

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 Ham,
Tourism Marketing Manager



**NOTICE OF MEETING
TOURISM ADVISORY BOARD**

May 30, 2024

4:00 PM

**City Hall Conference Room
504 N. Queen Street
Palestine, TX**

Zoom Link:

<https://us02web.zoom.us/j/87109602214?pwd=7ZEvRU1avL1TbgnBb7IrVZqLdphPYG.1>

Meeting ID: 871 0960 2214

Passcode: 685430

-One tap mobile

+13462487799,,87109602214#,,, *685430# 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/](https://www.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 April 2024 Tourism Monthly Report

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the May 22, 2024, meeting.

G. DISCUSSION AND ACTION ITEMS

1. Discussion regarding a possible Arts & Culture Enhancement Project for Palestine I.S.D.
2. Discussion and possible action regarding Hotel Occupancy Tax Grant Applications.

H. **CLOSED SESSION**

The Tourism Advisory Board will go into Closed Session pursuant to Texas Government Code, Chapter 551, Subchapter D.

1. Section 551.087 deliberation regarding Economic Development negotiations: Hotel Occupancy Tax Grant Applications

I. **RECONVENE IN REGULAR SESSION**

1. Take any action necessary regarding Economic Development negotiations: Hotel Occupancy Tax Grant Applications

J. **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, May 24, 2024., at 12:30 p.m.**



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: 05/30/2024
To: Tourism Advisory Board
From: Cassie Ham, Tourism Marketing Manager
Agenda Item: Manager's Report for the month of April 2024
Date Submitted: 05/23/2024

SUMMARY:

Review the Tourism Manager's report for the Month of April 2024.

RECOMMENDED ACTION:

No action required.

CITY MANAGER APPROVAL:

Attachments

Tourism Report April 2024

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

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



TOURISM REPORT – APRIL 2024

Hotel Occupancy Income Tax Collected/STR Reporting

	April 2024	April 2023	+/- to Last Year	Year-to-Date
Occupancy	67.4%	57.5%	+17.1%	+18.8%
Average Daily Rate (ADR)	\$93.58	\$90.92	+2.9%	+1.0%
Revenue Per Avail. Room (RevPAR)	\$63.03	\$52.29	+20.5%	+20.0%
Revenue	\$1,338,769	\$1,110,711	+20.5%	+20.0%

*Census includes 8 hotels, 708 rooms. (8 of 11 hotels reporting)

Accomplishments, Activities & Successes

- **Solar Eclipse Event was a success, despite the challenges of weather and late venue change.**
- **Wiggy Thump was successful again – full occupancy!**
- **HOT Grant Workshop, presented by Shane Wilhelm for public wishing to apply for grant – recording available on Tourism Advisory Board page on City of Palestine website.**

Marketing:

- Watched demonstrations from various tools to enhance reporting and/or visitor experience.
- Worked with entities to understand the new HOT grant process and complete the application.
- Completed post-event evaluations on all Dogwood centered events, and special events, such as Solar Eclipse and Wiggy Thump

Main Street

- Continued work with businesses dealing with challenges from the Downtown Revitalization project.
- Weekly Farmer's Market and other Main Street activities.
- Quarterly programmatic reporting

Visitor Center:

- Working on cross-training staff to effectively complete all daily/weekly/monthly activities.
- Mailed 288 visitor guides to leads that have been generated since 2023 – developed plan to mail at least once monthly to new leads generated by various publications.



Agenda Date: 05/30/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Consider approval of minutes from the May 22, 2024 Tourism Advisory Board meeting

Date Submitted: 05/23/2024

SUMMARY:

Consider approval of the minutes for the May 22, 2024 meeting of the Tourism Advisory Board.

RECOMMENDED ACTION:

Staff recommends approving the minutes as presented.

CITY MANAGER APPROVAL:

Attachments

May 22, 2024 TAB Meeting Minutes

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

The Tourism Advisory Board of the City of Palestine convened in a Special Meeting on Wednesday, May 22, 2024, at 3:00 p.m., in the City Council Chambers, 504 N. Queen Street, Palestine, Texas, with the following people present: Chair Patty Smith, and members Michael Nichols, Edward Mondich, and Daniel Hennessee.

Staff present: Tourism Marketing Manager Cassie Ham and City Manager's Administrative Assistant, Casey DeBord

Not Present: Board Vice-Chair Amanda Hofmann, Board Members Kasey Crutcher and Cristy Buckner

CALL TO ORDER

With a quorum present, Chair Patty Smith called the meeting to order at 3:02 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

Tourism Manager requested that item number 4 on Discussion and Action Items be moved to item number 1 on Discussion and Action Items.

PUBLIC COMMENTS

Ms. Tabitha Enge spoke regarding previous HOT Funds granted to Mt. Vernon AME Church.

CONFLICT OF INTEREST DISCLOSURES

There were none.

DIRECTOR'S REPORT

Tourism Marketing Manager Cassie Boyd presented the Tourism Monthly Report for March 2024.

APPROVAL OF MINUTES

1. Consider approval of minutes from the March 26, 2024 meeting.

Motion by Board Member Edward Mondich, seconded by Board Member Michael Nichols, to approve the item as presented. Upon vote, the motion carried 4-0.

DISCUSSION AND ACTION ITEMS

1. Discussion about the 11 Hotel Occupancy Tax Funding Applications. The following people made presentations about their grant applications:
 - a. Rhonda Herrington for Dance Effect (PISD), Synergy Dance Competition (PISD), and Rotary District Conference.

- b. Sofia Ontiveros on behalf of Cinco De Mayo Celebration and Hispanic Heritage Month Celebration.
- c. Sonia Martinez on behalf of Texas Jailhouse Locked in Fear and Texas Jailhouse Grinch's Lair.
- d. Amy Parady on behalf of the Texas State Railroad General Season and Polar Express Train Rides.
- e. Tourism Manager, Cassie Ham read the following grant applications because the applicants were not present: Chamber of Commerce Dogwood Festival, Chamber of Commerce Hot Pepper Festival, and Palestine YMCA Fall and Spring Tournaments.

No action was taken on any grant funding application.

- 2. Discussion regarding Arts & Cultural Enhancement Project Grant for the Texas Historic Theater and Palestine Community Theater, not to exceed \$18,000 for improvements to the sound system in the theater. Ms. Linda McDonald presented the proposal for the project. No action was taken by the board.
- 3. Discuss a possible Arts & Cultural Enhancement Project Grant for a mural located at 310 W. Oak Street, facing the Redlands Hotel parking lot. Ms. Rona Lacey presented the proposal for the project. No action was taken by the board.
- 4. Discussion regarding a possible Historical Restoration and Preservation Project Grant for Mt. Vernon AME Church in the amount of \$30,000. Ms. Tabitha Enge presented the project proposal. No action was taken by the board.

ADJOURN

With no other business to come before the board, the meeting was adjourned at 4:20 p.m.

PASSED AND APPROVED THIS 30th DAY OF May 2024.

ATTEST:

Patty Smith, Chair

Cassie Ham,
Tourism Marketing Manager



Agenda Date: 05/30/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Discussion regarding a possible Arts & Culture Enhancement project for Palestine ISD

Date Submitted: 05/23/2024

SUMMARY:

Palestine Independent School District's High School Auditorium has become the main and an important facility for our community. It has been accessible to all and there are groups in our community that depend on this facility. Palestine ISD has also done its due diligence by bringing outside events to our community. They also do not coincide with another event that is happening in our community. These have and will benefit our community, currently and in the future. The school district has ensured a clean, safe and comfortable environment for these events. The district recently replaced all the lighting in the auditorium this past August with all LED lighting, sound board and lighting board with an overall cost of \$64,816.50. But it is time to replace individual microphones (wireless and wired and receivers), cables, etc.

We are asking for \$11,416.95 to replace and add to the sound equipment. With the materials identified in the quote PISD can continue to meet the needs of our community.

The current remaining budget for FY 2023-2024 is \$34,239.50, and the proposed budgeted amount (subject to change with approved budget) is \$70,000. There are not currently any outstanding purchase orders or encumbrances for those funds.

RECOMMENDED ACTION:

No action is necessary, may be discussed during closed session.

CITY MANAGER APPROVAL:

Attachments

PISD Arts Grant Proposal

PISD Invoice

PISD PO Detail

Sound Techs 1

Sound Techs 2

PISD Shopping List

PALESTINE INDEPENDENT SCHOOL DISTRICT

PROPOSAL

May 23, 2024

Tourism Advisory Board

Palestine Independent School District's High School Auditorium has become the main and an important facility for our community. It has been accessible to all and there are groups in our community that depend on this facility.

When the PHS auditorium was built it was not planned to be a community hub for events. Since the Civic Center was closed we have become this hub, there is no other facility that can or will host community and outside events and we are meeting their needs.

Palestine ISD has also done its due diligence by bringing outside events to our community. They also do not coincide with another event that is happening in our community. These have and will benefit our community, currently and in the future.

Events Hosted and Hosting:

- Dogwood Jamboree – 4 times a year (1,000 attendance)
- Anderson County Community Chorus -2 times a year (1,400 attendance)
- The Dance Effect Competition (moved from Tyler) –February (Yearly) (3day event) (350 girls with families) (20 dance studios, ex Longview, Lindale, Nacogdoches, Sulphur Springs, Dallas, Lufkin) Event is from 7:30am until 11pm so they spend the night)
- Synergy Dance Competition (moved from Tyler) –March (Yearly) (3day event) (550 girls with families) 28 dance studios
- Art Sherrod Concert for the Palestine Public Library (Memorial Board) (400 attendance)
- The Academy of Dance Recital (400 attendance)
- New Creations Dance Recital (1,200 attendance)
- District One Act Play Competitions (160 attendance)
- Piatigorsky Foundation Concert for Dogwood Arts Council (400 attendance)
- Texas Agriculture Extension Office Presentation (100 attendance)
- Sheriff's Department First Responders Presentation for Area Law Enforcement
- ACCESS Presentation to all area school teachers (800 attendance)
- Palestine Jr Service League Theatre show for Area school Children (500 attendance)
- Area Church Revivals (100 attendance)
- Presentation for area schools
- Provide facility for other area school districts events
- Rotary District 5910 Conference – 3 day weekend (200 attendance)

The school district has ensured a clean, safe and comfortable environment for these events. The district recently replaced all the lighting in the auditorium this past August with all LED lighting, sound board and lighting board with an overall cost of \$64,816.50. But it is time to replace individual microphones (wireless and wired and receivers), cables, etc.

We are asking for **\$11,416.95** to replace and add to the sound equipment. With the materials identified in the quote PISD can continue to meet the needs of our community.

Rhonda Herrington
Palestine Independent School District
Fine Arts Director
903-724-8515

QUOTE

• 4 digital receivers and transmitters	\$ 7, 185.00
• 4 digital handheld microphones	\$ 2,856.00
• 8 SHURE SM58 Cardioid Dynamic Vocal Microphones	\$ 1,065.97
• 2 Multimedia Direct box PRO AV2 M	\$ 248.00
• XLR Cables 2 pack – (50ft each)	\$ 36.99
• Instrument Cables 2 pack (25ft each)	<u>\$ 24.99</u>
	\$11,416.95

Purchase Order Number**8302201136**

Due Date : 05/24/2022

Ship Date : 05/24/2022

Fiscal Year : 2021-2022

VENDOR:

Sound Techs - Advent Systems Inc
1611 South First Street
Lufkin, TX 75901

DELIVER TO:

Palestine ISD Transportation/Maintenance
1301 S Royall
Palestine, TX 75801
903-731-8038

Attention To: Jacob Wheeler

INVOICED TO:

Palestine ISD Administration Office
1007 E Park Avenue
Palestine, TX 75801
903-731-8000

Purchase Order Description: High School Auditorium Upgrades

Quantity	Item	Description	Unit Cost	Amount
1.00000		High School Auditorium Upgrades	63,816.5000	63,816.50
			Total:	\$63,816.50

Account	Amount by Account
199 E 51 6395 00 999 0 99 000	63,816.50

Approved by:

**Tax Exemptions**

Exempt under Chapter 20, Title 122A,
State of Texas, Federal I.D. 75-6002185

1. This order is subject to the terms and conditions shown on the face thereof. No changes or back orders may be made without written consent of the Director of Purchasing or Authorized Agent.
2. Buyer and seller agree to waive the provisions of Title 20, Art 601. General Services Purchasing.
3. All prices are F.O.B. destination. Unless otherwise stated on his form, no freight or handling charges will be paid.
4. The Palestine Independent School District assumes no liability for purchases not included on this form and signed by the Director of Purchasing or Authorized Agent.

