

Mitchell Jordan, Mayor
Sean Conner, Council District #1
Ava Harmon, Council District #2
James Smith, Council District #3
Kenneth Davidson, Council District #4
Angela Woodard, Council District #5
Christopher Gibbs, Council District #6



Teresa Herrera, City Manager
April Jackson, City Secretary
Rezzin Pullum, City Attorney

**NOTICE OF MEETING
CITY COUNCIL AGENDA
September 22, 2025
Regular Meeting at 5:30 p.m.
City Council Chambers
504 N. Queen Street
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/85979929225?pwd=OuKOjVLZg13n9VXNwgDRFMxseKYnQu.1>

Meeting ID: 859 7992 9225
Passcode: 463086

One tap mobile
+13462487799,,85979929225#,,, *463086# 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." [Learn more here.](#)

Follow us live at: [facebook.com/palestinetc](https://www.facebook.com/palestinetc)

REGULAR MEETING

A. CALL TO ORDER

B. INVOCATION AND PLEDGE OF ALLEGIANCE

C. PROPOSED CHANGES OF AGENDA ITEMS

D. PUBLIC RECOGNITION, PUBLIC COMMENTS, AND ANNOUNCEMENTS

Any citizen wishing to speak during public comments regarding an item on or off the agenda may do so after completing the required Request to Speak form. 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 City Council. Members of the public may join via Zoom or in person.

It is not the intention of the City of Palestine to provide a public forum for the embarrassment or demeaning of an individual or group. Neither is it the intention of the Council to allow a member of the public to slur the performance, honesty, and/or integrity of any person or threaten any person. Accordingly, profane, insulting, or threatening language will not be read aloud at the meeting.

1. Proclamation honoring Lincoln/A.M. Story School Reunion. Mitchell Jordan, Mayor

E. CONFLICT OF INTEREST DISCLOSURES

F. CITY MANAGER'S REPORT

1. July 2025 Tourism Monthly Report
2. August 2025 Development Services Monthly Report
3. August 2025 Financial Statement
4. August 2025 Fire Monthly Report
5. August 2025 Library Monthly Report
6. August 2025 Municipal Court Monthly Report
7. August 2025 Police Monthly Report
8. August 2025 Public Works Monthly Report
9. August/September 2025 Economic Development Monthly Report

G. BOARD APPOINTMENTS

1. Consider approval of the reappointment of Thomas Ball to Place 1, Jon Rhone to Place 2, Harold Campbell to Place 3, and Eric Moore to Place 4 of the Airport Advisory Board, with terms to expire September 30, 2027. Mitchell Jordan, Mayor
2. Consider the reappointment of Jason Stephens to Place 1, Mark Henderson to Place 2, and David Mettau to Place 3 of the Building and Standards Commission, with terms to expire September 30, 2027. Mitchell Jordan, Mayor
3. Consider the appointment of Christopher Nichols to Place 4 of the Building and Standards Commission, replacing Kurt Herrington, for a term to expire September 30, 2027. Mitchell Jordan, Mayor
4. Consider the reappointment of Lynn Calcote to Place 6 and Kaitlin Carroll to Place 7 of the Library Advisory Board, with terms to expire September 30, 2028. Mitchell Jordan, Mayor
5. Consider the appointment of Kelly McKinney to vacant Place 1 of the Library Advisory Board, with a term to expire September 30, 2026, and Erin Rhone to vacant Place 5, with a term to expire September 30, 2027. Mitchell Jordan, Mayor

H. CONSENT AGENDA

The following items may be acted upon in one motion. No separate discussion or action is necessary unless requested by the Mayor or a Council Member, in which event those items will be pulled for separate consideration. Approval of the consent agenda authorizes the City Manager to implement each item in accordance with staff recommendations.

