

City of Marshall
Main Street Advisory Board



Meeting Minutes
Wednesday, March 15, 2023

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:30 am on March 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'Neal, Board Member
Raven Lenz, Board Member
Jeanette Krohn, Board Member
Marcial Avelar, Board Member
Stephanie Rhodes, Board Member
Kim Brown, Board Member
Lucy Golladay, Board Member
Scott Carlile, Board Member

Absent

Alley Bowker, Board Member
Kim Hoops, Board Member
Tracy Jackson, Board Member

Invocation led by Raven Lenz

Approval of Minutes from the February meeting

Minutes approved by Raven Lenz, seconded by Scott Carlile.

Citizens Comments

None.

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

Scavenger Hunt in Marshall, TX (January Simpson) Pop Culture

Canceled.

Adopt A Planter Program Update (Zelina Wright)

The board discussed the adoption cost and the program will roll out with the \$100 adoption cost. The first year will be prorated by month. Changes needed to the program packet include updating Lacy's office contact and including her cell number. The packet will also need to specify that artificial add-ins such as yard art and iron decor are prohibited.

New Business (Cheryl Carpenter)

Board Consideration/Approval of Adopt A Planter

Motion was made to finalize project packed details, Raven made a motion, Marcial seconded.

Pocket Plaza Name Recommendations

Up for consideration is "Main Street Plaza", "Sam and Jean Birmingham Plaza", "Courtyard on Main", and a local figure Opal Lee was discussed. Motion was made to select "Courtyard on Main", all in favor, none opposed.

Board Training Opportunities

Cheryl presented two dates-April 11th and April 25th from 6-7pm. Training will be April 25th.

Main Street Business Updates (Raven Lenz)

Raven introduced a new standing agenda to the Main Street monthly meeting. This will allow for discussions related to significant changes/issues. Black Bird Bathhouse is looking to expand their building in the near future to include more inventory. Foodie Tasting Room has relocated to Jefferson, TX. Square Nutrition will move into the Foodie Tasting Room building. A new upscale full service salon business will occupy the front of Paramount Theatre and 92.3 The Depot radio station has a rent renewal in October. The distillery is still planning and working on a food truck park behind their future location. Miguel's Mexican Restaurant will remain in business downtown.

Updates from the Main Street Coordinator (Lacy Burson)

Wonderland of Lights

The WOL planning meeting held on 2/23/23 provided lots of positive feedback and requests that Lacy is reviewing and discussing with the City for future changes and improvements. 3/21/23 at 8:30am will be a Downtown Merchants and Stakeholders Meeting at Memorial City Hall.

Merchant Meeting

The goal is for Main Street board members to visit local merchants and maintain an open line of communication and strengthen the relationship between Main Street and downtown businesses.

Events

Disco Friday celebrating St. Patrick's Day, Boogie on the Bricks may be canceled/rescheduled depending on weather. High Tea at the Starr Home, live music Saturdays, Jake Williams will be at Legends Sat April 1st.

Adjournment

Meeting Adjournment at 9:35am motioned by Raven, all in favor. 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: