

Patty Smith, Chair
Daniel Hennessee, Board Member
Michael Nichols, Board Member
Cristy Buckner, Board Member
Edward Mondich, Board Member
Mike Ezzell, Board Member
Kasey Crutcher, Board Member

Cassie Ham,
Tourism Marketing Manager



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

Zoom Link:

<https://us02web.zoom.us/j/89403810970?pwd=MchHaDBXhAX6HrlzYaTIJPfytTwCa.1>

Meeting ID: 894 0381 0970
Passcode: 758147

One tap mobile
+13462487799,,89403810970#,,, *758147# 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 the September 2024 Tourism Monthly Report

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the September 24, 2024, meeting.

G. DISCUSSION AND ACTION ITEMS

1. Review the Mural Arts Program.
2. Review the training document "The Hotel Tax Two-Step" provided by TML to gain a general understanding of the legal uses of Hotel Occupancy Tax.

3. Discussion and possible action regarding an Arts & Cultural Enhancement Project Grant through the Mural Arts Program for a mural located at 310 W. Oak Street for Fiscal Year 2024-2025.
4. Discussion and possible action regarding amending the meeting schedule for November and December 2024.
5. Discussion and possible action regarding the appointment of the Tourism Advisory Board Chair and Vice-Chair.

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 **Thursday, October 31, 2024., at 11:30 a.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: 11/04/2024
To: Tourism Advisory Board
From: April Jackson, City Secretary
Agenda Item: Manager's Report for the month of September 2024
Date Submitted: 10/28/2024

SUMMARY:

Review the September 2024 Tourism Report.

RECOMMENDED ACTION:

No action is necessary.

CITY MANAGER APPROVAL:

Attachments

September 2024 Tourism Report



TOURISM REPORT – SEPTEMBER 2024

Hotel Occupancy Income Tax Collected/STR Reporting

	September 2024	September 2023	+/- to Last Year	Year-to-Date
Occupancy	54.3%	59.4%	-8.6%	+15.0%
Average Daily Rate (ADR)	\$90.50	\$85.73	+5.6%	+3.8%
Revenue Per Avail. Room (RevPAR)	\$49.12	\$50.83	-3.6%	+19.4%
Revenue	\$1,043,235	\$1,081,788	-3.6%	+19.4%

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

Accomplishments, Activities & Successes

- **Finalized Holiday 2024 schedule of events and continued promotions**
- **Updated website with Christmas 2024 events**
- **Submitted print and digital ads to 10 different publications (excluding social media)**

Marketing:

- Focused on streamlining submission process for all publications & events calendars.
- Collected events for Christmas in Palestine advertising, and designed advertisements, flyers, mailers, etc.
- Scheduled an estimated 6,000,000 online impressions during the months leading into and including the holiday season; this is over print publication distribution.
- Attended the Forest Trail Region Board Meeting
- Attended the North East Texas Tourism Council Meeting

