

City of Marshall
Main Street Advisory Board



Meeting Minutes
Wednesday, February 15, 2023

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:30 am on February 15, 2023 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
Zelina Wright, Secretary
Mary Lynne O'Neil, Board Member
Raven Lenz, Board Member
Tracy Jackson, Board Member
Marcial Avelar, Board Member
Alley Bowker, Board Member
Stephanie Rhodes, Board Member

Absent

Jeanette Krohn, Board Member
Lucy Golady, Board Member
Scott Carlile, Board Member
Kim Brown, Board Member
Kim Hoops, Board Member

Invocation led by Raven Lenz

Approval of Minutes from the December meeting

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

Citizens Comments

None.

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

A. *Historical Naming Proposal for Pocket Plaza-Jay Carriker, Chair of Historic Landmark Preservation Board*

Jay Carriker shared the chosen name HLPB nominated and sought the support of Main Street Advisory Board for the pocket plaza being named the Sam and Jean Birmingham Plaza. Currently there are no other suggestions formally submitted by any other committee. Marcial Avelar suggested Main Street add a name proposal to the next meeting's agenda. Visit Marshall, Main Street Advisory Board, Marshall Downtown Development Corporation, and Historic Landmark Preservation Board will each submit suggestions for the naming of the future outdoor space and then names will be presented for community voting.

B. *City Produced Events and Wayfinding Signs for Downtown- LeAnne White, Tourism & Economic Development Administrator*

LeAnne White with Visit Marshall shared the upcoming Tourism calendar and plans for wayfinding in downtown Marshall. In March a Silent Disco event will be hosted to celebrate St. Patrick's Day. Events in the planning stages include Restaurant Week, Taco and Margarita Wars May 5th which will require a special permit with more details to come. An event called SPARK for small business development, Wine & BBQ, Chalk Art Festival, Beer Garden & Market, December 1-9th will be Festival of Trees for downtown businesses which will include a gala and silent auction with proceeds going to benefit the Boys & Girls Club. LeAnne shared Marshall Downtown Development Corporation is currently working on a wayfinding project and businesses will be responsible for paying the cost of signage displayed. She shared some drafts and samples with the Board to explain what they will look like and how they will assist in navigating landmarks and businesses downtown.

New Business

A. Election of Officers

Motion made by Zelina Wright to re-elect Cheryel Carpenter as Chair, seconded by Marcial Avelar. All in favor. Mary Lynne O'Neil made a motion to elect Raven Lenz as Co-Chair, seconded by Tracy Jackson. All in favor. Cheryel made a motion to re-elect Zelina Wright as Secretary, seconded by Raven Lenz. All in favor.

B. Upcoming Board Training

Cheryel will send out an invite for training soon.

C. New in 2023: Discussion about Quarterly Merchant Meetings

Lacy Burson shared the implementation of visiting/aiding downtown merchants quarterly by visiting and/or meeting to discuss how the Main Street Advisory Board to assist/support them. LeAnne shared she can assist with compensation for permits, possibly hosting meetings on Wednesdays, more details to come.

D. Main Street Board Shirt

Tracy Jackson proposed a Main Street polo with logo, proofs and pricing will be gathered for polo and shirt style and presented at the next meeting by Lacy.

Updates from the Main Street Coordinator (Lacy Burson)

A. Wonderland of Lights

Please see flier attached, next Wonderland Of Lights Planning Meeting will occur February 28th, 2023 at 3:30pm in the Banquet Room of Memorial City Hall.

Adjournment

Meeting Adjournment at 9:34am by Mary Lynn O'Neil, seconded by Marcial Avelar. The next general meeting will be Wednesday March 15th, 2023 at 8:30 in the Conference Room of City Hall.

Minutes submitted by: Zelina Wright, Secretary

Minutes approved by: