

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 Tuesday, October 27, 2020 at 4:02 PM. for the Regular Meeting in the Palestine City Council Chambers at 504 N. Queen Street, with the following people present via ZOOM and/or in person:

Randi Stringham
Tim Patel
Patty Smith
Fran Lindsey
Susan Rand
Patty Smith
Staff present: Mary Raum, Lisa Denton, Teresa Herrera
Guests Present: Amanda Hofmann

CALL TO ORDER - REGULAR MEETING

Tim Patel called the Regular Meeting to order at 4:02 p.m.

PUBLIC COMMENTS/ CITIZEN INPUT

None

REGULAR AGENDA

BOARD DISCUSSION AND ACTION ITEMS

1. Tourism Marketing Manager, Mary Raum, reported the September 2020 Tourism Report to the board.
2. Minutes for the September 29, 2020 Board meeting were reviewed. Motion to approve by Patty Smith, second by Susan Rand, none opposed, motion passed
3. Board discussion on coordinating a clean-up effort of the Community Forest Trails & Lakes facilitated by Patty Smith and Randi Stringham. Patty reported that there are some trees that need to be cleared out before a Community Clean Up effort would be safe and she has contacted the Texas Forestry Service to aide. They also want to partner with Fish & Wildlife to help stock the pond and coordinate some pig trapping. The trails have trees down and could use about three crews of 7, each with two chainsaws and volunteers to help clear the trails. They also want to clear spaces up to the bank to allow for bank fishing in some areas.
4. Board discussion on the Strategic Plan Nov/Dec focus for the staff and board. Areas of focus will be obtaining Dogwood Capital of Texas, Digitize the Black History Tour, managing the RFP inquiries for Wayfinding, partner with hotels to get zip code capture, build out Mural Program and review with City Council and maintain and manage the Christmas in Palestine marketing.

ADJOURN

With no other business to come before the Tourism Advisory Board, the meeting was adjourned by Tim Patel at 4:39.

PASSED AND APPROVED THIS 8th DAY OF December, 2020

ATTEST: Mary Raum Mary Raum, Tourism Marketing Manager