

City of Marshall
Main Street Advisory Board



Meeting Minutes
Wednesday, January 18, 2023

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:30 am on January 18, 2023 By Secretary, Zelina Wright, in the conference room of City Hall at 401 S Alamo Blvd, Marshall, TX 75670

Present

Lacy Burson, Main Street Coordinator
Zelina Wright, Secretary
Mary Lynne O'Neil, Board Member
Raven Lenz, Board Member
Tracy Jackson, Board Member
Scott Carlile, Board Member
Kim Brown, Board Member
Marciel Avelar, Board Member
Alley Bowker, Board Member
Kim Hoops, Board Member

Absent

Cheryl Carpenter, Chair
Jeanette Krohn, Board Member
Lucy Golady, Board Member
Stephanie Rhodes, Board Member

Invocation led by Scott Carlile

Approval of Minutes from the December meeting

Minutes approved by Mary Lynne O'Neil, seconded by Raven Lenz.

Citizens Comments

None.

Welcome New Members

Marciel Avelar-property developer and downtown business owner, Kim Brown-Director of Special Events and Programs with the Greater Marshall Chamber of Commerce, Alley Bowker-downtown boutique business owner, and Kim Hoops-downtown vinyl records business owner.

Presentations (10 min with a 5 min Q&A)

- A. Jill Davis and Stacey Splawn of Joe Pine Coffee Co. presented Galentine's Day 2023 scheduled for February 10th from 5-9 in downtown Marshall. This year's festivities will involve several downtown business owners, with a BINGO scavenger hunt concept behind it. There will be several prizes, a complimentary gift keychain for participating, including a giveaway sponsored by Memorial City Hall-box tickets to attend a comedy show and Christina Anderson of Marshall Depot will also gift a trip for 4 on Amtrak's train. Jill encouraged the board to share, comment, and like the event to spread awareness and help gain visibility for the upcoming event. Mary Lynn O'Neil will go live during the event as well.
- B. Recognizing two JROTC Cadets for their outstanding performances during Wonderland of Lights-Cameron Archield and Eduardo Resendiz. They were recognized for their positive attitudes, spirited personalities, and continued support to volunteer during the WOL festivities.

New Business

A. Transformation Strategies

- I. To bring a variety of activities that will draw multiple demographics to our Main Street area.

Marciel Avelar expressed an interest in seeing more inclusivity and diversity amongst downtown by participating/incorporating more events such as MLK, Cinco de Mayo, Hispanic Heritage Month.

- II. Revitalize the appearance of the Main Street area.

- III. Promote and assist vacant downtown storefronts and business occupancy.

B. Review and Update 2022 Work Plan for 2023

Many of the focus points for Transformation Strategies align with our Work Plan.

Updates from the Main Street Coordinator (Lacy Burson)

A. Wonderland of Lights

Lacy encouraged feedback on how to plan for next year's WOL and what we'd like to see change/improve/update.

B. End of Year Reports

End of year reports have been completed and turned in. Lacy will be attending a workshop in Austin in February to gain more insight to further developing Main Street program in Marshall.

C. Pocket Plaza Update

Lacy shared that quotes for the repair of the south wall have been put in motion. There is 34k left from the Lowe's grant. The north wall has been deemed structurally sound as it stands now. It's been determined that each downtown board will submit a name for the location and then the community will vote on the final name. The city anticipates the project taking anywhere from 6-8 months for completion, but not until a final bid is accepted for the repair of the wall. All the furniture has been purchased for the space.

Adjournment

Meeting Adjournment at 9:35am by Secretary Zelina Wright. The next general meeting will be Wednesday February 15th, 2023 at 8:30 in the Conference Room of City Hall.

Minutes submitted by: Zelina Wright, Secretary

Minutes approved by: