

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 Thursday, December 5, 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 Vice-Chair Daniel Hennessee, and board members Michael Nichols, Edward Mondich, and Mike Ezzell.

Staff present: Tourism Marketing Manager Cassie Ham and City Secretary, April Jackson.

Not present: Board members Cristy Buckner and Kasey Crutcher.

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 Ham presented the Tourism Monthly Report for October 2024.

APPROVAL OF MINUTES

1. Consider approval of minutes from the November 4, 2024 meeting.

Daniel Hennessee made a motion to approve the minutes, with an update to the spelling of Kasey Crutcher's name on item 4. The motion seconded by Board Member Ed. Mondich.

Vote: 5 – 0 – Unanimously

DISCUSSION AND ACTION ITEMS

1. Review the Palestine Wayfinding Signage Project as of December 2024. No action was taken.
2. Discussion and possible action regarding the current strategic plan for Tourism in the City of Palestine.

Michael Nichols requested an annotated copy of the current Strategic Plan (2020-2025) be provided to the Board.

3. Authorize the Tourism Marketing Manager to form a committee to evaluate the current strategic plan for tourism in Palestine.


Daniel Hennessee made a motion to authorize Tourism Marketing Manager to form a strategic planning committee of not more than 3 Tourism Advisory Board members, and at least 3 community stakeholders to evaluate and update the Strategic plan for tourism in Palestine. Mike Ezzell seconded the motion.

Vote: 5 – 0 – Unanimously

ADJOURN


With no other business to come before the board, the meeting was adjourned at 4:37 p.m.

PASSED AND APPROVED THIS 28TH DAY OF JANUARY 2025.



Patty Smith, Chair

ATTEST:



Cassie Ham,
Tourism Marketing Manager