

City of Marshall
Main Street Advisory Board



Meeting Minutes
Wednesday, February 21, 2024

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:35 am on February 21, 2024 by Chair Raven Lenz in the third floor event room at Memorial City Hall Performance Center at 110 E Houston St, Marshall, TX 75670.

Present

Lacy Burson, Main Street Manager
Raven Lenz, Chair
Mary Lynne O'Neal, Co-Chair
Cheryl Carpenter, Board Member
Tracy Jackson, Board Member
Stephanie Rhodes, Board Member
Marcial Avelar, Board Member
Kim Brown, Board Member
Richie Arnold, Board Member
Risa Anderson, Board Member
Bridget Wanjiku, Board Member

Absent

Lori Acker, Secretary
Brooke LaBouve, Board Member
Zelina Wright, Board Member

Guests

None

Invocation led by Richie Arnold

Approval of Previous Month's Minutes

Minutes were not read out loud but were reviewed by each attendee. Tracy Jackson made a motion to approve, seconded by Risa Anderson/Kim Brown.

Citizen Comments

None.

Presentations (10 min each)

None.

Discussions

Begin Working on the Marshall Main Street Transformation Strategies and Work Plan

- The Main Street Advisory Board members are provided with a packet of information from Main Street America called "The Main Street Approach: A Comprehensive Guide to Community Transformation."
- Lacy Burson said when we look at our downtown, what is our overall goal? It needs to go across the four points: organization, design, economic development and promotion. What does that look like for us?
- To bring a variety of activities that will draw multiple demographics to our Main Street area, revitalization of the appearance of the Main Street area, promote and assist vacant downtown store front business and occupancy.
- Our Main Street is community serving. We want to bring our community together to serve them in a way that features shopping, events, or just having a community of people coming together and celebrating different things.
- Lacy sees tourism as another high point for Main Street. We've got agriculture, such as farmers markets, we've got art and visual arts/music, health and wellness, also things for veterans to enjoy. Main Street is family friendly.
- Marshall Main Street's weakness is that downtown needs more variety, more entertainment for all groups of people that are more inclusive to all.
- Main Street can also help promote more of the events that are brought to downtown that we necessarily don't have any planning involvement with, such as Texas Sounds International Music Festival/Awards.
- Lacy's suggestions for us to focus on the most for our Transformation Strategy are Community Serving and Tourism. We have strengths and weaknesses in both areas. The Board will vote on this in the next meeting.

Updates from the Main Street Coordinator (Lacy Burson)

- Lacy Burson gave all Main Street Board members copies of statistics for Wonderland of Lights 2023 season as far as attendance, sponsorship and donor dollar amounts, ticket sales, events that were held, etc. Board members also received a Marshall Main Street 2023 year in review with statistics like number of visitors to Main Street, new business additions to Main Street, events for 2023 on Main Street, upcoming events, etc.

Announcements

Lacy Burson presented the Main Street board members with a flier for the Neighborly program, an initiative of the City of Marshall that matches community volunteers with homeowners who are in need of minor exterior home repairs and small projects around the house. Homeowner and volunteer applications are due by March 4, 2024.

Adjournment

Meeting was adjourned by Chair Raven Lenz at 9:36am. The next general meeting will be held March 20, 2024 at 8:30am in the Conference Room of City Hall.