



Alex Patel, Chairperson
Fran Lindsey
Simon Webster
Stuart Whitaker

**Palestine Tourism Advisory Board
8/24/16 Meeting Notes to be presented on 9/28/16 to Board**

The Tourism Advisory Board of Palestine met on Wednesday, August 24, 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
Stuart Whitaker
Simon Webster

Staff Present:

Mary Raum, ex-officio

A quorum was not present.

CALL TO ORDER

Meeting was called to order at 4:04 p.m. Mary noted that Fran Lindsey had notified her that she was not going to be in attendance due to business out of town.

PRESENTATION OF MINUTES – Minutes were provided but quorum was not present to approve. Item B was tabled.

- a) Presentation of 6/22/16 Meeting Minutes
- b) Presentation of 7/28/16 Meeting Minutes

Citizen Input: No citizens present

Discussion

1. **Review and Discuss Code of Ordinances and/or Bylaws with City Attorney:** The City Attorney was not present at this meeting, Tom Mansky, Director of Economic Development sat in as an advisor. Board discussed the ex-officio title in the code of ordinances is listed at "director of tourism". Also discussed was the quorum requirements. The code states, "A majority of the members of the tourism advisory board shall constitute a quorum for the transaction of business." Since we currently have 4 seat occupied, the argument could be made that a quorum currently requires a minimum of 3 board members. Do to the uncertainty of the code, the board agreed to hold on any business during this meeting and seek the advice of counsel.
2. **Review and Discuss HOT Application process and new checklist:** Mary reviewed the HOT Application Checklist that will be used by staff and management to determine if the applicant meets the requirements of the application. Upon reviewing a few questions came up which Mary will research and advise at the next meeting.
 1. Question 1 under Eligibility: Is the applicant required by law to be governed by a board of directors?



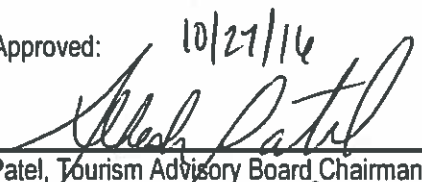
2. Application Process attachment requirement #2: Clarification is requested from THLA on the Statement of the Organizations Ability to Financially Support the Program
3. Eligibility, point #2: Inquire with THLA if the application can be updated to eliminate the words "applicant or" from the requirement limiting the grant to events being located in the City's corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City.

Staff Reports

1. Review and discuss 2016-17 Budget Planning/Council Requests – Mary shared the proposed budget that was submitted to City Council by the Finance Department. Upon discussion, there was great concern from all members in attendance about the significant drop in the overall budget and especially with the \$45,000 pulled out of the advertising budget while the Civic Center shows an increase in funding. The group discussed wanting to allocate \$15,000 to the sports complexes with 50% going toward sports marketing and promotion and 50% going toward enhancements and upgrades to the complexes. Also discussed was the potential expense related to a Visitor assessment study and discussion on if there was any feedback from similar sized communities on the effectiveness of the services offered by MindEcology. Mary would reach out and check some references and report back.
2. Visitor Center Report – Mary reported that they will implement geocaching once the keychains arrive and the key chains will also be for sale for \$3.00 inside the Visitor Center. Also will be ordering a new coloring book that will retail for \$5.00.
3. Marketing and Promotional Update – Update was presented on Print/content projects, Christmas in Palestine flyers, and TV/Film recap of current and future projects. Website and FB Analytics and Insights were reviewed as well as upcoming events.

Adjourn

Motion to adjourn was made by Board Member Alex Patel, Board Member Stuart Whitaker send the motion, meeting adjourned at 5:26 p.m.

Date Approved: 10/27/16

 Alex Patel, Tourism Advisory Board Chairman


 Prepared by: Mary Raum, Marketing Manager

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