

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

The Tourism Advisory Board of the City of Palestine convened in a Regular Meeting on Tuesday, May 23, 2023, at 4:00 p.m., in the City Hall Conference Room, 504 N. Queen Street, Palestine, Texas, with the following people present: Chair Patty Smith; Board Members Amanda Hoffman, Daniel Hennessee, Susan Rand, and Veer Patel.

Staff present: Tourism Marketing Manager Katie Beth Henry and City Secretary April Jackson.

Board Members Michael Nichols and Kasey Crutcher were absent.

CALL TO ORDER

With a quorum present, Chair Patty Smith called the meeting to order at 4:03 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

There were none.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

DIRECTOR'S REPORT

Tourism Marketing Manager Katie Beth Henry presented the Tourism Monthly Report for April 2023.

APPROVAL OF MINUTES

1. Consider approval of minutes from the February 28, 2023, meeting.

Motion by Board Member Amanda Hoffman, seconded by Board Member Daniel Hennessee, to approve the item as presented. Upon vote, the motion carried 5-0.

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding the Tourism Advisory Board Strategic Plan.

Staff reported on the following: current budget adjustments for Fiscal Year 2023-2024, the completion of the website refresh, the progress of the FAM Tours and Advocacy Pillars, and itineraries for guests visiting Palestine.

Staff also reported that the HOT Grant applications were open to the public, and the filing deadline is June 16, 2023. The Tourism Advisory Board will review applications during their June and July Board meetings.

- Informed of current budget adjustments for 2023-2024
- Informed that website refresh was complete
- FAM tours and Advocacy Pillars are still in the works
- HOT Grants applications are live, deadline is June 16th with planned board reviews at June & July board meetings
- Show and explained premade itineraries for guests coming to town in both the Visit Palestine app as well as PDF form that can be emailed to upcoming guests or printed and available at the VC and hotels.

ADJOURN

With no other business to come before the board, the meeting was adjourned at 4:43 p.m.

PASSED AND APPROVED THIS 27TH DAY OF JUNE 2023.


Patty Smith, Chair

ATTEST:


Katie Beth Henry, Tourism Marketing Manager