

ITEM 3A

Visit Marshall Advisory Board January 19, 2021 Meeting Minutes

****The meeting was conducted utilizing a video and audio conferencing tool, Zoom**

1. Call to Order and Roll Call of Members

Board members in attendance Chair George Carter, Vice Chair Wes Smith, Ryan Erwin, Via Zoom: Jill Davis, Barbara Judkins and Ex-officio Member Amy Ware. Staff in attendance Mallori James and Patty Munds.

2. Citizen Comment

There were no citizen comments.

3. Approval of Minutes

A. No Minutes to approve

Mrs. James will bring the last minutes from 2020 to approve at February's meeting. Mr. Carter requested the minutes from a meeting in July be included as well.

4. New Business

A. Election of Chair & Vice Chair

Barbara Judkins recommended the Chair George Carter and Vice Chair Wes Smith continue to serve in 2021.

Jill Davis made a motion to accept recommendation from Barbara Judkins, Barbara Judkins 2nd, all in favor, motion was carried.

B. Staff Report

Mallori James provided the board with a staff report

- Website is still in progress. The board requested Mallori James contact city attorney to see what can be done about the website developer taking 2yr and website is not finished. Mallori stated she will consider that, will also contact developer to discuss the situation.
- Staff will be re-ordering visitor guides to distribute this year.
- Staff worked with KTBS during Wonderland of Lights to gain regional attendees even in a modified year.
- Ads will be placed with County Line, North East Texas Tourism Guide, AJR Media-oversees Texas Highways Magazine and online calendar, the Official Texas State Travel Guide, online travel listing with Tour Texas which provides staff with leads.
- Staff has mailed 400+ guides to leads from Tour Texas
- Staff is researching TxParks & Wildlife Magazine, Travel Texas, & other digital media advertising options such as Day Tripper, Texas Bucket List.
- Staff signed an agreement with KTBS for the Spirit of Christmas 2021
- Staff reduced advertising spending by not renewing one billboard
- Econolodge has closed permanently and a truck stop will be built in its location.
- Staff will be attending a virtual Winter Conference for Texas Association of Convention and Visitors Bureaus January 25-27th
- Staff assisted ETBU (as best they could) with securing rooms for the 2023 NCAA Division III Softball Tournament. Mallori James reported only 2 hotels in Marshall would work with tournament, the rest went to Longview.
- Staff attended a Texas Film Friendly Workshop (Virtually) on November 17
- Staff is working with a team of creative locals to design what the Perkins space (Washington Square Plaza) will look like

- Downtown street-scaping has begun; Stormy Nickerson is providing downtown merchants with weekly updates on construction.
- The remainder of the MCH season will be pushed to the fall. Staff is meeting with the City Manager to discuss opening with restrictions for rentals.
- The Convention Center and community centers remain closed to the public.
- The visitors center has remained closed due to covid and staffing shortages.
- Staff would like to hire a part time employee to staff the visitor’s center this year if possible.
- Staff also proposes hiring part time or full time tourism assistant in 2022

C. HOT Funds 2020 Collection Report

To date collection in HOT Funds in 2020 (December is yet to be reported) \$661,728.22.

The board had questions about the remaining balance for 2020 and where the funds are now. Mallori will follow up with Finance Director regarding the matter and report back in February.

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	

D. 2021 HOT Funds Budget Review

Mallori James provided the board with the proposed 2021 HOT Funds Budget. George Carter and Wes Smith had questions regarding the “debt” that is paid to the city at the end of each fiscal year. Would like to have more information on how that is done.

E. Discuss 2021 HOT Funds Grants

Staff has yet to send out applications to perspective recipients. Mallori James stated that she expects to have those out in February and for review by March at the latest. She stated that Visit Marshall will honor and provide reimbursement for any event held in 2021 prior to the applications and approvals.

5. Adjournment 5:03

Motion was made by George Carter , 2nd by Wes Smith all in favor, motion carried.

