

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, August 28, 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:

Simon Webster
Stuart Whitaker
Fran Lindsey
Susan Rand
Randi Stringham
Tim Patel
Staff present: Mary Raum & Rachel Nichols

CALL TO ORDER – REGULAR MEETING

Simon Webster 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 July 18, 2018 minutes meeting minutes M1: Fran Lindsey M2: Stuart Whitaker, Motion passed
2. Discussion on Chair and Vice Chair appointments. Simon mentioned he would proceed as Board Chairperson. Randi Stringham nominated Stuart Whitaker as the Vice-Chair. Fran Lindsey made a motion Simon Webster as Chairperson and Stuart Whitaker as Vice-Chairperson. Randi Stringham second the motion. All in favor, motion passed.
3. Palestine Tomorrow, Art Tracks Application – Review and discussion of the HOT application for the 2019 Art Tracks program. Mary called out the increase to the grant request is due to the limited funds available for Palestine Main Street and printing would not be able to be supported in the coming fiscal year. The increase in the application is to cover printing expenses. Motion was made to approve the requested amount of \$9,800.00 by Randi Stringham, Susan Rand second the motion, no further discussion, all were in favor, motion passed.
4. Texas State Railroad, Polar Express Marketing Application – Review and discussion of the HOT application for 2018 Polar Express radio advertising. With little discussion, Randi Stringham made a motion to approve \$15,000 to the Texas State Railroad, Simon Webster second the motion, no further discussion, all in favor, motion passed.
5. 2018-19 Budget discussion was held. Mary provided the board with an updated proposed budget that was in keeping with the shifts that were approved by City Council on Monday, August 20, 2018.
6. 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.
7. Board Topics and discussion
 - a. Cleanliness of Main Street – Discussion lead by Simon Webster about the state of the weeds within the Main Street District.
 - b. HOT Funds Council Decisions – Discussion led by Randi Stringham about asking City Council to invite Tourism board to discuss potential HOT Fund expenditures prior to allocation out of the HOT Fund Balance.

ADJOURN

With no other business to come before the Tourism Advisory Board, the meeting was adjourned by M1: Simon Webster M2: Stuart Whitaker at 5:35 p.m.

PASSED AND APPROVED THIS ^{10th} ~~12th~~ DAY OF ^{October} ~~September~~, 2018.



ATTEST:


Mary Raum, Tourism Marketing Manager