

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, July 18, 2018 at 4:00 PM. For the Regular Meeting in the Palestine Economic Development Corporation at 100 Willow Creek Parkway, Suite A with the following people present:

Rafael Hernandez
Stuart Whitaker
Fran Lindsey
Susan Rand
Staff present: Mary Raum & Rachel Nichols

CALL TO ORDER – REGULAR MEETING

Fran Lindsey called the Regular Meeting to order at 4:02 p.m.

PUBLIC COMMENTS/ CITIZEN INPUT

None

REGULAR AGENDA

BOARD DISCUSSION AND ACTION ITEMS

1. Approval of May 30, 2018 minutes meeting minutes M1: Susan Rand M2: Tim Patel, Motion passed
2. Discussion on Chair and Vice Chair appointments was tabled due to low attendance
3. 2018-19 Budget discussion was held. The core of the conversation was centered on the budget for the Performing Arts Center and providing a detailed recap of the tools that we will be using to book performances, sell tickets and increase revenue to offset the cost of the operations of the PAC. Marketing and Visitor Center accounts were also discussed without any opposition to the plan provided by staff.
1. Tourism Report: Tourism Marketing Manager provided an update on the upcoming projects that are being worked on as well as a recap of the Hotel Occupancy Revenue, Visitor Center traffic and online marketing.

ADJOURN

With no other business to come before the Tourism Advisory Board, the meeting was adjourned by M1: Fran Lindsey M2: Stuart Whitaker at 4:59 p.m.

PASSED AND APPROVED THIS 28th DAY OF August, 2018.

ATTEST:



Mary Raum, Tourism Marketing Manager


