

City of Marshall
Main Street Advisory Board

Meeting Minutes
Wednesday, December 15, 2021

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:35 am on December 15, 2021 By Chair, Cheryel Carpenter, in the conference room of City Hall at 401 S Alamo Blvd, Marshall, TX 75670

Present

Garnett Johnson, Assistant Director of Community & Economic Development
Jasmine Rios, Communications Coordinator
Cheryel Carpenter, Chair
Karen Bickerdike, Co-chair
Zelina Wright, Secretary
Stephanie Rhodes, Board Member
Joseph Filippazzo, Board Member
Jeanette Krohn, Board Member
Lucy Golady, Board Member
Mary Lynne O'Neil, Board Member

Absent

Debbie Parker, Board Member
Jay Carriker, Board Member

Approval of Previous Month's Minutes

Meeting minutes for October will be presented next month, no meeting held in November.

Citizen's comments

None.

Main Street Manager Update

Garnett didn't have any further updates to provide. Advised to bear with her going forward and keep the focus on WOL as many merchants see this season as their most profitable.

Wonderland of Lights Report Update

Joseph asked for clarification on the end date of WOL. Garnett confirmed 12-23-21 will be the final day for activities to conclude, but the lights will remain illuminated and on. Garnett recommended keeping visitors in the loop via email and social media on days that are closed for

private events. Outdoor Christmas Market will be held this weekend with 18 vendors set up on 12-18-21. The Farmer's Market will also be set up at Telegraph Park with an additional 22 vendors. Road closures will occur that day in preparation for the Outdoor Market. Board Member Jeanette Krohn expressed seeing an interest in more activity setup further down the 300 block of N Washington to drive foot traffic. Board discussed current food truck ordinance and why it's not feasible to host them downtown as the ordinance is outlined now. Pietro's is introducing a promotion of Pizza on the Square by the Square on Sundays through WOL from 4-8p to meet the needs of more food variety/availability on Sundays.

Outgoing Board Member Recognition

Joseph Filippazzo was recognized for his term serving on the Marshall Main Street Advisory Board. He concludes his second term this December 2021. As a downtown business owner of Pizzeria by Pietro's and Tavolo 13, set to open in early 2022, Joseph has expressed an interest in offering to remain a point of contact for downtown and hopes to further aide in the progression of making downtown a destination. He was recently awarded his Certificate of Appropriateness for his establishments located at 101 W Austin St.

New Advisory Board Appointments

There is a lot of interest from merchants in joining the board. Cheryel recommended emailing applications to the board for review. Karen asked what the bylaws stated regarding appointing and seating new members. Zelina said an email had been sent out in November sharing the most recent appointments that would be joining in January. It was recommended to table the vote on those applicants until the bylaws could be reviewed.

Volunteer Report

Karen highlighted our high school students and praised them for their volunteer participation. If not for our youth volunteers, WOL would not function. It was discussed to possibly host something for volunteer appreciation at end of season.

Promotions Report

Cheryel will work to create a syllabus for a student intern who will assist at the Visitor Center for a semester. She will work on creating the program and share more details with us as it progresses.

New Business

None.

Adjournment

Meeting was adjourned at 9:30am by Chair Cheryel Carpenter. The next general meeting will be January 19, 2022 at 8:30am in the Conference Room of City Hall.

Minutes submitted by: Zelina Wright, Secretary

Approved by: