



**Visit Marshall Advisory Board  
Agenda  
May 18, 2021 1:30 PM  
Memorial City Hall 3<sup>rd</sup> Floor**

1. **Call to Order and Roll Call of Members**
2. **Citizen Comment**
3. **Approval of Minutes**  
Approve April 2021 Minutes
4. **New Business**
  - A. Introduction of Main Street Manager, Veronique Ramirez
  - B. Staff Report
  - C. 2021 Quarter 1 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 13<sup>TH</sup> 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**

**May 18, 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 2021 season should be announced first of June.
- Updates to the Visitors Guide have been made- going to print.
- Staff has ordered new branded promotional materials for conferences, meetings, etc. in Marshall. – samples on the table
- Staff will be working on a “Marshall Friendly” program that will be offered quarterly to familiarize our tourism partners in town to become more familiar with the town.
- Staff wants to re-schedule social media & iphone photography training for tourism partners
- Staff will be pursuing new marketing photos of Marshall in the spring to use for advertisement efforts, plans to work with local photographer- photographs will be taken this Thursday & Friday
- Hosting the NETTC Board meeting May 19<sup>th</sup> 10-2 at MCH
- Travel Blogger “My Curly Adventures” will be in Marshall June 10-13 staying downtown in Diane Solomon’s Air B & B
- Travel Blogger Shalisa Rolland from Shreveport will be featuring Marshall as a day trip destination on Saturday, June 26
- Staff met with Christina Anderson on behalf of the Marshall Depot to discuss future projects to partner with Visit Marshall with- creating a welcome center and signage at the Depot.
- Staff (Glenn Barnhart) met with Jack Canson regarding a Boogie Woogie Festival.
- Staff has asked Glenn to look into working with film promoters to host a film festival in Marshall in the future.



## **Agenda Information Sheet**

**May 18, 2021**

### Agenda Item

Quarter 1 HOT Funds Revenue Report

### Background & Summary of Request

Total revenue collected in Q1 of 2021:	\$187,598.76
Total revenue collected in Q1 of 2020:	\$174,826.92
Total revenue collected in Q1 of 2019:	\$194,929.18

See attached report for details