchants needing employees. Karen suggested surveying downtown to see if that is a true need overall to justify a job fair.

Adjournment

Meeting Adjournment at 9:30am by Chair Cheryel Carpenter. The next general meeting will be Wednesday November 16th, 2022 at 8:30 in the Conference Room of City Hall.

Minutes submitted by: Zelina Wright, Secretary

Minutes approved by: