



Alex Patel, Chairperson  
Dana Goolsby, Vice Chairperson  
Dawn Mailloux  
Fran Lindsey  
Simon Webster  
Stuart Whitaker

**Palestine Tourism Advisory Board**  
**4/21/16 Meeting Minutes to be presented on 5/18/16 for board approval**

The Tourism Advisory Board of Palestine met on Thursday April 21, 2016, 3 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  
Dana Goolsby  
Fran Lindsey  
Stuart Whitaker

**Members Absent:**

Simon Webster (excused)  
Dawn Mailloux (excused)

A quorum was present.

**CALL TO ORDER**

Meeting was called to order at 3:04 p.m.

**APPROVAL OF MINUTES**

Fran Lindsey moved to approve the minutes for 3/23/2016.

Dana Goolsby 2<sup>nd</sup>. Upon vote, the minutes were unanimously approved.

**Discussion**

1. **HOT Funds: Seminar:** Mary shared the flyer for the HOT Funds seminar and asked the board members to spread the word about the event. While discussing the availability of the THLS representative, the board also asked to be able to have one on one time with the presenter to focus on general questions about local opportunities for use of the HOT funds.
2. **Council Meeting Agenda:**
  - a. Mary asked Alex Patel to present the HOT Funds Seminar to the City Council



- b. After a brief discussion on the 5 Year Strategic plan, Mary informed that the 5 Year Strategic Plan will be presented to City Council at the 4/25/16 meeting and will be available for any questions related to the document.
- 3. Soccer Complex Update: Alex shared new developments with the Soccer Complex being built and shared that they plan to host their first tournament on Sept 10<sup>th</sup>.
- 4. Wayfinding Signage Presentation: Postponed due to speaker availability

**Staff Reports**

- 1. Dogwood Trails Hindsight – Mary reported that Davey Dogwood Park saw between 14,000 and 16,000 spectators within the Dogwood Trails Celebration
- 2. Visitor Center Report – no report
- 3. May/June Events: a detailed report of the key events being hosted in May/June was presented within the Tourism Marketing Update document provided by Mary. Within those events, was the JOAD Competition which Mary notified the board we had received a HOT Application for that day and that we would review and discuss it at the next meeting.
- 4. Tourism Marketing Update – Mary reported on the social media top posts and shared the future marketing reservations made for the upcoming months.

**Adjourn**

Motion to adjourn was made by Dana Goolsby and second by Fran Lindsey, with no opposed, the meeting adjourned at 4:12 p.m.

Date Approved: May 18, 2016

Alex Patel, Tourism Advisory Board Chairman

Prepared by: Mary Raum, Marketing Manager

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