

Patty Smith, Chair
Amanda Hoffmann, Vice-Chair
Daniel Hennessee, Board Member
Michael Nichols, Board Member
Susan Rand, Board Member
Edward Mondich, Board Member
Kasey Crutcher, Board Member

Cassie Boyd,
Tourism Marketing Manager



**NOTICE OF MEETING
TOURISM ADVISORY BOARD
February 27, 2024
4:00 PM
City Hall Conference Room
504 N. Queen Street
Palestine, TX**

Zoom Link:

<https://us02web.zoom.us/j/84504193949?pwd=U045T1luV09PbVVBUEw1FYzA3WmNUdz09>

Meeting ID: 845 0419 3949
Passcode: 218232

One tap mobile
+13462487799,,84504193949#,,, *218232# US

Note: when you are joining a Zoom meeting by phone, you can use your phone's dial pad to enter the commands *6 for toggling mute/unmute and *9 to "raise your hand."

Follow us live at: facebook.com/palestinety/

A. CALL TO ORDER

B. PROPOSED CHANGES OF AGENDA ITEMS

C. PUBLIC COMMENTS

Any citizen wishing to speak during public comments regarding an item on or off the agenda may do so during this section of the agenda. All comments must be no more than five minutes in length. Any comments regarding items, not on the posted agenda may not be discussed or responded to by the Board. Members of the public may join via Zoom or in person.

D. CONFLICT OF INTEREST DISCLOSURES

E. MANAGER'S REPORT

1. Review January 2024 Tourism Monthly Report
2. Review Fiscal Year 2022-2023 Hotel Occupancy Tax Annual Report

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the January 23, 2024, meeting.

G. DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding establishing a temporary Hotel Occupancy Tax Grant Committee.

H. **ADJOURNMENT**

I certify that the above Notice of Meeting was posted on the outdoor bulletin board at the main entrance to City Hall, 504 N. Queen Street, Palestine, Texas, in compliance with Chapter 551 of the Texas Government Code on **Friday, February 23, 2024, at 4:30 p.m.**

A handwritten signature in blue ink that reads "April Jackson". The signature is written in a cursive style and is positioned above a horizontal line.

April Jackson, City Secretary

IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA) PERSONS IN NEED OF SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, CONTACT THE CITY SECRETARY'S OFFICE VIA EMAIL AT citysecretary@palestine-tx.org or 903-731-8414.



Agenda Date: 02/27/2024
To: Tourism Advisory Board
From: Cassie Boyd, Tourism Marketing Manager
Agenda Item: Review January 2024 Tourism Report
Date Submitted: 02/21/2024

SUMMARY:

Report on activities that took place in January 2024.

RECOMMENDED ACTION:

No action is required.

CITY MANAGER APPROVAL:

Attachments

January '24 Tourism Report

Contact: Cassie Boyd
City of Palestine
Phone: (903) 723-3014
Direct: (903) 723-3053

825 W. Spring St.
Palestine, TX 75801
tourism@palestine-tx.org



TOURISM REPORT – JANUARY 2024

Hotel Occupancy Income Tax Collected/STR Reporting

	January 2024	January 2023	+/- to Last Year	Year-to-Date
Occupancy	55.9%	44.3%	+26.2%	+26.2%
Average Daily Rate (ADR)	\$80.36	\$79.13	+1.5%	+1.5%
Revenue Per Avail. Room (RevPAR)	\$44.94	\$35.07	+28.1%	+28.1%
Revenue	\$962,580	\$751,140	+28.1%	+28.1%

*Census includes 8 hotels, 691 rooms. (8 of 10 hotels reporting)

Accomplishments, Activities & Successes

- **Attended the Northeast Texas Tourism Council meeting in Lindale, TX**
- **Dogwood Celebration information updated on website, and flyer**
- **Planning continues for Eclipse at the Airport**

Marketing:

- Advertisements/articles submitted to be published with: County Line, AJR (TX Highways), Texas Monthly.
- Restarted social media posts.
- Updates to many areas of our website, including addition of Alt-Text for ADA Compliance.

Main Street

- Downtown Revitalization project began!
- Work with Railroad Heritage Center.

