

Visit Marshall Advisory Board April 20, 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 1:33pm. Board members in attendance were Chair George Carter, Vice Chair Wes Smith, Jill Davis, Joseph Filipazzo, Ryan Irwin, and Barbara Judkins. Staff in attendance: Mallori James

2. Citizen Comment

There were no citizen comments.

3. Approval of Minutes

No correction to the Minutes. Motion to approve made by Wes Smith, 2nd by Jill Davis. All approve, motion carried.

4. New Business

- A. Staff Report- new branded promotional material. Website update, US 59 billboard- Wes Smith has contact for install and removal- Harry McGee. Joseph asked about sports tourism- updated on the findings from the quality of life taskforce to include future funding for Sports Authority staff under Tourism Department.
- B. Discuss Partnership with Marshall Depot- Christina Anderson met with Mallori to discuss a partnership to develop a more welcoming lobby for visitors getting off at the Amtrak Station. Staff believes a 2-3 phase process to provide welcome signs, collateral stands, Marshall friendly & fam tours for customer service reps, directional/wayfinding signage and other tourist focused video/signage at the depot would be a great partnership. No financial amount has been discussed, will be decided each year based on needs and funding. George made a motion in support of the project and to continue discussions with the Depot, Joseph made a second. All approved.
- C. 2020 HOT Funds Collection- Mallori James provided final numbers to board for total collection in 2020. \$699,173.81 total revenue. After all Visit Marshall expenses, interfund transfers and debt repayment in 2020, total expense is \$473,805.39. Remaining balance \$226,206.53.
- D. Receive report from chair, vice chair & staff meeting with acting Finance Director, Debbie Manuel- The \$153,915.00 debt that CVB owes to City is repayment from 2015 purchase of Carousel and Ice Rink. Staff and chair/vice chair recommend using surplus from 2020 revenue to pay off the debt once and for all. This is being proposed at the next council meeting. Jill made a motion of support, Wes 2nd. All approved.
- E. HOT Funds 2021 Collection Report- 2021 Quarter 1 revenue report will be available in May. Expenses to date (2/2021) \$23,263.49

Adjournment 2:33 pm

Motion was made by Wes Smith, 2nd by Ryan Irwin all in favor, motion carried