

NOTICE OF MEETING

Tourism Advisory Board Regular Meeting Agenda

Wednesday, June 14, 2017 at 3:30 p.m.

Economic Development Office
100 Willow Creek Parkway, Suite A
Palestine, Texas 75801



All agenda items are subject to action.

Board:

Alex Patel, Chair	Rafael Hernandez
Simon Webster	Stuart Whitaker
Susan Rand	Fran Lindsey
Randi Stringham	

Staff/ Ex-Officio

Mary Raum, Tourism Marketing Manager, ex-officio

A. Call to Order

B. Approval of Minutes

- a) Presentation and approval of 2/15/17 meeting minutes
- b) Presentation and approval of 5/17/17 meeting minutes

C. Citizen Input

D. Board Discussion & Action Items

1. Review and possible action regarding HOT Funding Grant 2016-17 Post Event Recap for 1836 Chuckwagon Race request for reimbursement
2. Presentation Demo of Saffire – online services

E. Staff Reports – Discussion Only

1. Tourism Report
2. Review Ordinance No. O-18-17 – Community Assessment Committee
3. Review and discuss hotel occupancy receipts – Discussion only

F. Adjournment

CERTIFICATION

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outdoor bulletin board at the main entrance to City Hall, 504 N. Queen Street, Palestine, Texas, on the following date and time: June 9, 2017 @ 5:20 pm.

A handwritten signature in cursive script that reads "Mary Raum".

Mary Raum, Tourism 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.



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:

Simon Webster, Tourism Advisory Board Chairman

Prepared by: Mary Raum, Marketing Manager

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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 note 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.

Date Approved:

Simon Webster, Tourism Advisory Board Member

Prepared by: Mary Raum, Marketing Manager

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ORDINANCE NO. O-18-17

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PALESTINE, TEXAS, AMENDING CHAPTER 2, ARTICLE IV, BOARDS, COMMITTEES, COMMISSIONS, DIVISION 2, TOURISM ADVISORY BOARD, BY ADDING SECTION 2-102, COMMUNITY ASSESSMENT COMMITTEE; PROVIDING FOR SEVERABILITY; PROVIDING FOR REPEAL.

WHEREAS, the City of Palestine's Tourism Advisory Board has recently the process of preparing a Tourism Master Plan; and

WHEREAS, the input of stakeholders from the various parts of the City that are particularly affected by the tourism industry, serving together as an advisory committee, will assist the Tourism Advisory Board and City staff in formulating that Master Plan; and

WHEREAS, in order to clarify and resolve the makeup and the role of such an advisory committee, an ordinance specifically laying out the guidelines for that committee would be useful and helpful to the Tourism Advisory Board, City staff, and the city council.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PALESTINE, TEXAS:

I.

That Chapter 2, Article IV, Boards, Committees, Commissions, Division 2, Tourism Advisory Board, of the Code of Ordinances of the City of Palestine is amended by the adoption of a new Section 2-2102 that shall read as follows:

DIVISION 2: TOURISM ADVISORY BOARD

Sec. 2-102. Community Assessment Committee.

- (1) There is created and established a Community Assessment Committee which shall consist of at least eight and no more than 16 members, who shall be selected as provided in section 6.6 of the City Charter.
- (2) Members of the committee shall serve without compensation but may be reimbursed for expenses if approved in advance by the city manager.
- (3) Members of the committee shall include:
 - (a) no more than three members of the Tourism Advisory Board;
 - (b) no more than three members of the City Council;

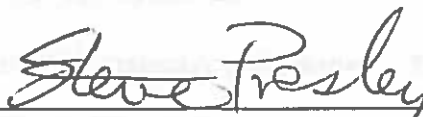
- (c) City Staff representatives of Main Street Palestine and the Parks Department;
 - (d) a representative of the Texas State Railroad;
 - (e) one or more representatives of restaurants, hotels, real estate, large employers, and small business owners;
 - (f) a representative of a local banking institution;
 - (g) one or more representatives of attraction-centered non-profit organizations;
 - (h) a representative of local school districts or colleges;
 - (i) a representative of churches or veterans' organizations; and
 - (j) a representative of the Palestine Chamber of Commerce.
- (4) Members of the committee shall serve until they resign or they are removed from the position by the mayor, subject to the approval of the city council.
- (5) The committee may elect a secretary or other officers from its membership or may request the city secretary to serve as secretary or appoint a member of the city staff to serve as secretary.
- (6) The committee may be dissolved by the Tourism Advisory Board upon completion of the Tourism Master Plan.

SECTION 2: If any section, subsection, sentence, clause, phrase or portion of the Ordinance for any reason shall be held invalid or unconstitutional, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect any of the remaining provisions of this Ordinance.

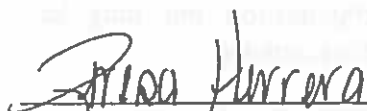
SECTION 3: All Ordinances and parts of Ordinances in conflict with the provisions of this Ordinance are hereby repealed; provided, however, that such repeal shall be only to the extent of such inconsistency and in all other respects this Ordinance shall be cumulative of other Ordinances regulating and governing the subject matter covered by this Ordinance.

PASSED AND APPROVED this 22nd day of May, 2017.

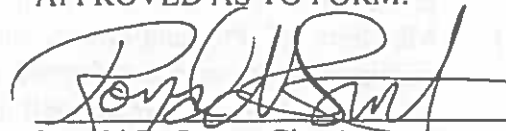
THE CITY OF PALESTINE


 Steve Presley, Mayor

ATTEST:


 Teresa Herrera, City Secretary

APPROVED AS TO FORM:


 Ronald D. Stutes, City Attorney