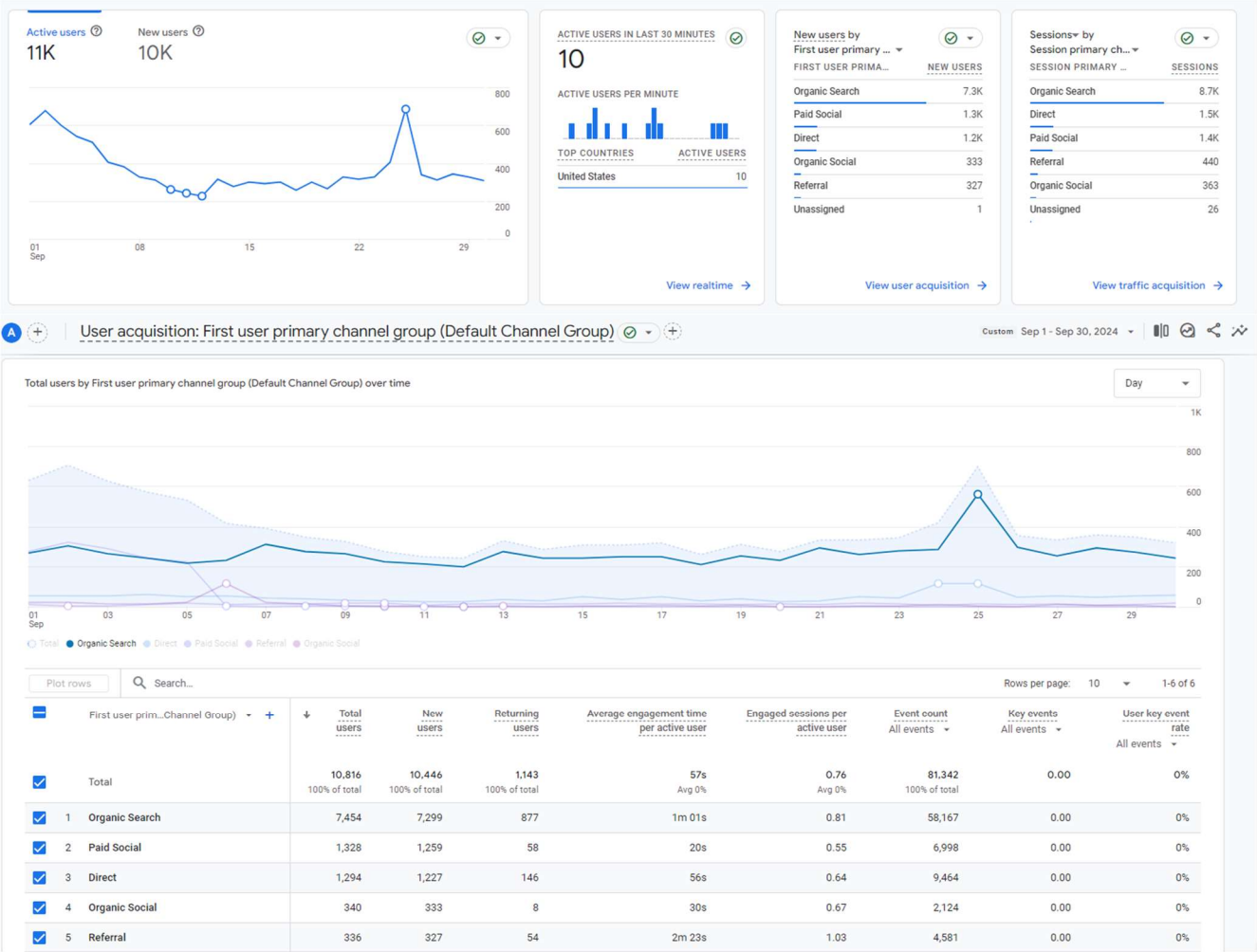
Main Street

- Hosted 3rd quarter merchant meeting and provided various information and training opportunities to downtown businesses.
- Continued planning for Hot Pepper Festival, happening on October 26, 2024.
- Presented a proposed work plan for FY 2024-25 to the Main Street Advisory Board.
- Approved a sign permit application for the New Old Magnolia Drive Thru, located at 112 E. Oak St.

Visitor Center:

- We had a total of 180 visitors, including 97 from Texas and 15 from out-of-state, and at least 40 calls for information. The day of the week with the highest number of visitors on average was Thursday, closely followed by Tuesday and Friday.

- Welcomed Kay Fulford to the Visitor Center staff.
- Replaced our water cooler, which is used by staff & visitors. Rearranged the “furniture” in the Visitor Center to more easily offer refreshments (water & hot coffee) to guests.



Visit Palestine, TX Social Media Report

Facebook

Month of 09/01/2024 - 09/30/2024

TOP PERFORMING POST									
09/06/2024 - Rodeway		Reach: 11,932		Impressions: 12,818		Interactions: 73	Reactions: 51	Comments: 11	Shares: 11
				Percentages					
REACH									
Total Reach		107,948		55.70%					
Reach Breakdown									
Followers		9,824		21.20%					
Non-Followers		96,047		59.50%					
Organic		40,610		14.00%					
Ads		67,604		68.80%					
FOLLOWERS									
Total Follows		21,461							
Follows		127							
Un-Follows		36							
Net Follows		91		19.50%					
DEMOGRAPHIC									
Women				Men					
18-24		0.90%		18-24		0.50%			
25-34		8.10%		25-34		2.90%			
35-44		17.10%		35-44		4.20%			
45-54		17.70%		45-54		3.90%			
55-64		17.40%		55-64		3.30%			
65+		19.80%		65+		4.20%			