1. Consider approval of minutes from August 25, 2025, and September 8, 2025. April Jackson, City Secretary
2. Consider approval of the appointment of Casey DeBord to Assistant City Secretary. Teresa Herrera, City Manager
3. Consider approval of a resolution finding that Oncor Electric Delivery Company, LLC's application to change rates within the City should be denied; finding that the City's reasonable rate case expenses shall be reimbursed by the company; finding that the meeting at which this resolution is passed is open to the public as required by law; and requiring notice of this resolution to the company and legal counsel. Teresa Herrera, City Manager
4. Consider approval of the acceptance of a sculpture donated through the Dogwood Arts Council, with the City to assume ownership and display the piece in the sculpture area across from the Visitor Center. Teresa Herrera, City Manager
5. Consider approval of a resolution authorizing the City to enter into an agreement with the State of Texas for the temporary closure of a state highway for the Hot Pepper Festival Parade in Palestine, and approval of the Agreement for the Temporary Closure of State Right of Way with the State of Texas. Cassie Ham, Tourism Marketing Manager

6. Consider approval to extend the annual price agreement with Brenntag Southwest, Inc. for the purchase of chlorine for the Water Treatment Plant (RFP 2024-013) at a unit cost of \$2,700 per ton, in an amount not to exceed \$64,800.00, for Fiscal Year 2025-2026. Jason Shelton, Interim Public Works Director
7. Consider approval to extend the annual price agreement with Brenntag Southwest, Inc. for the purchase of chlorine for the Wastewater Treatment Plant (RFP 2024-014) at a unit cost of \$2,700 per one-ton cylinder, in an amount not to exceed \$67,500.00, for Fiscal Year 2025-2026. Jason Shelton, Interim Public Works Director
8. Consider approval of VFW projects: renovation of the Steven Bennett sign, installation of a Gold Star plaque at Veterans Park, and replacement of bridge boards at Steven Bennett Park. Patsy Smith, Parks and Recreation Director
9. Consider approval of an ordinance amending the budget for the Fiscal Year of October 1, 2024, through September 30, 2025, by appropriating and setting aside the necessary funds for additional expenditures for the Mall Redevelopment Chapter 380 Agreement. Andrew Sibai, Finance Director

I. **REGULAR AGENDA**

1. Discussion and possible action regarding amendment to the Anderson County Humane Society Contract. Andrew Sibai, Finance Director

J. **ITEMS FROM COUNCIL**

K. **MAYOR'S REPORT**

L. **CLOSED SESSION**

Council will go into Closed Session pursuant to Texas Government Code, Chapter 551, Subchapter D.

1. Section 551.071 consultation with attorney: pending or contemplated litigation or a settlement offer: YMCA Operations Agreement and Lake Palestine water rights.

M. **RECONVENE IN REGULAR SESSION**

1. Take any action necessary regarding the YMCA Operations Agreement and Lake Palestine water rights.

N. **ADJOURNMENT**

The Palestine City Council reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), and 551.087 (Economic Development), and §551.086 (Competitive Matters regarding Electric Utility).

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 **Tuesday, September 16, 2025.**



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: September 22, 2025
To: City Council
From: Cassie Ham, Tourism Marketing Manager
Agenda Item: Tourism Manager's Report - July 2025
Date Submitted: 09/12/2025

SUMMARY:

Review the tourism report for the month of July 2025.

RECOMMENDED ACTION:

No action is required.

CITY MANAGER APPROVAL:

Attachments

July 2025 Tourism Report



TOURISM REPORT – JULY 2025

Hotel Occupancy Income Tax Collected/STR Reporting

	July 2025	July 2024	+/- to Last Year	Year-to-Date	Running 12-Months
Occupancy	60.0%	69.7%	-13.9%	-10.5%	-8.0%
Average Daily Rate (ADR)	\$92.49	\$95.72	-3.4%	+5.2%	+6.8%
Revenue Per Avail. Room (RevPAR)	\$55.48	\$66.68	-16.8%	-5.8%	-1.8%
Revenue	\$1,250,312	\$1,502,697	-16.8%	-5.8%	-1.8%

*Census includes 8 hotels, 727 rooms. (8 of 12 hotels reporting or 66.7% of the market)

Accomplishments, Activities & Successes

- Welcomed Noemi Chapman to our team as Tourism Project Coordinator
- Awarded a HOT grant to support the Huey Helicopter installation
- Tourism Advisory Board reviewed multiple HOT Grant applications
- Removed the application deadline for HOT Grants for event support
- Began planning multiple large events – America250 Celebration, Hot Pepper Festival, TVCC vs. Monroe game
- Most remaining wayfinding signs (except for 5, which need to be remade) installed throughout town

