

Visit Marshall Advisory Board March 23, 2021  
Meeting Minutes

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

**1. Call to Order and Roll Call of Members**

The meeting was called to order by board chair, George Carter at 1:30 pm. Board members in attendance were Chair George Carter, Vice Chair Wes Smith, and Jill Davis. Via Zoom: Ryan Irwin, Barbara Judkins, and Joseph Filippazzo. Staff in attendance: Mallori James

**2. Citizen Comment**

There were no citizen comments.

**3. Approval of Minutes**

Motion was made by George Carter, 2<sup>nd</sup> by Wes Smith. All approve, motion carried.

**4. New Business**

A. Staff Report

Mallori James provided the board with a staff report. Board members support new billboard on 59- Rickey Michaels owns the board. Wes Smith will share contacts for design and installation.

**5. HOT Funds 2021 Collection Report**

A. At this time staff had not received report. Staff is meeting with interim Finance Director, Debbie Manuel to discuss current collection and clarification on the \$153,000 in debt service owed to the City by the CVB from years ago. Will provide update to board.

**6. 2021 Marketing Contracts**

A. Mallori James presented board members with the current agreed contracts for 2021 marketing and advertising. Totaling \$39,677.00. Staff will continue to look for other advertising opportunities. \$50,000 total available to spend.

**7. 2021 HOT Fund Grant Review & Approval**

The board reviewed all applications and their requests. Jill Davis made a motion to approve staff recommendations for funding, Barbara Judkins seconded the motion. All approved. Motion carried.

**Adjournment 2:25 pm**

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