



**Visit Marshall Advisory Board
Agenda
July 20, 2021 1:30 PM
Memorial City Hall 3rd Floor**

1. **Call to Order and Roll Call of Members**
2. **Citizen Comment**
3. **Approval of Minutes**
Approve May 2021 Minutes
4. **New Business**
 - A. Staff Report
 - B. Wonderland of Lights Update

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 13TH DAY OF MAY 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

July 20, 2021

Agenda Item

Receive Staff Report

- Website update- A few weeks behind but we're up and running! A few tweaks, but we finally have a live website!
- Memorial City Hall 20-2022 season has been announced
- Updates to the Visitors Guide have been made and printed. Distribution to visitors centers has begun.
- Staff wants to re-schedule social media & iphone photography training for tourism partners – Working with Texas Forest Trail. Aiming for October.
- 2022 HOT Funds Grant Applications will be made available in late August and due to staff in October. Reviewed by board in October-November and recommendations given to City Council in January 2022.
- 2022 budget requests have been made with more transparent city budget for HOT funds. Requested new staff: Sports Tourism/Authority staff, part time assistant and part time visitor center staff.
- Blogger visits went well. Will likely partner with another blogger during Wonderland of Lights.
- "Perkins building" project is on the docket.
- Staff will attend TACVB conference in late August.
- Staff is working with other departments and soon artists and arts persons in Marshall on the very early stages of a cultural arts district.
- Staff has had discussions with Piney Park regarding cross promotion, packages and partnerships for Wonderland of Lights.



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Wonderland of Lights Update

As of July 8th, 2021:

Hours of operation:

Wonderland of Lights (activities) will run from November 27th – December 18th.

The lights will remain on through January as always, but activities will end on the 18th.

Please note every Monday as always, Wonderland is closed as a maintenance day.

NEW: Tuesdays and Wednesday is reserved for private parties, companies as there has been a vast interest in booking the activities for private functions 6 PM – 8 PM.

Open to the public Thursday- Saturday 6 pm- 10 pm Sundays 4- 9 pm.

Special Events:

Courthouse Lighting Ceremony: Saturday, November 27th 5 PM

Wassail Walk: Saturday, November 27th 1- 5 PM (Small Business Saturday)

Christmas Movie Matinee: Saturday, December 4th at Memorial City Hall

Lighted Christmas Parade: Saturday, December 4th 6:00 PM (bad weather day scheduled for Tuesday, December 6th)

Tigers on Ice: Sunday, December 5th 3 PM

A Christmas Carol: Sunday, December 5th 3 PM Memorial City Hall

Outdoor Christmas Market 1: Saturday, December 11th 10 AM-6PM

Outdoor Christmas Market 2: Saturday, December 18th 10 AM-6PM

Wonderland of Sites: Saturday, December 18th

This event will get a makeover. We'll be working with private historic home owners to open their decorated homes for a tour of homes and work with museums to participate as well.