



Alex Patel, Chairperson
Fran Lindsey
Simon Webster
Stuart Whitaker

Palestine Tourism Advisory Board
9/28/16 Meeting Minutes to be presented on 10/19/16 for board approval

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

Staff Present:

Mary Raum, ex-officio
A quorum was present.

CALL TO ORDER

Meeting was called to order at 4:06 p.m.

APPROVAL OF MINUTES

- a) Presentation & Review of 6/22/16 Meeting Minutes
- b) Presentation & Review of 7/28/16 Meeting Minutes
- c) Presentation & Review of 8/24/16 Meeting Minutes

After review and discussion of the board meeting minutes, no motion was made to approve. It was noted that there were some updates needed for the 7/28/16 meeting minutes so those will be made and resubmitted at the next meeting.

Discussion

1. Main Street Sculpture Exhibit – Palestine Tomorrow Inc: Jean Mollard and Roderick Riley made a presentation to the Tourism Advisory Board on behalf of the Main Street Sculpture Exhibit that was submitted for HOT Funds assistance. After discussion, Alex Patel made a motion to approve the request in the amount of \$9,500 to go toward the Main Street Sculpture Exhibits for 2016-17. Stuart Whitaker made a second motion and with no further discussion, the motion was passed. The application will be presented at the next City Council Meeting for approval.
2. Review and discuss HOT Application process and new checklist: Mary presented the updated HOT Application checklist to the board for review. Mary reached out to THLA to review the application and checklist and based on the questions that were brought up by the board and all of the concerns were addressed by



Mr. Scott Joslove with THLA. The application will be submitted to the city attorney for the updates and will be updated on the city website once it is complete.

- 3. Soccer Complex Update: Alex Patel reported on the status of the Soccer Complex. They are on schedule to host a few tournaments for younger leagues in November.
- 4. Review and discuss Hotel Occupancy Receipts: Alex presented his rolling document for the Palestine, Texas Hotel Occupancy Receipts. He noted that he anticipates the numbers for August/September to be low based on his occupancy rates, but expects a good turnout for Nov/Dec.

Staff Reports

- 1. Visitor Center Report – Mary reported that YTD 35% of the VC traffic is from out of state compared to 26% LY. Also, the number of leads mailed out YTD is up 221% over the full year last year (2143 vs. 667)
- 2. Marketing and Promotional Update – Reviewed the print and content projects in work, update on TV/Film exposure that is centered around Palestine, El Camino 205 recap, Christmas in Palestine release, Facebook insights and top posts, and upcoming events.

Adjourn

Motion to adjourn was made by Board Member Alex Patel, Board Member Simon Webster second the motion, meeting adjourned at 5:33 p.m.

Date Approved:

10/27/14

Alex Patel

Alex Patel, Tourism Advisory Board Chairman

Mary Raum

Prepared by: Mary Raum, Marketing Manager

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