Visit Palestine, TX Social Media Report

Instagram

09/01/2024 - 09/30/2024

TOP PERFORMING POST					
09/03/2024 - Switch Promo		Reach: 898	Impressions: 948	Interactions: 50	Reactions: 42
			Percentages		
REACH					
Total Reach		2,900	1.00%		
Reach Breakdown					
Organic		2,831	231.10%		
Ads		104	95.00%		
FOLLOWERS					
Total Follows		7,857			
Follows		62			
Un-Follows		53			
Net Follows		9			
DEMOGRAPHIC					
Women			Men		
18-24		2.80%	18-24		1.60%
25-34		16.20%	25-34		6.20%
35-44		25.80%	35-44		8.50%
45-54		16.50%	45-54		5.50%
55-64		8.10%	55-64		2.90%
65+		4.50%	65+		1.40%
TOP CITIES		Percentage of Audience			
Palestine		13.00%			
Houston		5.90%			
San Antonio		3.50%			
Tyler		2.30%			



Agenda Date: 11/04/2024

To: Tourism Advisory Board

From: April Jackson, City Secretary

Agenda Item: Approve Meeting Minutes for the September 24, 2024 meeting of the Tourism Advisory Board

Date Submitted: 10/28/2024

SUMMARY:

Consider approving the minutes from the September 24, 2024 meeting of the Tourism Advisory Board.

RECOMMENDED ACTION:

Consider approving the item as presented.

CITY MANAGER APPROVAL:

Attachments

TAB Minutes - September 24, 2024

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, September 24, 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, and board members Daniel Hennessee, Kasey Crutcher, Michael Nichols, Cristy Buckner, and Edward Mondich.

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

Guests Present: Mr. Michael Ezzell

CALL TO ORDER

With a quorum present, Chair Patty Smith called the meeting to order at 4:00 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

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

APPROVAL OF MINUTES

1. Consider approval of minutes from the August 27, 2024 meeting.

Motion by Board Member Daniel Hennessee seconded by Board Member Michael Nichols to approve the meeting minutes as presented.

Vote: 6 – 0 – Unanimously

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding an Arts & Culture grant to the Dogwood Arts Council in the amount of \$15,000 for Fiscal Year 2024-25

A motion to approve the grant proposal as presented was made by board member Daniel Hennessee and seconded by Edward Mondich.

Discussion brought forward by Mr. Crutcher as to the timing of the grant funding. It was noted that the grant funds would be given during Fiscal Year 2024-25, which begins on October 1, 2024.

Further discussion was brought forward about requesting signage to be installed with each sculpture piece.

Mr. Hennessee amended his previous motion to approve the grant proposal and also request the installation of signage with the sculptures. Seconded by Michael Nichols.

Vote: 6 – 0 – Unanimously

ADJOURN

With no other business to come before the board, the meeting was adjourned at 4:33 p.m.

PASSED AND APPROVED THIS 1ST DAY OF NOVEMBER 2024.

ATTEST:

Patty Smith, Chair

Cassie Ham,
Tourism Marketing Manager



Agenda Date: 11/04/2024
To: Tourism Advisory Board
From: April Jackson, City Secretary
Agenda Item: Review Current Mural Arts Program
Date Submitted: 10/29/2024

SUMMARY:

Staff has developed a Mural Arts Program for the City of Palestine in the hopes to enhance the image of the community by promoting public art projects and partnering with public and private property owners to sponsor art projects accessible to the public. The City will be encouraging the placement of murals in locations visible and accessible to the public and such murals can serve to beautify individual buildings and neighborhoods and will discourage graffiti and will add to the unique charm and character of the City. Collectively, such murals, will draw visitors and tourists to the City.

Funds for this program will come from the Hotel Occupancy Tax revenues up to the amount budgeted annually to the Program by the City Council. Through the Tourism Marketing department, mural projects will be identified and RFP's will be published to seek artist submissions for the creation of a mural as specified in the RFP. All RFP's will be reviewed by the Tourism Advisory Board, who will vote to award each project. All mural projects will fall within the overall budget that is approved annually by the City Council. Projects that are \$5,000.00 or more, but within the approved budget, will be submitted for Council approval via the consent agenda.

RECOMMENDED ACTION:

Review the current mural arts program. No action is required,

CITY MANAGER APPROVAL:

Attachments

City of Palestine Mural Arts Program



Mural Arts Program Overview

Goals

The City seeks to enhance the image of the community by promoting public art projects and partnering with public and private property owners to sponsor art projects accessible to the public. The City encourages the placement of murals in locations visible and accessible to the public and such murals can serve to beautify individual buildings and neighborhoods and will discourage graffiti and will add to the unique charm and character of the City. Collectively, such murals, will draw visitors and tourists to the City.

