



Alex Patel, Chairperson
Fran Lindsey
Simon Webster
Stuart Whitaker

Palestine Tourism Advisory Board
7/28/16 Meeting Minutes to be presented on 10/19/16 for board approval

The Tourism Advisory Board of Palestine met on Wednesday, July 28, 2016, 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

Staff Present:

Mary Raum, ex-officio
A quorum was present.

CALL TO ORDER

Meeting was called to order at 4:07 p.m.

SPECIAL SESSION

- a) Acknowledge Mary Raum as Tourism Marketing Manager as ex-officio retroactive appointment from the date of hire, February 15, 2016. – Motion to approve was made by Board Member Stuart Whitaker, second by Board Member Fran Lindsey, none opposed, motion carried.
- b) Adjourn Special Session: 4:08pm

APPROVAL OF MINUTES

- a) Presentation of 10/21/15 Meeting Minutes
- b) Presentation of Amended 10/21/15 Meeting 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. Review Visitor Assessment & Short Term Action Plan Proposal: Marketing Manager, Mary Raum presented a submission of a Visitor Assessment & Short Term Plan proposal. The total cost for the assessment was just over \$14,000. The board discussed if there were other options for the same services and if there was a way to cut the program into phases so that it is more affordable over an extended period of time. Mary will go back to research if other CVB's have enlisted support services like this and will report at the next meeting.



2. Review and discuss preliminary budget 2016-17: Mary presented the budget that she has built up calling out line item additions including Palestine Athletic Complex, Alex Patel Soccer Complex and Special projects. The board discussed the importance of funding the athletic complexes to draw tourism and that we have the ability to support those facilities utilizing HOT Funds. Mary will continue to update the board as the process progresses.
3. Review Texas Sports Facility Guide marketing Opportunity: Mary presents the board with a marketing opportunity in the Texas Sports Facility Guide. Discussion was had about the timing of the publication and the scale of the ad and costs included in developing the ad. Mary will report on her decision at the next meeting.
4. Review and discuss Code of Ordinances and/or Bylaws: Mary brought up the job description being inconsistent with her job title. Will review with Tom Manskey to determine if changes are needed.

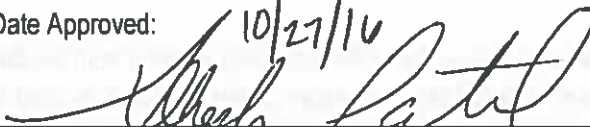
Staff Reports

1. Visitor Center Report – Mary reported that the Visitor Center Caboose painting is complete, plans for a holiday upgrade to the Dogwood jars
2. Marketing and Promotional Update – Reviewed the print and content projects in work, update on TV/Film exposure that is centered around Palestine, Facebook insights and top posts, and upcoming events. Also discussed were the open Board Member positions and the Board terms that are set to expire at the end of this fiscal year.

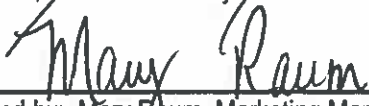
Adjourn

Motion to adjourn was made by Board Member Alex Patel, Board Member Simon Webster second the motion, meeting adjourned at 5:14 p.m.

Date Approved:

10/27/16


Alex Patel, Tourism Advisory Board Chairman



Prepared by: Mary Raum, Marketing Manager

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