



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

Rafael Hernandez  
Stuart Whitaker  
Susan Rand

**Palestine Tourism Advisory Board  
3/1/17 Meeting Minutes to be presented on 5/17/17 for board approval**

The Tourism Advisory Board of Palestine met on Wednesday, March 1, 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

**Staff Present:**

Mary Raum, ex-officio  
A quorum was present.

**CALL TO ORDER**

Meeting was called to order at 4:07 p.m. by Simon Webster

**Discussion & Action**

1. Discussion and possible action on the RFP for the Tourism Master Plan –
  - This meeting was called to clarify and discuss the expenses that could be included in a professional Tourism Master Plan. Discussion was had about what would need to be done to develop our own in house. Simon Webster mentioned a community survey targeted to specific zip codes. Upon further discussion, it was decided that we would develop 2 surveys. The first survey would be a simple survey for staff and students who currently work in our local restaurants, hotels and in a customer facing position. The second would be a more detailed survey for the general public.
  - Alex Patel brought up the Retail Coach Survey and noted that we could use some of the data from that study completed by PEDC in 2012 to help us target areas of opportunity for our community related to tourism.
  - Board Member Randi Stringham suggested that we develop a sort of campaign for local residents to raise awareness about what Palestine has to offer. It could include familiarization tours. Board Member Susan Rand mentioned that we could do it for the students in the career tech programs as well. Mary mentioned that both programs are already in the process of being developed through Michelle Mason at PISD and the Texas Forest Trail Region's Texas Friendly Workshop.
  - Based on the discussion, Mary will begin to develop both surveys and will present her list of questions at the next board meeting on March 15, 2017.
  - No formal action was taken during this meeting.



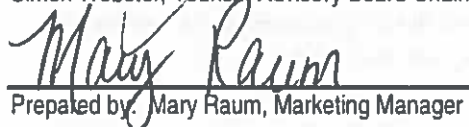
**Adjourn**

Motion to adjourn was made by Board Chairman Simon Webster, Board Member Fran Lindsey second the motion, meeting adjourned at 5:17 p.m.

Date Approved: 5/17/17  


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Simon Webster, Tourism Advisory Board Chairman

  
Prepared by: Mary Raum, Marketing Manager

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