



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

Rafael Hernandez
Stuart Whitaker
Susan Rand

**Palestine Tourism Advisory Board
5/17/17 Meeting Minutes**

The Tourism Advisory Board of Palestine met on Wednesday, May 17, 2017, 4:00 p.m., at the Palestine Economic Development Conference Room, 100 Willow Creek Parkway, Ste. A, Palestine, Texas. Attending were the following:

Members in Attendance:

Simon Webster, Chair
Fran Lindsey
Randi Stringham
Susan Rand
Stuart Whitaker

Staff Present:

Mary Raum, ex-officio
A quorum was present.

CALL TO ORDER

Meeting was called to order at 4:00 p.m. by Simon Webster

Approval of Minutes

Minutes for the following meetings were reviewed and approved:

1. 3/1/17 Meeting
2. 4/7/17 Meeting
3. 4/26/17 Meeting

A motion was made by Board Member, Fran Lindsey to approve the minutes as written, second by Board Member Susan Rand. All in favor, motion carried.

Board Discussion & Action

1. Discussion and possible action regarding HOT Funding Grant 2016-17
 - Museum for East Texas Culture – Staff presented the HOT Application written and submitted by Ben Campbell for the preservation and restoration of an Ansel Nunn painting. After reviewing the application, the board asked staff to follow up with the applicant to determine the number of visitors who visit the Museum for East Texas Culture. While discussing, Ben Campbell was able to join the meeting and present the goals behind the project. It was then that it was determined that the final location of the mural was not yet determined and that there were still some approvals from property owners that had not been obtained. The Tourism Advisory Board felt it was not the right time to apply and they would like to invite the applicant back to apply in the next budget cycle and with more definitive information. Motion was made by Board Member Susan Rand to decline the application, but that the Museum could reapply when more information was finalized. Motion was second by Board Member Fran Lindsey. All in favor, motion carried.
 - Texas Archery Center, Inc. - Staff presented the HOT Application written and submitted by Alex Clamon for the Texas State Archery Association 2017 State Outdoor Combined Championships. Upon review of the application by the board, staff made not that the application was submitted 44 days prior to the event, outside the guidelines requiring 90 days prior to the event. The Tourism Advisory Board felt strongly that this event is exactly the type of event that they like to support. Board Member Stuart Whitaker made a motion to approve



the \$1,600 as requested in the application. Board Member Susan Rand second the motion. All were in favor, motion carried.

- 2. Discussion and possible action on Chamber of Commerce contract with the City of Palestine –
 - Staff shared the details of a meeting with the Chamber of Commerce Executive Director, Marc Mitchell that took place the previous week. In that meeting, Marc and Mary discussed the roles of the Chamber as outlined in the contract and the concerns that the Tourism Advisory Board held with the follow up and documentation for how the money is being spent. Staff also shared the thoughts of the Asst. City Manager as it pertains to the contract. After the discussion, Board Member Randi Stringham made a motion to allow staff to continue to review the contract and have open dialogue with the Chamber of Commerce on the expectations for use of HOT Funds. After further discussion, it was requested that staff make a recommendation to City Management to offer \$10,000 as a budgeted line item from 150 Hotel/Motel Occupancy Fund and then allow the Chamber to apply for an additional \$10,000 through the HOT Application Process. Motion was second by Board Chair Simon Webster. With no further discussion, the motion was approved with all present in favor.

Staff Reports

- 1. Staff did not present the Tourism Monthly Departmental report since the Hotel Occupancy Receipts had not been posted online. The board was made aware of staffing changes including the transfer of the Civic Center under the management of Mary Raum as well as the relocation and reassignment of duties of Danielle Shultz to the Palestine Visitor Center.

Adjourn

Motion to adjourn was made by Board Chair Simon Webster, Board Member Fran Lindsey second the motion, meeting adjourned at 5:30 p.m.

6/21/17

Date Approved:

Simon Webster, Tourism Advisory Board Member

Prepared by: Mary Raum, Marketing Manager

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