



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

**Palestine Tourism Advisory Board
5/18/16 Meeting Minutes to be presented on 6/22/16 for board approval**

The Tourism Advisory Board of Palestine met on Thursday May 18, 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
Simon Webster
Fran Lindsey
Stuart Whitaker

Members Absent:

Dana Goolsby (excused)
Dawn Mailloux (excused)

A quorum was present.

CALL TO ORDER

Meeting was called to order at 3:02 p.m.

APPROVAL OF MINUTES

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

Stuart Whitaker 2nd. Upon vote, the minutes were unanimously approved.

Board Discussion

1. **Presentation by Steve Startzell – Wayfinding signage:** Presentation by Steve Startzell on wayfinding signage. Presentation included a detail of the cost of the first phase of the project which was the planning phase. This phase included research and field analysis, design, planning and staff/council presentations. Based on the increase in price from an original proposal submitted in April 27, 2015, the cost for these services doubled in price to \$50,000. Upon concluding the presentation, the guest was dismissed and the board discussed the program. It was proposed by Alex Patel that he thought we could manage the project internally through a committee. The board agreed and Mary will work with City Management to begin the process of developing a committee for the wayfinding signage program.



2. Legal Use of the Hotel Occupancy Tax Seminar: Board discussed the proposed dates in June and July that were on the table to reschedule the presentation by a representative from THLA, however it was determined that hosting the event in September might be a better time frame so that it will be top of mind when the new budget cycle opens.
3. Discuss and Vote on Palestine JOAD HOT Application: Board reviewed and discussed the application for HOT Funds submitted by Alex Clamon for the Palestine JOAD State Archery Tournament. All were in agreement that the event will be a good program to support due to the multiple overnight stay potential and the nature of the tournament. A motion was made by Alex Patel to approve the application as written, Fran Lindsey 2nd the motion, was passed with unanimously.
4. Palestine App Discussion: Mary researched and presented the board with a detailed list of responses to a Texas wide inquiry about getting/keeping/deleting an app for their community. Mary presented 20 responses and asked for discussion on if the time and dollars should be used toward making the VisitPalestine.com website more mobile friendly. All board members agreed to discontinue the app when the contract expires in December 2016.

Staff Reports

1. Visitor Guide update
2. Visitor Center Report – 954 information requests Jan-April, new kiosk placed at Davey Dogwood Park
3. Website – Mary is working with EZ Task to determine solutions to open issues with the current site.
4. Print/ Content Projects underway
5. June/July Events: a detailed report of the key events being hosted in June/July was presented within the Tourism Marketing Update document provided by Mary.
6. 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 Fran Lindsey and second by Stuart Whitaker, with no opposed, the meeting adjourned at 4:33 p.m.

Date Approved: June 22, 2016

Alex Patel, Tourism Advisory Board Chairman

Prepared by: Mary Raum, Marketing Manager

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