

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, May 4, 2021 at 4:00 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
Kasey Crutcher
Staff present: Mary Raum, Lisa Denton
Guests Present: Alex Montoya

CALL TO ORDER - REGULAR MEETING

Randi Stringham called the Regular Meeting to order at 4:06 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

None

PUBLIC COMMENTS

None

CONFLICT OF INTEREST DISCLOSURES

None

REGULAR AGENDA

MANAGERS REPORT

1. Tourism Marketing Manager, Mary Raum, reported the March 2021 Tourism Report to the board.

APPROVAL OF MINUTES

1. Minutes of the December 2020 Tourism Advisory Board Meeting were reviewed. Motion was made by Tim Patel to approve as written, second by Kasey Crutcher. All in favor, motion passed.
2. Minutes of the February 2021 Tourism Advisory Board Meeting were reviewed. Motion was made by Tim Patel to approve as written, second by Randi Stringham. All in favor, motion passed.
3. Minutes of the March 2021 Tourism Advisory Board Special Meeting were reviewed. Motion was made by Tim Patel to approve as written, second by Kasey Crutcher. All in favor, motion passed.

BOARD DISCUSSION AND ACTION ITEMS

1. Reviewed and discussed the Mural Arts Program created by staff. The program will utilize the Promotion of the Arts line item in the budget which cannot be more than 15% of the total income on an annual basis.
2. Discussion and update on the Palestine Community Forest Committee Project. Patty Smith shared an update on the initial meetings with the City and the committee. No action required.
3. Staff presented the HOT grant application for Topview Sports for the Camino 205 Gravel Adventure. Also presenting was Alex Montoya, the applicant, who shared the updates to the event and how it will affect the Hotel Occupancy levels with the new format requiring a minimum of at least one more room night than previous events. Motion to approve \$6,000.00 for Topview Sports was made by Patty Smith, second by Tim Patel. All in favor, none opposed, motion passed.

ADJOURN

With no other business to come before the Tourism Advisory Board, the meeting was adjourned by Tim Patel at 4:41pm.

PASSED AND APPROVED THIS 27 DAY OF July, 2021.

ATTEST: Mary Raum Mary Raum, Tourism Marketing Manager