Definitions

Sponsor: Owner of the property where the mural is being placed

Project: Description of an individual or collaborative enterprise that is carefully planned to achieve a particular goal

Artist: The person or group who produces the paintings or drawings as a profession

Mural Locations

Creation of Mural. The Artist and the Sponsor shall diligently, expeditiously, and satisfactorily perform the activities proposed for the creation of a mural (the "Project") as described in the Mural Arts Program RFP. Each RFP will be specific to a Sponsor location and will have details on the expectations for theme, artist eligibility, evaluation criteria, and budget. All murals are required to have an anti-graffiti coating applied to consider the Project complete.

Project Location. The Project shall be located in an area determined by the City to be visible from a public street, sidewalk, right-of-way or in a location that attracts, or will attract by virtue of the mural, visitors and tourists. Any property owner interested in being a Sponsor should contact the City of Palestine Tourism Marketing Manager.

Execution of Project. The Project will be deemed to have started on the date the proposal is awarded to an artist and the contract is signed by all parties and shall be completed within six (6) months of the start date. The City Manager of the City of Palestine may approve extensions of time for delays due to unforeseen circumstances such as, but not limited to, inclement weather, unavailability of materials, illness or disability of the Artist or medical issues involving relatives of the Artist.

Maintenance after Completion. The Sponsor and the Artist shall be responsible for maintenance, repairs, restoration of the mural, including graffiti abatement, for a period of **60** months after the date of completion of the Project. After the end of such **60** month maintenance period, if Sponsor intends to undertake any activity that would result in the removal or alteration of the mural, the Sponsor must first notify the City of such undertaking and provide the City an opportunity to make recommendations to the Sponsor concerning such undertaking within 30 days of the City's receipt of the notice. After the end of said maintenance period, the Sponsor shall continue to be responsible for compliance with applicable ordinances regarding graffiti abatement and property maintenance.

Project Cost and Payment.

The amount awarded for each Project will be defined in the RFQ/RFP. The Artist will be paid in two separate payments, within 30 days after the effective date of the Contract, the City will provide funding from its Hotel Occupancy Tax revenues in an amount equal to fifty (50) percent of the approved Project cost. Within 30 days after the timely and satisfactory completion of the Project as evidenced by a letter of acceptance from the City, the City shall pay the remaining fifty (50) percent of the approved Project cost.

a. **Budget.** All expenditures shall be in accordance with the Budget section of the Mural Arts Application.



Mural Arts Program Overview

b. **Accounting.** The Sponsor and the Artist shall maintain complete and accurate financial records of each expenditure of the funds and, at the request of the City Manager or their designee, shall make the records available for inspection and review during normal business hours.

c. **Unspent Funds.** Any funds allocated by the City which are unencumbered or unexpended due to Artist's failure to complete the Project in accordance with this Contract shall, upon request of the City, be remitted to the City within 30 days from the date of such request.

d. **Supplies.** The City will not be liable for any materials or supplies.

Access to Records. The Sponsor and the Artist agree to allow the City to inspect all pertinent records, files, invoices and other written material related to the Contract. Any failure to provide records as requested by the City may be deemed by the City to be a breach of this Contract.

Subcontracts. The Sponsor and the Artist agree not to subcontract any part of the Project to any other person or organization without the prior written consent of the City Manager of the City of Palestine.

Artwork

Reproduction of Mural. Notwithstanding any claim of ownership or copyright interest in the mural by either the Sponsor or the Artist, the Sponsor and the Artist hereby grant a permanent license to the City to reproduce or utilize photographs and images of the completed mural and the names of the Sponsor and the Artist in any form of publicity, marketing materials, publications, brochures, internet websites, social media, or similar fora. The Sponsor and the Artist further agree that the completed mural, being supported by public funds, is intended for the enjoyment and benefit of the public and that it shall not charge any fee for viewing or photographing the mural or restrict the visibility of the mural to specific groups of people or individuals.

Political Activity. The Sponsor and the Artist are not to use any of the funds received for any political activity, including any activity to further the election or defeat of any candidate for public office or any activity undertaken to influence the passage, defeat, or final content of legislation.

Obscenity. The Project shall not include any material that is obscene as defined by Section 43.21 of the Texas Penal Code.