Visitor Center:

- 97 Visitors
- Rearranged furniture, cleaned and restocked visitor materials before Dogwood Celebration begins.
- Decided on which items to order as visitor items for purchase and for gifts
- Prepared welcome bags for 6 people



Agenda Date: 02/27/2024
To: Tourism Advisory Board
From: Cassie Boyd, Tourism Marketing Manager
Agenda Item: FY22-23 Hotel Occupancy Tax Annual Report
Date Submitted: 02/23/2024

SUMMARY:

FY22-23 Hotel Occupancy Tax Annual Report. This information was provided to the Texas Comptroller of Public Accounts in our annual report. FY 22-23 total expenses were much lower than budgeted due to staff changes mid-year. FY 23-24 may also be lower than anticipated/budgeted for the same reason.

RECOMMENDED ACTION:

No action is required.

CITY MANAGER APPROVAL:

Attachments

FY22-23 HOT Report

Texas Comptroller's Annual Local Hotel Occupancy Tax (HOT) Report

Municipality Name	Palestine
Report Year (most recent completed fiscal year)	2023
Contact Name	Cassie Boyd
Contact Phone	903-723-3053
Contact Email	tourism@palestine-tx.org
Municipality's HOT Information	
Rate (%)	7%
Amount of annual revenue collected	\$707,368
Amounts (\$) allocated for non-population bracketed beneficiaries of revenue	
Convention or Information Centers	\$136,296
Registering convention delegates	\$112
Advertising to attract tourists	\$105,033
The promotion and improvement of the arts	\$6,405
Historical restoration and preservation projects	\$21,399
Signage directing the public to sights and attractions	\$685
Percent of total for non-population bracketed beneficiaries of revenue	
Convention or Information Centers	19.27%
Registering convention delegates	0.00%
Advertising to attract tourists	14.85%
The promotion and improvement of the arts	0.91%
Historical restoration and preservation projects	3.03%
Signage directing the public to sights and attractions	0.10%
Municipality's sports and community venue tax information	
Rate (%)	0.00%
Amount of annual revenue collected	\$0



Agenda Date: 02/27/2024
To: Tourism Advisory Board
From: Cassie Boyd, Tourism Marketing Manager
Agenda Item: Consider approval of minutes from the January 23, 2024 meeting.
Date Submitted: 02/21/2024

SUMMARY:

Consider approval of minutes from the January 23, 2024 meeting.

RECOMMENDED ACTION:

Consider approval of minutes from the January 23, 2024 meeting.

CITY MANAGER APPROVAL:

Attachments

January 23, 2024 TAB Minutes

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, January 23, 2024, 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 Michael Nichols, Susan Rand, Edward Mondich, and Kasey Crutcher.

Staff present: Tourism Marketing Manager Cassie Boyd and City Manager Administrative Assistant, Wendy Colotta.

Vice-Chair, Amanda Hoffmann, and Board Member Daniel Hennessee were absent.

CALL TO ORDER

With a quorum present, Chair Patty Smith called the meeting to order at 4:09 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 November and December 2023.

APPROVAL OF MINUTES

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

Motion by Board Member Edward Mondich, seconded by Board Member Susan Rand, to approve the items as presented. Upon vote, the motion carried 5-0.

DISCUSSION AND ACTION ITEMS

1. Discussion about setting a joint grant meeting with Palestine Economic Development.

No action was taken.

ADJOURN

With no other business to come before the board, the meeting was adjourned at 4:52 p.m.

PASSED AND APPROVED THIS TH DAY OF February, 27 2024.

ATTEST:

Patty Smith, Chair

Cassie Boyd, Tourism Marketing Manager



Agenda Date: 02/27/2024
To: Tourism Advisory Board
From: Cassie Boyd, Tourism Marketing Manager
Agenda Item: Establish a temporary HOT Grant Committee
Date Submitted: 02/22/2024

SUMMARY:

Discussion and action to establish a temporary committee to work on the current HOT Grant application and associated documents. It has come to our attention as a result of training provided by Texas Travel Alliance, that the current grant application requests information not relevant to HOT grants, and our current standards for granting funds are not within best practices. The Committee will establish best practice, rewrite application, post report, and form acceptance/denial form letters and any other documents deemed necessary for administering our HOT grants. Final approval of the grant application and supporting documents will be voted on at the March 2024 meeting. Request not more than 3 members.

RECOMMENDED ACTION:

Staff recommends forming a HOT Grant Committee with a chair person, and not more than 2 additional members.

CITY MANAGER APPROVAL:
