

**City of Marshall
Main Street Advisory Board**



**Meeting Minutes
Wednesday, December 20, 2023**

Opening

The Meeting of Main Street Advisory Board was called to order at 8:31 am on December 20, 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 Manager
Cheryel Carpenter, Chair
Raven Lenz, Co-Chair
Mary Lynne O'Neal, Board Member
Raven Lenz, Board Member
Stephanie Rhodes, Board Member
Marcial Avelar, Board Member
Lucy Golladay, Board Member
Brooke LaBouve, Board Member
Kim Brown, Board Member

Absent

Zelina Wright, Secretary
Lori Acker, Board Member
Tracy Jackson, Board Member

Guests

Alex Agnor, Director of Economic Development and Strategic Initiatives, City of Marshall

Invocation led by Raven Lenz

Approval of Previous Month's Minutes

Minutes were not read out loud but were reviewed by each attendee. Raven Lenz made a motion to approve. Seconded by Mary Lynne O'Neal.

Citizen Comments

None.

Presentations (10 min each)

None.

Discussions

Discussion of Main Street 2023 Events and Accomplishments

- Each Board member was asked to share a Main Street accomplishment from 2023.
 - Mary Lynne O'Neal said the Main Street Christmas Market was her favorite event of the year and that it was wildly successful. She also was proud of all of the new businesses that have opened on Main Street in 2023.
 - Lucy Golladay said that she was happy that excitement is building for the future of Main Street.
 - Kim Brown liked that businesses all work together on Main Street for the greater good, and that there is something for everyone on Main Street.
 - Raven Lenz loves that there's no competition among the businesses on Main Street and thought the FireAnt Festival was the best event in 2023.
 - Brooke LaBouve thought that the Marshall Christmas Parade was the best yet with the biggest turnout and that Girls Night Out on Main Street was also very successful and her favorite event on Main Street.
 - Stephanie Rhodes says the Main Street Christmas Market and Girl's Night Out were her favorite events on Main Street in 2023.
 - Marcial Avelar said it's exciting that new businesses want to move downtown and that his business tenants that have recently moved to Main Street say that sales have gone way up from where they were previously located. Looking ahead: Marcial asked the City for an update on the official naming of the downtown pocket park and plans to open and develop the site in 2024.
 - Alex Agnor said there's a new buzz about downtown Marshall and that other communities are taking notice of what we're doing.
 - Cheryel stated that she enjoyed seeing more community diversity in 2023 and interacting with people who were re-discovering what downtown has to offer.

Updates from the Main Street Coordinator (Lacy Burson)

- Lacy announced that several events are returning to downtown in 2024, such as Taco Wars, Galentine's Day, Touch-A-Truck/Taste of Marshall, etc. and that there will be a Black History Month Festival happening in February. The Martin Luther King Jr. Parade will also return on January 15, 2024.

Announcements

Kim Brown announced that the Greater Marshall Chamber of Commerce's annual Business & Industry Luncheon will take place at the Marshall Convention Center on January 25.

Marshall Main Street presented Board Member Lucy Golladay with a parting gift in appreciation for her many years of service on the Advisory Board.

New Officer positions were discussed for 2024. Voting will occur at the January meeting.

Three new board members will be joining the Main Street Advisory Board in 2024 which will be held January 17.

The Chair reminded Board Members to meet for lunch at 12 Noon today. The Board chose Miguel's Authentic Mexican Restaurant, which will close its door at the end of the month.

Adjournment

Meeting was adjourned by Chair Cheryel Carpenter at 9:16 AM. The next general meeting will be held at 8:30 AM Wednesday January 17, 2024 in the Conference Room of City Hall.

Minutes submitted by: Mary Lynn O'Neal