



**Visit Marshall Advisory Board
Agenda
January 19, 2021 3:30 PM
Memorial City Hall**

****This meeting will be conducted utilizing a video and audio conferencing tool, ZOOM. To request a link to view and participate in the citizen comment section of the meeting please request 24 hours in advance by e-mailing james.mallori@marshalltexas.net****

- 1. Call to Order and Roll Call of Members**
- 2. Citizen Comment**
 - A. House Bill 2840 requires that a governmental body must allow each member of the public who desires to address the body regarding an item on an agenda the opportunity to do so before or during the body's consideration of the item. The "Citizens Comments" portion of the meeting meets the requirements of this law and is the public's opportunity to speak on any item on, or not on, the agenda. Those who wish to speak will have three minutes to do so unless additional time has been requested.
- 3. Approval of Minutes**
 - A. No Minutes to approve
- 4. New Business**
 - A. Election of Chair & Vice Chair
 - B. Staff Report
 - C. HOT Funds 2020 Collection Report
 - D. HOT Funds 2021 Budget Review
 - E. Discuss 2021 HOT Funds Grants
- 5. Adjournment**

Certificate

THIS IS TO CERTIFY THAT THE ABOVE NOTICE OF MEETING WAS POSTED ON THE BULLETIN BOARD AT CITY HALL OF THE CITY OF MARSHALL, TEXAS ON OR BEFORE THE 14TH DAY OF JANUARY 2021, BY 6 PM AND WAS POSTED IN ACCORDANCE WITH CHAPTER 551, LOCAL GOVERNMENT CODE (THE TEXAS OPEN MEETINGS ACT). ITEMS POSTED IN THE OPEN SESSION PORTIONS OF THE OPEN SESSION PORTIONS OF THIS AGENDA MY ALSO BE DISCUSSED IN CLOSED OR EXECUTIVE SESSION IN ACCORDANCE WITH THE PROVISIONS OF THE TEXAS OPEN MEETINGS ACT.

THIS MEETING WILL BE CONDUCTED IN ACCORDANCE WITH THE AMERICANS WITH DISABILTIES ACT. THE FACILITY IS WHEELCHAIR ACCESSIBLE AND HANDICAP PARKING IS AVAILABLE. REQUEST FOR SIGN INTERPRETIVE SERVICES WILL BE AVAILABLE WITH AT LEAST 48 HOURS NOTICE PRIOR TO THE MEETING. TO MAKE ARRANGEMENTS FOR THOSE SERVICES PLEASE CALL PATTY MUNDS AT (903) 935-4417.

Mallori James

Mallori James, Tourism & Cultural Arts Director



Agenda Information Sheet

January 19, 2021

Agenda Item

Election of Board Chair and Vice Chair in accordance with the board bylaws.

Section 6. OFFICERS

- a. Officers of the board shall consist of a Chair and Vice-Chair.
- b. Terms of the officers shall begin immediately upon vote of a quorum of the Board during its first regular meeting. Terms of selected officers shall be one (1) year.
- c. No officer shall serve more than two (2) consecutive one (1) year terms in the same appropriated position, although officers will be allowed to serve an additional one (1) year term after a one (1) year absence.
- d. The Chair shall preside over meetings of the board. The Chair shall serve as chief spokesperson by the board in all matters of the board outside its meetings.
- e. The Vice-Chair shall perform duties as delegated by the Chair and shall exercise the powers of the Chair in the event of absence or inability of the Chair to serve or preside over meetings of the board.



**Agenda Information Sheet
January 19, 2021**

Agenda Item

2020 HOT Funds Collection & Expense Report Report

2020 was a difficult year for Hotel Occupancy Tax collection in Marshall, but not terrible.

To date collection in HOT Funds in 2020 (December is yet to be reported)

\$661,728.22.

Total Collection from years prior:

2013	733,211.70
2014	730,931.85
2015	747,716.27
2016	768,656.68
2017	787,051.16
2018	757,788.20
2019	836,197.95

2020 proposed revenue.....	\$760,000.00
Actual revenue collected (to date).....	\$661,728.22
Total expenses in 2020.....	\$296,829.90
Total debt re-payment in 2020.....	\$362,139.00
Remaining balance.....	\$2,759.32.00

Remaining funds paid towards debt



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2021 HOT Funds Budget

Travel has been down in Texas and although it has picked up, the desire to travel is not as strong as it was pre-covid. This affects our bottom line. Staff was not present to make budget recommendations for 2021, but it is our recommendation that we work from roughly 15% - 20% less than the proposed expected HOT revenues for 2021 to be on the safe side. If there is a surplus towards the end of the year, staff will recommend to the board to have the City create a “rainy day fund” for Visit Marshall-setting aside a portion of the surplus to be prepared for future projects or unexpected financial situations.

See the attached budget for review.



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HOT Fund Grants

Staff has yet to send out applications to perspective recipients. Even in the delay, we can back pay any organization who qualifies for funding.

For FY2021 Staff recommends funding \$40,000 in grant monies total for organizations who qualify. This is an increase of \$2,350 from 2020.

Staff will be updating applications and sending them to organizations by the end of January and will have them returned and ready to review by the board by the February meeting.