

Visit Marshall Advisory Board
Meeting Minutes
September 21, 2021



1. Board Chair, George Carter, called the meeting to order at 1:33 p.m. The meeting was held on the third floor of Memorial City Hall. Board members present included Jill Davis, Ryan Erwin, Joseph Filippazzo, Barbara Judkins, Wes Smith, and Ex-Officio member, Micah Fenton. City staff Glenn Barnhart, Memorial City Hall Manager, and Anna Lane, Library Director, were also present in lieu of Mallori James who recently resigned.
2. There were no presentations or remarks from the public.
3. The minutes from the August meeting were approved upon a motion by Barbara Judkins and second by Joseph Filippazzo. Motion carried unanimously.
4. New business:
 - a. **2022 Visit Marshall Board appointments:** Terms of three board members—Jill Davis, Joseph Filippazzo, and Barbara Judkins—expire on December 31, 2021. All three have served two terms and are eligible to serve an additional two year term. Joseph wishes to be reappointed while Jill and Barbara wish to vacate their position. There is also one vacancy on the board which needs to be filled. This information will be forwarded to city administration who will update the city council on board vacancies at an upcoming meeting.
 - b. **2022 HOT Funds Grant Application:** The board requested that the 2022 application be made available with review of the applications in October/November before forwarding them to the city council for approval in January. Anna will edit the application to update timelines and contact information and fix typographical errors. The board confirmed that the 2022 HOT Funds Grants will support and provide funding for marketing of events, promoting the arts, and historical preservation projects—acceptable expenditure of HOT funds according to the Texas Tax Code 351.101 and 351.110.
 - c. **Wonderland of Lights Festival Update:** Glenn shared with the board that Wonderland will no longer have its own website domain. Information about Wonderland of Lights will now be found on the Visit Marshall website www.visitmarshalltexas.com. Jill is working on ads for Visit Marshall to run in print magazines. There was discussion about the private parties reserved for Tuesdays and Wednesdays during Wonderland. Micah reported that the carousel is being worked on and that a more permanent building or covered structure is being investigated as is the possibility of having the carousel available for year-round use. Following discussion about the billboard on Highway 59, Micah said he would check with Rick Michaels about a written billboard lease/agreement between Mr. Michaels and the City regarding use of this billboard.
 - d. **Review of Old Business:** The HOT fund revenue as of August 2021 totaled \$537,511.65. City staff shared that the Director of Tourism & Cultural Arts job has been posted on the city's website.

5. The meeting adjourned at 2:20 upon a motion by Wes and second by Ryan. The motion carried unanimously.