Tourism Impact. The Sponsor and the Artist agree to notify the City of any scheduled activity, program or event related to the mural that could enhance or promote tourism.

Compliance with Laws. In executing the Project, the Sponsor and the Artist agree to comply with all applicable laws, ordinances, codes, and regulations of the local, state and federal governments including those pertaining to equal employment opportunity and discrimination against participants.

Questions.

Mary Raum
Tourism Marketing Manager, City of Palestine, Texas
903-723-3014 or 903-723-3053
mraum@palestine-tx.org



Agenda Date: 11/04/2024
To: Tourism Advisory Board
From: April Jackson, City Secretary
Agenda Item: Review the TML Training Document "The Hotel Tax Two-Step"
Date Submitted: 10/30/2024

SUMMARY:

Review the training document "The Hotel Tax Two-Step" provided by TML to gain or refresh your general understanding of legal uses of Hotel Occupancy Tax.

RECOMMENDED ACTION:

Review the TML document. No action is required.

CITY MANAGER APPROVAL:

Attachments

Hotel Tax Two-Step

THE HOTEL TAX “TWO-STEP”

By **Bill Longley**, TML Legislative Counsel



In the grand scheme of things, city hotel occupancy taxes account for just a small amount of city revenue. Property taxes and sales taxes are far more important to most cities. Why does it seem, then, that hotel taxes generate so much confusion and controversy?

The answer is this: Hotel taxes, unlike most other taxes, are levied on a specific category of businesses—hotels. As a result, these businesses tend to pay close attention to how cities expend these funds. Spend city sales taxes in a controversial way, and no particular category of business feels singled out enough to raise a fuss. Perceived misuses of hotel taxes, on the other hand, are a different story.

Fortunately, it's very easy for a city official to remember how to legally spend hotel taxes. A city simply needs to remind itself to always follow the "two-part test." The key element of a two-part test is – surprise – that it has two parts! Cities frequently remember to meet one element of the test, but then entirely forget the other part. This article will succinctly describe the two-part test, and then describe some common situations to which we can apply the test.

Part 1: Heads in Beds

The first element of the two-part test is this: Every expenditure of hotel taxes must put "heads in beds." What this means is that every funded project must attract overnight tourists to the city's hotels and motels, thus promoting the city's hotel industry.

For example, how about a weekend-long arts and crafts show? There's a very good chance that out-of-town guests might come to visit such an event, so expenditure of hotel tax money on that event would likely qualify.

On the other hand, how about a quilting bee at a local nursing home? While a worthy cause, the quilting bee is unlikely to attract overnight tourists and, therefore, probably wouldn't qualify to receive hotel tax funds.

Part 2: The Nine Categories

Once a project has cleared the first part of the test, it's time for – you guessed it – the second part of the test. Here it is: Every expenditure of hotel taxes must also fit into one of nine statutorily authorized categories. These are the nine categories: (1) convention and visitor centers; (2) convention registration; (3) advertising the city; (4) promotion of the arts; (5) historical restoration and preservation; (6) sporting events in a county under one million in population; (7) enhancing or upgrading existing sports facilities or sports fields (only in certain cities); (8) tourist transportation systems; and (9) signage directing the public to sights and attractions that

are visited frequently by hotel guests in the city.

Thus, even if an event puts heads in beds, it cannot receive hotel tax money unless it also fits into one of the nine categories. For instance, what about a livestock auction that will attract attendees from surrounding counties? While that event is likely to attract overnight tourists, it doesn't fit neatly into one of the nine categories. Therefore, it's likely not a valid recipient of hotel tax money.

It's not enough to meet one of the two prongs of the two-part test. A city must meet both! The following are some real-life examples that have been the focus of inquiries received by the Texas Municipal League (TML) Legal Department.

Fireworks, Anyone?

The prototype hotel tax controversy is an event like a fireworks show or a parade. Cities frequently ask if they can fund a fireworks show with hotel tax money.

Let's subject a fireworks show to the two-part test. Does a fireworks show put heads in beds? The answer is "probably not," unless it is a truly spectacular event. But let's give it the benefit of the doubt. Suppose the Town of Pyrotechnic, Texas, truly does put on a fireworks extravaganza that attracts tourists from around the state. So far, so good.

