



Alex Patel, Chairperson
Fran Lindsey
Simon Webster
Stuart Whitaker

Palestine Tourism Advisory Board
10/27/16 Meeting Minutes to be presented on 11/16/16 for board approval

The Tourism Advisory Board of Palestine met on Thursday, October 27, 2016, 4 p.m., at the Palestine Economic Development Conference Room, 100 Willow Creek Parkway, Ste. A, Palestine, Texas. Attending were the following:

Members in Attendance:

Alex Patel
Fran Lindsey
Stuart Whitaker
Simon Webster

Staff Present:

Mary Raum, ex-officio
A quorum was present.

CALL TO ORDER

Meeting was called to order at 4:05 p.m.

APPROVAL OF MINUTES

- a) Presentation & Approval of 6/22/16 Meeting Minutes
- b) Presentation & Approval of 7/28/16 Meeting Minutes
- c) Presentation & Approval of 8/24/16 Meeting Notes Minutes
- d) Presentation & Approval of 9/28/16 Meeting Minutes

After review and discussion of the board meeting minutes, a motion was made to approve all minutes by Board Member Stuart Whitaker. Motion was second by Board Member Fran Lindsey, the motion was passed.

Discussion

1. Curious Museum Hot Application: Mary presented the HOT Application submitted by the Curious Museum for \$6,700 in funding toward marketing and signage for the museum in its new location. Based on the museum being in its second year, board member Stuart Whitaker suggested that we consider a smaller grant amount. After further discussion, Board Member Simon Webster made a motion to approve a total of \$5,000 be submitted to City Council for approval. Fran Lindsey second the motion. Motion passed with none opposed. Mary will submit the item to City Council at the next Council Meeting on November 14th.
2. Review and discuss 2016-17 Marketing Plan: Mary presented the 2016-17 Marketing Plan as it stood as of October 27th. She pointed out some of the new marketing opportunities that have been committed for as well as a call out of the AAA-Texas Journey Magazine ad that was acquired at 85% off through an auction. Board



Member Simon Webster asked about marketing to groups to let them know we have spaces for car clubs to congregate such as the Civic Center Parking area, etc. Mary also shared that as soon as she can, she will begin promoting Palestine on Social media with sponsored posts through Facebook.

Staff Reports

1. Visitor Center Report – Mary reported that there have been some exterior updates to the Visitor Center including a new locking bulletin board, new weather resistant brochure racks and a new hours of operations sign.
2. Marketing and Promotional Update – Reviewed the print and content projects in work, update on TV/Film exposure that is centered on Palestine, Hot Pepper Festival recap, Facebook insights and top posts, and upcoming events.

Adjourn

Motion to adjourn was made by Board Member Alex Patel, Board Member Simon Webster second the motion, meeting adjourned at 5:05 p.m.

Date Approved:

10-21-14
Alex Patel

Alex Patel, Tourism Advisory Board Chairman

Mary Raum

Prepared by: Mary Raum, Marketing Manager

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