



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

****This meeting will be conducted utilizing a video and audio conferencing tool, ZOOM.****

- 1. Call to Order and Roll Call of Members**
- 2. Citizen Comment**
- 3. Approval of Minutes
Approve March 23rd Minutes**

- 4. New Business**
 - A. Introduction of Main Street Manager, Veronique Ramirez
 - B. Staff Report
 - C. Discuss Partnership with Marshall Depot
 - D. HOT Funds 2020 Collection & Expense Report
 - E. Report on Meeting with Finance Director
 - F. HOT Funds 2021 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 15TH DAY OF APRIL 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

April 20, 2021

Agenda Item

Receive Staff Report

- Website update- Hopeful for launch by end of April!
- Memorial City Hall 2021 season will be pushed back to the late summer – announcement soon.
- Staff is working on an update of the Visitors Guide and reprint. Will distribute to all tourism partners in Marshall, Texas Travel Information Centers & regional CVB'S/DMO's
- Staff has ordered new branded promotional materials for conferences, meetings, etc. in Marshall.
- Texas Federation of Square & Round Dance Association will be holding their multi-state event at the Convention Center in June. Expecting 200-300 members over the course of the weekend. Host hotel is the Fairfield Inn.
- Staff wants to re-schedule social media & iphone photography training for tourism partners
- Rental events are scheduled beginning the week of March 22 in Memorial City Hall. Events begin first weekend of April for Convention Center and Community Centers.
- The “Downtown Marshall” billboard on HWY 59 has been removed. Staff will work to replace it with a new downtown destination billboard.
- Staff will be pursuing new marketing photos of Marshall in the spring to use for advertisement efforts, plans to work with local photographer
- Staff has been asked to look into possibility of hiring a Sports Tourism staff person.
- Staff would like to hire a part-time visitor's services employee to staff the visitor's center in 2022. Possibility of a split between HOT and General Fund (acting as assistant in Main Street)
- Staff also proposes hiring part time or full time tourism assistant in 2022- handle marketing work load, digital media, website, blog, newsletter, etc.



Agenda Information Sheet

April 20, 2021

Agenda Item

A. Discuss Partnership with Marshall Depot

Background & Summary of Request

*Attached letter from Christina Anderson, on behalf of the Marshall Depot. Inc



Agenda Information Sheet

Agenda Item

HOT Funds 2020 Collection & Expense Report

Background & Summary of Request

Staff received report from Finance on the final total HOT collection from 2020. See attached spreadsheet for month to month break down.

1st Quarter Collection \$174,826.92
2nd Quarter Collection \$131,028.20
3rd Quarter Collection \$208,022.40
4th Quarter Collection \$185,296.29

HOT Total Collection \$699,173.81

Total HOT expenses	\$174,897.39
Debt Repayment	\$153,915.00
MCH Debt	\$298,908.00

Total remaining balance * \$71,453.42

WAITING FOR VERIFICATION FROM FINANCE ON FINAL NUMBERS



Agenda Information Sheet

Agenda Item

Receive report from meeting with Finance Director

Background & Summary

At the request of board chair, George Carter & vice chair, Wes Smith we held a meeting with interim Finance Director, Debbie Manuel to discuss the \$153,915.00 debt that the CVB has been responsible for paying over the years.

The debt was the result of the purchase made in 2015 of the Carousel and Ice Rink, by the CVB/Main Street Director.

The remaining balance of \$153,915.00 is what is remaining to be paid to the City's General Fund from the HOT Funds according to the agreement from 2015.

There is discussion to pay this remaining balance from the 2020 HOT collection and pay the debt off. This will free up a significant amount of funds for the future, including the current fiscal year.

See the Resolutions below:

July 29, 2015...

230. DISCUSSION OF AND CONSIDERATION OF THE PURCHASE OF A NEW ICE-MAKING MACHINE FOR THE ICE SKATING RINK AND A CAROUSEL FOR USE DURING WONDERLAND OF LIGHTS.

Sarah O'Brien requested the Commission consider the purchase of an ice-making machine for the ice skating rink and a carousel for use during Wonderland of Lights.

The Commission engaged in a discussion regarding this item.

Commissioner Calhoun made a motion to approve the purchase of an ice-making machine for the ice skating rink and a carousel for use during Wonderland of Lights and that the funds will be advanced out of the general fund to be repaid out of future hot fund revenues on a regularly scheduled basis. Commissioner Smith seconded the motion.

The Commission engaged in further discussion regarding this agenda item.

The motion passed by the following vote:

Ayes: 6

Nays: 1, Commissioner Mitchell

September 8, 2015...

289. CONSIDER APPROVAL TO AWARD A BID FOR THE PURCHASE OF A PORTABLE ICE RINK COMPRESSOR AND MAT SYSTEM HARDWARE.

Lisa Agnor, City Manager, asked for approval to award a bid for the purchase of a portable ice rink compressor and mat system hardware to Everything Ice of Salix, Pennsylvania in the amount of \$128,415.00.

Jack Redmon, Support Services Director, explained the process of finding a vendor for the portable ice rink compressor and mat system hardware.

Commissioner Calhoun made a motion to approve awarding a bid for the purchase of a portable ice rink compressor and mat system hardware to Everything Ice of Salix, Pennsylvania. Commissioner Moon seconded the motion, which passed with a vote of 5:0.

290. CONSIDER APPROVAL TO AWARD A BID FOR THE PURCHASE OF A PORTABLE CAROUSEL.

Lisa Agnor asked for approval to award a bid for the purchase of a portable carousel to Intermark Ride Group of Nashville, Tennessee in the amount of \$67,000.00.

Jack Redmon discussed the process of finding a vendor for the portable carousel.

Commissioners asked questions of Jack Redmon regarding this item.

Commissioner Calhoun made a motion to approve awarding a bid for the purchase of a portable carousel to Intermark Ride Group of Nashville, Tennessee. Commissioner Moon seconded the motion, which passed with a vote of 5:0.



Agenda Information Sheet

Agenda Item

HOT Funds 2021 Collection

Background & Summary of Request

2021 1st quarter numbers will be available in May.

Expenses to date (2/2021)

\$ 23,263.49 (See Attached)