



Alex Patel, Chairperson  
Fran Lindsey  
Simon Webster

Rafael Hernandez  
Stuart Whitaker

**Palestine Tourism Advisory Board  
12/21/16 Meeting Minutes to be presented on 1/18/17 for board approval**

The Tourism Advisory Board of Palestine met on Wednesday, December 21, 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:**

Fran Lindsey  
Stuart Whitaker  
Simon Webster  
Rafael Hernandez

**Staff Present:**

Mary Raum, ex-officio  
A quorum was present.

**CALL TO ORDER**

Meeting was called to order at 4:03 p.m.

**APPROVAL OF MINUTES**

- a) Presentation & Approval of 10/27/16 Meeting Minutes

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

**Discussion**

1. 1836 Chuckwagon Race Hot Application: Mary presented the HOT Application submitted by Diamond B Ranch for \$10,000 in funding toward marketing and signage for the 1836 Chuckwagon Races. After a brief presentation and Q&A session with the board, board member Simon Webster suggested that we consider a smaller grant amount. After further discussion, Board Member Simon Webster made a motion to recommend a total of \$5,000 be submitted to City Council for approval. Board Member Fran Lindsey challenged the motion with a suggested recommendation in the amount of \$7,500. Upon further discussion, Board Member Stuart Whitaker was encouraged by the idea that in the next year, there may be an addition of a PRCA Rodeo which will be a huge addition to this event. Rafael Hernandez second the motion to recommend \$7,500 to the 1836 Chuckwagon Races. Motion passed with none opposed. Mary will submit the item to City Council at the next Council Meeting on January 9<sup>th</sup>.
2. Review and discuss hotel occupancy receipts: Tabled due to information not being available at time of the meeting.



**Staff Reports**

1. Visitor Center Report – Mary reported the YTD traffic totaling 4,484 people in the Visitor Center and the Visitor Center has mailed 2,651 leads within this calendar year.
2. Marketing and Promotional Update – Reviewed the print and content projects in work, update on TV/Film exposure that is centered on Palestine, Wine Swirl recap, upcoming event of Taste of New Orleans, Facebook insights and top posts.

**Adjourn**

Motion to adjourn was made by Board Member Stuart Whitaker, Board Member Simon Webster second the motion, meeting adjourned at 5:18 p.m.

Date Approved: 1/18/17

Alex Patel, Tourism Advisory Board Chairman

Prepared by: Mary Raum, Marketing Manager

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