



Visit Marshall Texas Advisory Board Minutes
Memorial City Hall, 3rd Floor
Tuesday, August 16, 2022

1. **Call to Order:** The meeting was called to order at 3:32, board members in attendance; George Carter, Wesley Smith, Gary Arthur, Vivian Lewis, Ryan Erwin, Joseph Filappazo, Micah Fenton, Krysta Coleman, Staff in attendance Dan Duke and Patty Munds
2. **Presentations or remarks from the public;** no presentations or remarks from the public.
3. **Approval of minutes from the July 19, 2022 meeting;** Motion to approve by George Carter, 2nd Wes Smith, all in favor, motion carried.
4. **New business**
 - a. **Update regarding Visit Marshall Travel brochures;** Dan Duke reported to the board he order 10,000 brochures for Visit Marshall. Next year Dan Duke said he will work on a map to add to the Visit Marshall brochures. He will be sending brochures to travel centers and hotels.
 - b. **Discussion of Tourism Plan- both long and short term goals:** Dan Duke said he is working on using Digital Fencing, which is more effective way to advertise. Dan would like to see the ball parks cleaned up and quality of life for families. Dan Duke would like to use Nexstar more next year to reach up to 2 million, one of the largest media in North America. The board has requested a written Tourism for 2023.
 - c. **Visit Marshall Website and Social Media statistics;** Dan Duke is working on Website issues and looking into changing to a new company. The board agrees that looking into other Website builders.
 - d. **HOT Funds update:** : Dan Duke presented to the board updated number rollover for FY20 was 271,782.00 and rollover for FY21 was 235,883.00. Total for FY20 and FY21 rollover is 507,665.00. FY22 updated of fund is 123,684.00 as of Aug. 2022. Dan Duke gave an

update on Hotel/Motel collections with an updated spread sheet of collections from Hoteliers'.

- e. **Review of old business;** Piney Park update: New in 2022 is Piney Park's Fall Festival & Spooky Trail! Piney Parks Trail of Lights has transformed into a family-friendly spooky trail with interactive activities throughout the trail. Added recently a third jumbo jumper, a tractor hayride, pumpkin patch and have transformed the light maze into a spider web maze.

5. Adjournment: 4:30

Daniel J. Duke