But what about the second part of the test – the nine categories? Do fireworks shows fit neatly into any of the nine? Not really. Some may argue that such shows "advertise" the city, but this is likely not what that category means. Advertising the city literally means some sort of print or other media that explicitly promote the city. Otherwise, a city could simply say that any popular event "advertises" the city that holds it. Direct funding of fireworks displays and the like are, usually, not a very good fit.

Signs of the Times?

Another frequent question concerns highway signs promoting the city. May a city fund a billboard touting the city's attractions, restaurants, and hotels? Let's put it to the two-part test. Heads in beds? Well, why not? If a billboard encourages motorists to stop in town, those motorists might stay the night, whereas without the sign they would have driven on to the next city. This is exactly what the statute intends. The nine categories? How about advertising? Prior to 2009, a convincing argument could be made that because a billboard literally advertises the city it refers to, that it would fit within the advertising category. All doubt was erased in 2009, when the Texas Legislature added the ninth category – signage directing the public to



sights and attractions. Travel signs are a perfect fit for hotel occupancy tax expenditures.

Chambers of Commerce?

Cities frequently wonder if they can fund the local chamber of commerce using hotel tax money. Do chambers put heads in beds? Maybe, maybe not. Chambers of commerce are typically charged with promoting economic development, not tourism. Even assuming a chamber does promote tourism though, how about the nine categories? Funding a chamber doesn't, in itself, fall into any of the nine categories.

Fortunately, there is an easy solution. The laws governing hotel tax expenditures permit the city to delegate expenditure of hotel tax money to another entity, typically a chamber or convention and visitor bureau. As long as the chamber spends the money on projects that otherwise meet the two-part test mentioned above, it's fine to delegate some funds to them. There must be a written contract laying out the duties of the chamber, though. Also, the chamber must keep the hotel funds in an account separate from its general operating fund.

Arts Organizations

City arts organizations are a common trouble area. It seems that every arts council in the state knows that promotion of the arts is one of the nine categories on which city hotel taxes may be expended. Cities know this because these

arts groups frequently come asking for the money.

The thing to remember about arts groups is this: Direct funding of the organization's operations does nothing in and of itself to put "heads in beds." Put another way, funding the operating budget of an arts council meets the second part of the test (promotion of the arts) but not necessarily the first.

The solution? The city should encourage the group to seek funding only for its festivals and shows that do, in fact, attract tourists to the city. By limiting the expenditure to such events, the city meets both parts of the test.

Don't Forget to Report

Legislation passed in 2017 that requires cities to annually report hotel occupancy tax information to the comptroller, including information on how the funds are spent. Not later than February 20 of each year, a city that imposes a hotel occupancy tax must submit to the comptroller information that includes the city's hotel occupancy tax rate, the amount of revenue generated by the tax, and the amount and percentage of the revenue spent for each of the following purposes:

- Convention or information centers
- Convention delegates registration
- Advertising to attract tourists
- Arts promotion and improvement
- Historical restoration and preservation projects
- Signage directing the public to sights and attractions

Cities must comply with the annual reporting requirements by either submitting the report to the comptroller on a form prescribed by the comptroller, or alternatively providing the comptroller a direct link to, or a clear statement describing the location of, the information required to be reported that is posted on the city's website.

What Else?

There are numerous other technical details about how to legally expend hotel tax funds. In truth, by simply learning and remembering the two-part test, city officials are 99 percent of the way toward full compliance with hotel tax laws. City officials with questions about the hotel occupancy tax should call the TML Legal Department at 512-231-7400. ★



Agenda Date: 11/04/2024
To: Tourism Advisory Board
From: April Jackson, City Secretary
Agenda Item: Consider a Mural Arts Program proposal for a mural to be located at 310 W. Oak
Date Submitted: 10/30/2024

SUMMARY:

Discuss a possible Arts & Cultural Enhancement Project Grant through the Mural Arts Program for the current Fiscal Year for a mural located at 310 W. Oak, facing the Redlands Hotel parking lot. Repairs were made to the wall at the suggestion of Will McCormick (Building Inspector) to ensure the integrity and stability of the canvas below the proposed mural.

If the Tourism Advisory Board approves the project, the project must also be approved by City Council, and a formal RFP will be made and published in the Palestine Herald Press.

The current remaining budget for the Arts & Culture Projects account is 45,000. The proposed budgeted stipend for the project is \$18,000.

RECOMMENDED ACTION:

Discuss and take action on the proposed Mural Arts Program proposal.

CITY MANAGER APPROVAL:

Attachments

Mural Location @ 310 W Oak
COA 310 W Oak Mural



Application for Certificate of Appropriateness (COA)
City of Palestine, Historic Landmarks Commission



Property Address: 310 West Oak
Historic District: Main Street

COA _____ - _____

OFFICE USE ONLY Ver 2015

Applicant and or Property Owner Information:

Name: Rona Sean Lacey
Address: 212 Gardner Dr.
Phone: 903-922-9463
Email: Ronapine@gmail.com

Required Signatures:


Applicant

Property Owner (if different from applicant)

Description of Work to be done:

~~caulking cracks in inside/outside wall.~~ ^{R92}
mural on the parking lot facing wall @
Palestine ~~Texas~~ TX. 310 W. Oak
dogwoods
interactive
colorful
geometric shapes

General Information:

The applicant adversely affected by any denial of the HLC regarding a Certificate of Appropriateness may appeal the decision to the City Council for final determination. All requests shall be filed in writing to the HPO within 10 days of the HLC's decision.

If the COA is approved, a building permit must be obtained within 1 (one) year from the date of approval, otherwise, the COA is null and void and must be reconsidered.

SUBMISSION/APPROVAL OF CERTIFICATE OF APPROPRIATENESS DOES NOT CONSTITUTE APPROVAL OF A BUILDING PERMIT. BUILDING PERMITS SHALL BE SUBMITTED SEPARATELY. THIS FORM MUST BE PRESENTED AT THE TIME OF A REQUEST FOR A BUILDING PERMIT.

Application for Certificate of Appropriateness (COA)
City of Palestine, Historic Landmarks Commission



Application Submittal Requirements:

The following documents are required to be submitted based on the type of work to be done:

- A site plan of the property of the individual property or map indicating the area of proposed work showing all affected building and/or structures on the site.
- Elevations and Architectural drawings of proposed structures or alteration to existing structures.
- Photographs of the existing conditions as well as any historical photographs, if available.
- Samples of the materials to be used.
- Any other information that may be helpful.

Staff or Commission may require addition information if it is deemed necessary to complete the application. Commission may require a Site Visit of the property to determine appropriateness.

HISTORIC LANDMARK COMMISSION CONTACTS:

Julie Abston, Chair
Drew Wommack III
Linda Williams
Mickie Lamberth
Chris Gouras

julieabston@icloud.com
dswommack@gmail.com
lnwill@centurylink.net
mcantiques@aol.com
chrisgouras@rocketmail.com

OFFICE USE ONLY

Application: COA _____ - _____

HLC Action on this request:

- ☐ Approved as submitted.
☐ Approved with conditions as listed below.
☐ Denied

Conditions of approval:

Signature of Authorized Representative

Date



Agenda Date: 11/04/2024
To: Tourism Advisory Board
From: April Jackson, City Secretary
Agenda Item: Setting Tourism Advisory Board meeting dates for November and December 2024.
Date Submitted: 10/30/2024

SUMMARY:

Discussion and possible action regarding meeting dates in November and December 2024.
Please see the schedule for City holidays during the months of November and December, 2024.

November:

Monday, November 11, 2024 - Offices closed for Veterans Day
Wednesday, November 27, 2024 - Early closure at 2:00 p.m. for Thanksgiving
Thursday, November 28, 2024 - Offices closed for Thanksgiving
Friday, November 29, 2024 - Offices closed for Thanksgiving

December:

Monday, December 23, 2024 - Early closure at noon for Employee Appreciation Awards
Tuesday, December 24, 2024 - Offices closed for Christmas Eve
Wednesday, December 25, 2024 - Offices closed for Christmas

Due to upcoming holidays, staff recommends rescheduling the November meeting and canceling the December meeting of the Tourism Advisory Board.

RECOMMENDED ACTION:

Staff recommends voting to amend the meeting schedule for November and December 2024.

CITY MANAGER APPROVAL:



Agenda Date: 11/04/2024
To: Tourism Advisory Board
From: April Jackson, City Secretary
Agenda Item: Consider Appointment of Chair and Vice-Chair on the Tourism Advisory Board
Date Submitted: 10/30/2024

SUMMARY:

Consider making appointments of Board Chair and Vice Chair on the Tourism Advisory Board.

RECOMMENDED ACTION:

Discuss and make appointments of Board Chair and Vice Chair on the Tourism Advisory Board.

CITY MANAGER APPROVAL:
