

**Memorial City Hall**  
Third Floor  
110 E Houston Street  
Marshall, Texas 75670



Gary Arthur  
Krysta Coleman  
Glynn Duncan  
Ryan Erwin  
Fran Hurley  
Vivian Lewis  
Texas Ruegg  
Ex-Officio - Micah Fenton

## **VISIT MARSHALL ADVISORY BOARD MEETING**

**November 21, 2024**

**3:30 PM**

- 1. Call to Order and Roll Call**
- 2. Presentations or Remarks from the Public**
  - A. Citizen Comments
- 3. Approval of Minutes**
  - A. Review & Approve Minutes from the October 17, 2024 Meeting
- 4. Reports**
  - A. Presentation of a Promotional Marketing Initiative to Enhance Tourism in Marshall (Stefan Matis, Matis Productions)
  - B. Hotel Occupancy Tax (HOT) Collections Update (Alex Agnor, Economic Development & Strategic Initiatives Director)
- 5. Items for Discussion**
  - A. FY24 HOT Grant Activity Update
  - B. FY25 HOT Grant Application and Timeline
  - C. Wonderland of Lights Update
  - D. Upcoming Event Announcements
- 6. Items for Action**
  - A. Approval of Recommendation for Appointment(s) to the Visit Marshall Advisory Board for City Council Consideration
- 7. Requests for Future Agenda Items**
- 8. Adjournment**

Posted  
11/18/2024  
12:00pm  
A. Agnor

This meeting will be conducted in accordance with the Americans with Disabilities Act. Requests for sign interpretive services will be available with at least 72-hour notice prior to the meeting. To make arrangements for these services, please call the City Secretary's Office at 903-935-4446.