



**Visit Marshall Advisory Board
Agenda
August 17, 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
 - C. Q2 HOT Funds Revenue Report

- 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 12TH DAY OF AUGUST 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, Tourism & Cultural Arts Director



Agenda Information Sheet

August 17, 2021

Agenda Item Receive

Staff Report

- Updates to the Visitors Guide have been made and printed. Distribution to visitor's centers has begun. Distribution regionally has begun and locally to begin shortly.
- 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 September. 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; TBD if approved. Budget workshop to with City Council August 19 at 6 pm.
- Blogger visits went well. Will likely partner with another blogger during Wonderland of Lights. Have inquiry's for future partnerships.
- "Perkins building" project is on the docket. Should begin shortly.
- Staff will attend TACVB conference August 24-27th
- Staff is working with Main Street and arts community on approving a Cultural District in downtown. The boundaries will be presented at August 26th council meeting. More work will need to begin to work towards an official Cultural District designation by state in the future. These are beginning phases.
- Staff has had discussions with Piney Park regarding cross promotion, packages and partnerships for Wonderland of Lights.
- Staff working with Longview CVB to bring Wonderland Train back this season.
- Staff met with new News Messenger publisher to discuss Wonderland Guide 2021.
- Working with Texas Parks & Wildlife and AJR Media to sign 2022 ad agreements.
- Staff will work with Jill Davis to design a billboard on 59 to promote downtown.
- Staff will place billboard on I-20 for Wonderland (location TBD)
- Inquiry from YOLO TX TV on a Marshall Feature during Fire Ant Festival.
- Staff working with Main Street and website developer to add Wonderland page to visitmarshalltexas.com- will be more robust and have many more features than current page on city site.
- New businesses open or soon to be open in Marshall:
 - Texas Tea Room (211 N Wellington St) – Opening September 1st
 - Foodie Tasting Room (314 A North Washington)
 - McGarity's Restaurant (inside Clarion 5301 E End Blvd S)
 - Uncle Joes Coffee Shop (409 E Grand Ave)
 - Potential brewery
 - Potential distillery



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Wonderland 2021 Hours of Operation:
Saturday, November 27th - Thursday, December 23rd

Open Thursday-Saturday 6-10 pm & Sunday 4-9 pm
Mondays closed for maintenance

Tuesdays & Wednesdays Private Party Rentals

Tuesday, December 21-Thursday, December 23 Wonderland is open each night with all activities and attractions!

Crowd favorites like the Ice Rink, Carousel, horse drawn wagons and carriages, Santa's Village and more will be back!

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 1 PM (The Grinch) 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 5 PM

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

Christmas Car Show & Farmers Market: Saturday, December 11th Time TBD

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

Wonderland of Sites: Saturday, December 18 11 AM- 4PM

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.



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Quarter 2 HOT Funds Revenue

*** Expecting report from Finance*** If not available at meeting, staff will share asap.