



Simon Webster, Chairperson
Alex Patel, Vice Chair
Fran Lindsey
Randi Stringham

Rafael Hernandez
Stuart Whitaker
Susan Rand

**Palestine Tourism Advisory Board
2/15/17 Meeting Minutes**

The Tourism Advisory Board of Palestine met on Wednesday, February 15, 2017, 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
Simon Webster
Rafael Hernandez
Susan Rand
Randi Stringham

Members Absent:

Stuart Whitaker (excused)

Staff Present:

Mary Raum, ex-officio
A quorum was present.

CALL TO ORDER

Meeting was called to order at 4:01 p.m. by Simon Webster

APPROVAL OF MINUTES

- a) Presentation & Approval of 1/18/17 Meeting Minutes

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

Discussion & Action

1. PYAA HOT Application - Alex Patel was excused from the room. Discussion and review of the Palestine Youth Athletic Association was reviewed by the board. Mary made note that funds would be required to be paid in advance of the event taking place as per the deadline for payment per the bid process guidelines. It was discussed that this is standard for this event and was also done in 2016. The board was in full support for this event and Simon Webster made a motion to approve the full amount of the request for \$10,000 to PYAA for the Dixie State Tournament to be held in Palestine on July 8-10th. Fran Lindsey second the motion. No further discussion, motion passed and will be presented to City Council on February 27, 2017.
2. Alex Patel invited to rejoin the meeting
3. El Camino 205 HOT Application – tabled due to incomplete information submitted.
4. Review and discussion on the RFP for Tourism Master Plan – Mary provided each board member with copies of RFP for San Diego and Meaford, Canada as examples of a Tourism Master Plan RFP. She asked that each board member



review over the next few weeks and highlight the things they would like to see included in our RFP. A lot of discussion was had about whether we needed to spend money on an outside company or do this project internally. The positive side to having an outside expert come in and provide the assessment means that we have a professional opinion of what needs to happen within our community and an outside perspective of the issues we may not see as locals. Mary explained that if we use a profession service, we will have to seek an amendment to the budget to use funds from our fund balance to cover this expense. More discussion to be held on this topic at the next meeting.

- 5. Tourism & Performing Arts Services Contract with the Palestine Area Chamber of Commerce – tabled at this time until staff can get verbiage in front of city management.


Staff Reports

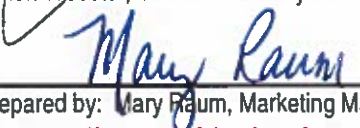
- 1. Visitor Center Report – The Visitor Center team is working to help coordinate tour group schedules for 5 groups that will be in Palestine between March/April. Total head count for all groups is approximately 230 people.
- 2. Marketing Report – Mary reported on some new marketing opportunities picked up within the past month including Live It Magazine, LA Road Trips, and a co-op ad with Lakeview Methodist Conference Center in Going on Faith Magazine which is geared toward Christian Travel Planners.

Adjourn

Motion to adjourn was made by Board Chairman Simon Webster, Board Member Fran Lindsey second the motion, meeting adjourned at 5:16 p.m.

Date Approved:

 6-21-17
Simon Webster, Tourism Advisory Board Chairman

 6-21-17
Prepared by: Mary Raum, Marketing Manager

In compliance with the Americans with Disabilities Act, the City of Palestine will provide for reasonable accommodations for persons attending City Council meetings. Requests for accommodations or interpretive services must be made 48 hours prior to the meetings. Please contact the City Secretary's office for further information at 903-731-8414