Palestine ISD

Jacob Wheeler

903-948-9886

jwheeler@palestineschools.org**Sound Techs**

Tim Sprinkle

936-632-8484

tim@soundtechs.com**High School Auditorium Upgrades**

QTY	MAKE	MODEL	DESCRIPTION	UNIT	EXTENDED
28	Chauvet	Colorado 1 Quad Zoom	Pro Garde multicolored LED Lighting fixtures with zooming capabilities	\$ 800.00	\$ 22,400.00
28	Chauvet	SlimPar Pro Q USB	Pro Grade multicolored LED Lighting fixtures for over stage	\$ 329.00	\$ 9,212.00
1	ChamSys	ChamQuickQ 30	Pro Grade 4 universe LED Lighting Controller	\$ 4,100.00	\$ 4,100.00
1	Chauvet	Datastream 8	8 channel DMX isolation splitter	\$ 389.00	\$ 389.00
1	Light	AR1202	12 channel architectural dimmer	\$ 2,999.00	\$ 2,999.00
1	Light	SR516D or W	16 channel scene recall station in sound booth	\$ 749.25	\$ 749.25
3	Light	AC1109W	8 channel scene recall stations at existing doorways	\$ 276.75	\$ 830.25
56	Chauvet	Essentials	Heavy duty C clamps, safety cables, DMX Jumpers and Powercon jumpers for each fixture	\$ 90.00	\$ 5,040.00
1	DMX	Wiring	DMX homerun wires to all proper locations	\$ 400.00	\$ 400.00
1	Yamaha	TF5	Digital mixing console	\$ 2,999.00	\$ 2,999.00
2	Yamaha	Tio 1608-D	16 in 8 out digital stage boxes	\$ 1,149.00	\$ 2,298.00
1	Category	Wiring	Category wiring for mixer and stage boxes	\$ 400.00	\$ 400.00
1	Projector	Relocation	Relocate existing projector to under sound booth (Includes wiring/does not include electrical)	\$ 750.00	\$ 750.00
1	ST	Installation	Installation labor, testing, tuning, programming and training	\$ 11,250.00	\$ 11,250.00
			Optional Projector upgrade budget should be \$24,500.00 for the proper laser projector and long throw lense		
			School to provide proper house light bulbs and fixtures for house lighting control to be incorporated into stage lighting controls		
			School to provide all necessary electrical work at proper locations		\$ -
			Sound Techs is an approved Region 7 bidder		\$ -

SUB**\$ 63,816.50**

Palestine ISD HS

Rhonda Herrington

903-724-8515

rherrington@palestineschools.org**SoundTechs**
consultation • design • installation • training • service**Sound Techs**

Tim Sprinkle

936-632-8484

tim@soundtechs.com**Replacement Wireless systems for faulty systems in the Auditorium**

QTY	MAKE	MODEL	DESCRIPTION	UNIT	EXTENDED
4	Shure	ULXD4=-G50	Wireless Digital Receivers	\$ 1,125.00	\$ 4,500.00
4	Shure	ULXD1=G50	Wireless Digital Beltpacks Transmitters	\$ 565.00	\$ 2,260.00
1	Sound Techs	Installation	Installation labor, testing, tuning, programming, training, etc...	\$ 425.00	\$ 425.00
			Reuse existing microphones and plug them into the new beltpacks		

SUB \$ 7,185.00

SoundTechs
Ethan Sprinkle
(936) 632-8484
ethan@soundtechs.com



SoundTechs
consultation • design • installation • training • service

Palestine ISD Choir
Rhonda herrington
(903) 724 - 8515
rherrington@palestineschools.org

QTY	Brand	Model	Description	Price/Item	Price
4	Shure	ULXD2=G50	Wireless digital Beta58 Transmitters	\$ 714.00	\$ 2,856.00
1				\$ -	\$ -
1				\$ -	\$ -
1			Note: Shipping &/or Labor to install is not included in this quote.	\$ -	\$ -
1				\$ -	\$ -
1				\$ -	\$ -
1			Buy Board#739-24	\$ -	\$ -
1				\$ -	\$ -
1				\$ -	\$ -
1				\$ -	\$ -
1				\$ -	\$ -
1				\$ -	\$ -
1				\$ -	\$ -
1				\$ -	\$ -
1				\$ -	\$ -
Note: Customer responsible for electrical at the appropriate locations.					
Note: Price listed below does not include taxes.					

Subtotal \$ 2,856.00

Deliver to Rhonda
Palestine 75801

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11

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Terms apply.

Current subtotal: \$1,065.97

Gift Card savings: - \$125.00**Cost after savings: \$940.97**[Learn more](#)

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Price



Radial Engineering ProAV2 Stereo Passive Multimedia

\$219.99

Only 2 left in stock - order soon.

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Qty: 1

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XLR Cables 50FT/16M 2 Packs, Premium Heavy Duty

\$36.99

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Size: 50FT

Qty: 1

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Gearlux Instrument Cable/Professional Guitar

\$24.99

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Size: 25 Ft

Style: Straight-Straight

Color: 2 Pack

Qty: 1

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Dynamic Vocal Microphone

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Limited time deal

\$98.00

Typical price:

~~\$109.00~~

Qty: 8

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Your Orders
Shipping Rates & Policies
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Recalls and Product Safety Alerts
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IMDb Movies, TV & Celebrities	IMDbPro Get Info Entertainment Professionals Need	Kindle Direct Publishing Indie Digital & Print Publishing Made Easy	Amazon Photos Unlimited Photo Storage Free With Prime	Prime Video Direct Video Distribution Made Easy	Shopbop Designer Fashion Brands	Amazon Warehouse Great Deals on Quality Used Products
Whole Foods Market America's Healthiest Grocery Store	Woot! Deals and Shenanigans	Zappos Shoes & Clothing	Ring Smart Home Security Systems	eero WiFi Stream 4K Video in Every Room	Blink Smart Security for Every Home	Neighbors App Real-Time Crime & Safety Alerts
		Amazon Subscription Boxes Top subscription boxes – right to your door	PillPack Pharmacy Simplified	Amazon Renewed Like-new products you can trust		



Agenda Date: 05/30/2024
To: Tourism Advisory Board
From: Cassie Ham, Tourism Marketing Manager
Agenda Item: Action on Hotel Occupancy Tax Event Funding Applications and HOT Funding Proposals
Date Submitted: 05/23/2024

SUMMARY:

Possible action on 11 Hotel Occupancy Tax Event Funding Applications for the following applicants:

Palestine ISD - Dance Effect Competition
Palestine ISD - Synergy Dance Competition
Rotary Club of Palestine - Rotary District Conference
Palestine Area Chamber of Commerce - Dogwood Festival
Palestine Area Chamber of Commerce - Hot Pepper Festival
Sofia Life Academy - Cinco De Mayo Festival
Sofia Life Academy - Hispanic Heritage Month Celebration
Texas Jailhouse - Locked in Fear
Texas Jailhouse - Grinch's Lair
Texas State Railroad - Annual Train Rides (Variou Themes)
YMCA - Fall and Spring Soccer Tournaments

and also on the following HOT Funding Proposals:

Arts and Culture Enhancement for Texas Theater
Arts and Culture Enhancement for 310 W. Oak Mural
Historical Preservation or Restoration for Mt. Vernon AME Church
Arts and Culture Enhancement for Palestine ISD

RECOMMENDED ACTION:

Staff recommends Tourism Advisory Board votes to approve or deny HOT Funding for the listed applicants.

CITY MANAGER APPROVAL:



Agenda Date: 05/30/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Discussion of Hotel Occupancy Tax Event Funding Applications and HOT Funding Proposals

Date Submitted: 05/23/2024

SUMMARY:

Discussion of the 11 Hotel Occupancy Tax Event Funding Applications and 4 Proposals (3 Arts and Culture Enhancement and 1 Historical Preservation/Restoration) presented before the Tourism Advisory Board on May 22, 2024, and during Discussion and Action Items during the May 30, 2024 meeting.

RECOMMENDED ACTION:

No action is to be taken during closed session. Reconvene in regular session.

CITY MANAGER APPROVAL:
