



Visit Marshall Advisory Board Minutes
Memorial City Hall
110 E Houston Street, Marshall, Texas 75672
Tuesday, April 25, 2023
3:30 PM

These minutes are not formal as an executive board has not been elected.

1. We welcomed Fran Hurley
2. Glenn Barnhart presented his 2023 -2024 season and requested sponsorship for one or more of the shows. The board asked he be excused whilst the board discussed the season. We asked him to return to give the decision of the board.
3. Review of Minutes
4. Nomination and Voting of Executive Board Member
5. HOT FUNDS review – LeAnne gave general update of grant process and pending projects.
6. The board voted to meet bi-monthly for the next six months, then determine if they would like to continue as an advisory board.
7. Update of Shelby from the Hampton Inn as a potential board member. He has not been responsive. After discussion the board is choosing to offer a position to Texas Ruegg. LeAnne will extend an invitation to him.
8. Summer Event – LeAnne gave a quick overview of the events happening in the city and which are being produced/sponsored by Visit Marshall
9. Jimmy Vaughan/Dale Watson – tickets are still on sale, looking forward to a great show.
10. Texas Sounds International – LeAnne discussed the plans for the “red carpet event and gala” It was agreed Krysta Coleman will be hired to create a club like atmosphere on the third floor of MCH
11. Sponsorships – This summer we are sponsoring Taste of Marshall. Xtreme Bull riding, Rodeo and more
12. Commercial Partnership – Bear Creek Smokehouse and Tourism have partnered in a TV commercial that will air in the Arklatex and through Dallas/Ft. Worth
13. Marketing Plan – LeAnne discussed the purchases made for marketing Marshall and reviewed some future ideas.
14. Wonderland of Lights – Main Street has requested \$50,000 to assist in the production of WOL 2023. It was request she attend the next meeting and discuss the plans for 2023.
15. Adjournment