

Jackson Hanks, Chairperson
Shera Bowers, Vice Chairperson
Fran Lindsey
Stuart Whitaker

Alex Patel
Dawn Mailloux
Dana Goolsby

Palestine Tourism Advisory Board

09/30/15 Meeting Minutes to be presented on 10/21/2015 for board approval

The Tourism Advisory Board of Palestine met on Wednesday, September, 30 2015, 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:

Jackson Hanks
Dana Goolsby
Fran Lindsey
Stuart Whitaker
Alex Patel
Dawn Mailloux

Absent:

Shera Bowers

A quorum was present.

CALL TO ORDER

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

APPROVAL OF MINUTES

Alex Patel moved to approve the minutes for 9/30/2015.

Dana Goolsby 2nd. Upon vote, the minutes were unanimously approved.

CITIZEN COMMENT

Lemone Reece spoke on behalf of the Palestine Youth PYYA, an equal-opportunity that is designed to meet the needs of boys and girls in the sport of baseball/softball. It serves over 600 children in Anderson and surrounding counties. PYYA would like to host the Dixie State Baseball (T-Ball and 8U Age Group) tournament that brings in players and their families from all over Texas during July 4th weekend. The past tournaments has booked every hotel room in Palestine (for several days/average two rooms per player) and had an overflow in Jacksonville and Fairfield. This is a huge economic impact to the City of Palestine. Mr. Reece also stated the importance of updates to the baseball complex including bathrooms

(especially the women's bathroom), fields, parking and lights. If the fields are not updated, it's harder to convince organizations such as Dixie to bring state-wide tournaments to the Palestine.

Mary Jean Mollard spoke on behalf of Palestine Tomorrow Inc. for the 4th Annual Main Street Sculpture Exhibit. The Annual Main Street Sculpture Exhibit, also referred to "Art Tracks", is an outdoor sculpture program that is rotated every year. The sculptures are on loan between October through September. The juried pieces are located in highly visible spaces throughout the Main Street District. The purpose is to improve quality of life by helping the City to be more attractive both visually and economically through facilitating arts. The art project beautifies the intersections and corners of the historic district. It offers something for everyone 24/7 year round and it's free. The outdoor art has also been a great public relations piece for the City of Palestine and East Texas.

Moon Swanson spoke on behalf the 4th Annual 1836 Chuckwagon Race that is held every spring. The 1836 Chuckwagon Race is a 10 day event that takes place at Diamond B. Ranch. The race draws a nationwide audience of both spectators and competitors and is sanctioned by the National Championship Chuck Wagon Race Association. The event has had numerous featured articles in high profile magazines, including Texas Highways. It is a unique and authentic Texas event that includes a three day race, camping trail rides, demonstrations, unique food, clinics and live music.

Discussion and Possible Action Items

1). Discussion & possible action regarding HOT Funding Grants 2015/2016: Palestine Youth Athletic Association Dixie State Baseball Tournament: Staff recommended that the board approve \$10,000 requested by the PYYA for the Dixie State Tournament Bid. Alex Patel made the motion to accept staff recommendation to grant \$10,000 to the PYYA. Dana Goolsby 2nd. Upon voting, motion passed unanimously.

2). Discussion & possible action regarding HOT Funding Grants 2015: Main Street Sculpture Exhibit Staff recommended that the board approve the \$9,500 of the \$10,000 requested by Palestine Tomorrow Inc. for the 4th Annual Main Street Sculpture Exhibit installation. Dana Goolsby made the motion to accept staff recommendation to grant the \$9,500 to Palestine Tomorrow, Inc. Fran Lindsay 2nd. Upon voting passed 5-0, with Jackson Hanks abstaining, motion passed unanimously.

3). Discussion & possible action regarding HOT Funding Grants 2015: 4th Annual 1836 Chuckwagon Race: Staff recommended that the board approve \$10,000 for advertising the 4th Annual 1836 Chuckwagon Race. Dana Goolsby made the motion to accept staff recommendation to grant \$10,000 to the 4th Annual 1836 Chuckwagon Race. Alex Patel 2nd. Upon voting, motion passed unanimously.

Staff Reports

Staff reported on the upcoming Camino 205 Gravel Grinder Adventure (Saturday, October 3). The Camino 205 is cycling event that brings individuals from Kansas, Oklahoma, Louisiana and even Japan to Palestine. The 2nd Annual Event will start and finish in Old Town Palestine. There are four rides, including the 205-mile, 105-mile, 65-mile and 25-mile ride.

The new Visit Palestine tourism video was viewed by the Tourism Advisory Board. The video was produced over the summer and can be downloaded on www.visitpalestine.com, www.tourtexas.com, Trip Advisor and the Palestine Visitor Center Facebook. When launched on social media, the video reached 111,624 people, was viewed 48,500 times, had 378 likes and was shared 731 times.

Adjourn

Meeting adjourned at 5:15 p.m.

Date Approved: October 21, 2015



Jackson Hanks, Tourism Advisory Board Chairman

Signature unavailable

Prepared by: Breezy Lake-Wolfe, Marketing Manager

In compliance with the Americans with Disabilities Act, the City of Palestine will provide for reasonable accommodations for persons attending City Council meetings. Requests for accommodations or interpretive services must be made 48 hours prior to the meetings. Please contact the City Secretary's office for further information at 903-731-8414

I have been thinking about you a lot lately and how much I love you. You are my best friend and my soulmate. I can't wait to spend the rest of my life with you. You make me feel like a king and I want to take care of you forever. I love you more than anything in the world.

I love you
 forever
 and
 always
 your
 love
 [Signature]

I promise to love you, honor you, and protect you for the rest of my life. You are my everything and I will never let you go. I love you so much it hurts.