

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
CITY OF PALESTINE §

The Tourism Advisory Board of the City of Palestine, Texas convened in a Special Meeting on Tuesday, November 2, 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:

Allison Freeman
Susan Rand
Amanda Hofmann
Patty Smith
Kasey Crutcher
Staff present: Mary Raum, April Jackson
Guests Present: Jean Mollard, Celia Polster

CALL TO ORDER – REGULAR MEETING

Patty Smith called the Regular Meeting to order at 4:00 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

None

PUBLIC COMMENTS

Celia Polster regarding to the Dogwood Arts Council HOT Grant Application.

CONFLICT OF INTEREST DISCLOSURES

None

REGULAR AGENDA

Directors Report – Staff presented ticket sales demographics from the Texas Jailhouse Haunted House.

APPROVAL OF MINUTES

1. Minutes from the October 7, 2021, Tourism Advisory Board meeting were presented. Susan Rand made a motion to approve the minutes as presented, Kasey Crutcher second the motion, all in favor, motion passed.

BOARD DISCUSSION AND ACTION ITEMS

1. Discussed the responsibilities of the Board Chair and Vice Chair positions. Susan Rand made a motion that Patty Smith be named as Board Chair, upon discussion and second by Allison Freeman. All in favor. Kasey Crutcher made a motion to nominate Amanda Hofmann as the Vice Chair of the Tourism Advisory Board. Motion was second by Susan Rand, all in favor, motion passed.
2. Review and consider the Mural Submissions for RFP 2021-007. A motion was made by Patty Smith to approve the proposal submitted by Diego Baracaldo. Susan Rand second the motion. All in favor, none opposed, motion passed.
3. Review and consider the Mural Submissions for RFP 2021-020 by Deanna Frye, Diego Baracaldo, and Dace Kidd. A motion was made by Susan Rand to discuss the proposals for RFP 2021-020, second by Allison Freeman. Upon presentation and discussion, a motion was made by Kasey Crutcher to approve the mural proposal by Deanna Frye in the amount of \$7,500.00, motion was second by Amanda Hofmann. All in favor, none opposed, motion passed.
4. Motions to review and consider the HOT Grant applications for Fiscal Year 2021/22 made by Kasey Crutcher and it was second by Susan Rand. Staff presented the score card results and reviewed the applications. Board discussion on rankings and relevancy. Kasey Crutcher made a motion to approve \$15,000.00 to the Texas State Railroad, \$7,500.00 to the Palestine Area Chamber of Commerce, \$5,000.00 for the Dogwood Classic, \$5,000.00 for the El Camino Gravel Challenge, \$15,000.00 Texas Jailhouse, and postpone recommendations for Mt Vernon AME Church and