

City of Marshall
Main Street Advisory Board



Meeting Minutes
Wednesday, March 16, 2022

Opening

Meeting of MS (Main Street) Advisory Board was called to order at 8:35 am on March 15, 2022
By Chair, Cheryel Carpenter, in the conference room of City Hall at 401 S Alamo Blvd, Marshall,
TX 75670

Present

Garnett Johnson, Director of Community & Economic Development
Lacy Burson, Main Street Coordinator
Cheryel Carpenter, Chair
Karen Bickerdike, Co-chair
Zelina Wright, Secretary
Lucy Golady, Board Member
Mary Lynne O'Neil, Board Member
Debbie Parker, Board Member
Scott Carlile, Board Member
Tracy Jackson, Board Member
Raven Lenz, Board Member
Stephanie Rhodes, Board Member

Absent

Jeanette Krohn, Board Member
Amelia Rabalais, Board Member

Invocation led by Karen Bickerdike

Approval of Previous Month's Minutes

Mary Lynne O'Neal made motion to approve, seconded by Zelina Wright. Unanimously approved.

Citizen's comments

None.

Guest Speaker(s)

- Dr. Blair Blackburn, President of Marshall Downtown Development Corporation Discussed MEDC and how to assist Main Street through partnerships and assist with grants. He discussed the vision and plans for the future home of Synergy Park that will be located in the former Capital One bank in downtown Marshall. Plans will include a 4 story building as a business plaza. It will offer support and training for soft skills for advancement of our community members. The William B Dean M.D. Center for Language and Literacy Development center will offer speech-language pathology and literacy development services. Desk rental will also be available by hour for tenants & individuals. Retail will also be available for small businesses, entrepreneurs, and non-profits.
- Chip Alredge, General Manager 92.3 The Depot Radio Presented the 92.3 Boogie on the Bricks event he'd like to host in downtown Marshall for Friday evenings. Would like to partner with Marshall Regional Arts Council (MRAC) to incorporate art and additional activities. Raven Lenz requested clarification on if this proposed event was at all affiliated with a recent poll/survey that was being conducted with downtown merchants about hosting weekend events. Chip explained it would eventually tie in together and hopefully become a recurring event. The Board expressed concern that while it supports the idea of the event, there's concern that it could potentially impact the success of the Pop Up event recently created and hosted on the first Saturday of the month. The Board unanimously supported the event as it was presented at the meeting but requested it be further discussed to determine date specifics overlapping Main Street/Pop Up events.

Discussion of Potential New Secretary(Secretary)

Current Secretary, Zelina Wright, was in attendance and expressed interest in remaining as Secretary and going forward, without option of Zoom participation, would begin attending meetings in person to record minutes.

Update(s)

- **Quarterly Report Update (Main Street)**-Garnett Johnson, Director of Community Development, continues to submit reports and information needed to maintain Main Street accreditation. Quarterly Report will be due soon and part of that requirement is submitting everyone's Volunteer hours. Please email either Chair, Cheryel Carpenter or Garnett Johnson with your Volunteer hours.

- **Wonderland of Lights Planning (Main Street)**-A meeting has been set for March 23rd at 2pm inside Memorial City Hall. Zelina Wright and Tracy Jackson expressed interest in seeing a meeting held later in the afternoon or evening to accommodate those who work and are unable to attend a 2pm timeframe. This will be taken into consideration by Garnett Johnson.
- **Upcoming Main Street Events (Rotary Club)**-Touch a Truck will be held May 7th.
- **Pocket Park Update (Main Street)**-It was confirmed that the funding given for Perkins Pocket Park is still available, but the amount has yet to be determined.
- **Pop Up Status Report (Raven Lenz)**-Raven presented the earnings of her Pop Up Shop Event held March 5th. In total she reported \$320 profit. She explained her vendor fee would remain \$25. \$10 would be go to Raven Lenz coordinating and planning the event, \$10 towards Main Street, and \$5 towards a grant fund. Scott Carlile would discuss with City Attorney Mr Rectenwald if our MS Advisory Board could have a Treasurer seat. The Board would like to earmark funding it raises to be used specifically for MS events/needs as right now it goes into a General Fund for the City.

Review of Four Point Committees/Chairs (Chair)

MS Chair Cheryel Carpenter reviewed the current Committees and proposed appointing a Chair for each Four Points. Mr Scott Carlile volunteered as Chair for Economic Vitality, seconded by Lucy Golady. Tracy Jackson said he'd Chair the Promotions Committee, seconded by Mary Lynne O'Neal.

Announcements

Garnett Johnson announced after several candidates were interviewed for the open position, Lacy Burson was selected as Main Street Coordinator. She will officially begin April 4th, 2022.

New Business

None.

Adjournment

Meeting was adjourned at 9:50am by Chair Cheryel Carpenter. The next general meeting will be April 20, 2022 at 8:30am in the Conference Room of City Hall.

Minutes submitted by: Zelina Wright, Secretary

Approved by: 