



Alex Patel, Chairperson
Fran Lindsey
Simon Webster
Stuart Whitaker

**Palestine Tourism Advisory Board
6/22/16 Meeting Minutes to be presented on 9/28/16 for board approval**

The Tourism Advisory Board of Palestine met on Wednesday, June 22, 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
Fran Lindsey
Stuart Whitaker
Simon Webster

Staff Present:

Mary Raum, ex-officio

A quorum was present.

CALL TO ORDER

Meeting was called to order at 3:14 p.m.

APPROVAL OF MINUTES

Board Member Fran Lindsey moved to approve the minutes for 5/18/2016.

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

Discussion

1. **Presentation of the Visit Palestine Ad Campaign:** Marketing Manager, Mary Raum presented the Visit Palestine Ad Campaign for the upcoming events. Included in the presentation was the general ad, Ride Texas, and Camino 205. Also discussed were the plans for the tagline, Champagne Served, Boots welcome and the variations it would take depending on the season.
2. **Notification of Application – Tattoo Convention:** Raum informed the board of a potential application that will be presented within the next few months. Raum disclosed there are plans for a Tattoo Convention to be held at the Palestine Civic Center in early November. The applicant will keep Raum informed of the progress of the application. The Board requested that Staff create a separate checklist for the Hotel Occupancy Tax Application to make sure that we have everything we need in order to move forward with each application.



Staff Reports

1. Visitor Center Report – Raum reported that the Visitor Guide edit and reprint project was completed. Also, the Visitor Center has implemented a new guest registration tool that is digital which will compile the details of the guests who visit our visitor center including their name, email, zip code, where they are staying, # of days in town. Board member Simon Webster informed the group that a guest of Sabor a Pasion notified him that there seemed to have been a mishap on a recent ride on the Texas State Railroad and a full refund was issued to the group.
2. Marketing and Promotional Update – Raum is working to update the visitpalestine.com website and correct some open issues with functionality. Raum is also in the process of having Google Analytics established for the site so that we can report our site traffic. This update also included upcoming events, top social media posts and updates to the current board member status. Board member Simon Webster asked the board to think about candidates that could help move the board forward with an interest in restaurant, retail and sports tourism. Board Member Alex Patel commented that hotel occupancy is still down but reported that he thinks May 2016 numbers should be good based on his business. At the time of the meeting, May 2016 revenue was not yet posted.

Adjourn

Motion to adjourn was made by Board Member Simon Webster, Board Member Stuart Whitaker send the motion, meeting adjourned at 4:18 p.m.

Date Approved: 10/27/16



Alex Patel, Tourism Advisory Board Chairman



Prepared by: Mary Raum, Marketing Manager

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