

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
CITY OF PALESTINE §

The Tourism Advisory Board of the City of Palestine, Texas convened in a Regular Meeting on Wednesday, June 21, 2017 at 3:00 PM. For the Regular Meeting in the Palestine Economic Development Corporation at 100 Willow Creek Parkway, Suite A with the following people present:

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

Staff present: Mary Raum

CALL TO ORDER – REGULAR MEETING

Simon Webster, Chairperson called the Regular Meeting to order at 3:05 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

None

PUBLIC COMMENTS/ CITIZEN INPUT

None

REGULAR AGENDA

BOARD DISCUSSION AND ACTION ITEMS

1. Demo Presentation of Saffire Website Services – Jessica Bybee-Dziedzic, Director of Partnerships for Saffire made a 40 minute presentation on the features and benefits of their website platform for both customer facing and CMS.
2. Review and possible action regarding HOT Funding Grant 2016-17 Post Event Recap for:
 - a. 1836 Chuckwagon Race: Staff presented the complete Post Event Recap submitted for reimbursement. Discussion by the board included the number of rooms the event generated. After reviewing the post event recap, it was determined the funds were used as outlined in the application. No action required.
 - b. Palestine tomorrow Inc./ Texas Area Fund request for reimbursement: Staff presented the complete Post Event Recap submitted for reimbursement. It was noted that the applicant was approved for \$9,500 and they only spent \$9,000. No further discussion. No action required.
3. Review and possible action regarding HOT Funding Grant 2016-17 request for Texas State Railroad Authority: Staff presented the application request for funding from the Texas State Railroad Authority requesting \$7,500 for materials to be used for the exterior restoration of the Palestine Depot at the Texas State Railroad. Board member Ben Campbell made a presentation to the board on the history of the depot and the plans for restoration. Upon motion, motion carried unanimously 6-0.

STAFF REPORTS

1. Tourism Report: Tourism Marketing Manager provided an update on the updates happening at the Texas State Railroad
2. Review Ordinance No. 0-18-17 – Community Assessment Committee – Staff provided each board member with a copy of the new ordinance creating the Tourism Master Plan Committee.
3. Review and discuss hotel occupancy receipts: Tourism Marketing Manager provided an update on the March Hotel/Motel Revenue results.

ADJOURN

With no other business to come before the Tourism Advisory Board, the meeting was adjourned at 4:50 p.m.

PASSED AND APPROVED THIS 19th DAY OF JULY, 2017.

2017 September



Fran Lindsey

ATTEST:



Mary Raum, Tourism Marketing Manager