Marketing:

- Created the theme for Christmas in Palestine 2025: Once Upon a Small Town Christmas and began generating all the graphic assets for advertising and digital campaigns.
- Updated multiple items on our website, and Visit Widget (the app)
- Creative submitted to County Line, USA Today, Tour Texas, Texas Monthly, Texas Highways, Texas Highways Events Calendar, and Member's Digest, Texas State Travel Guide
- Earned media with Tour Texas
- Obtained a new service for User Generated Content – SHRPA

Visitor Center:

- Partnered with Dogwood Arts Council to create a community artist coloring book for children who visit Palestine.
- Created a mural scavenger hunt for visitors to complete.

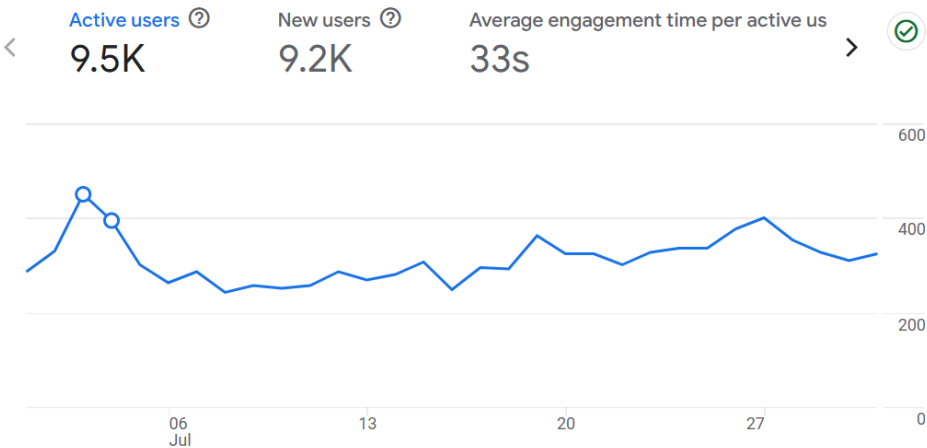
367 contacts in the Visitor Center in the month of July 2025.

Day of the Week	Monthly Totals by Day						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Calls	20	14	11	11	3	5	0
In State Visitors	23	12	41	35	11	28	0
Out of State Visitors	4	0	0	2	9	13	0
International	0	0	0	2	2	0	0

Website Analytics

- There was a spike in visitors to VisitPalestine.com on July 3, 2025. We had information about the annual fireworks show listed on our website.

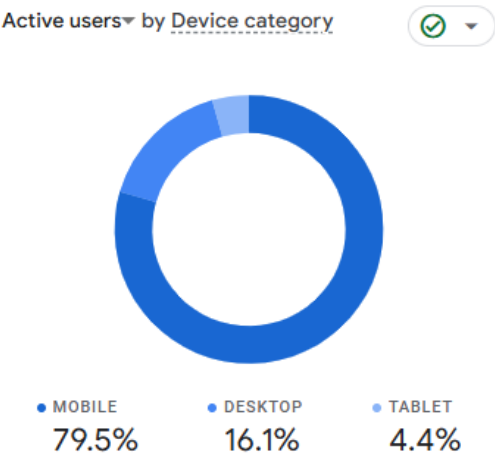
Active users from all sources:



Top referral sources: Device Type:

Sessions by Session primary channel

SESSION PRIMARY ...	SESSIONS
Organic Search	4.2K
Paid Social	3.5K
Paid Other	1.3K
Direct	892
Organic Social	386
Referral	277
Unassigned	38



Users by City (top markets):

		City ▾	+	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user
☒		Total		9,450 100% of total	9,216 100% of total	5,717 100% of total	52.98% Avg 0%	0.60 Avg 0%
☒	1	Dallas		1,647 (17.43%)	1,562 (16.95%)	1,069 (18.7%)	57.47%	0.65
☒	2	Houston		1,136 (12.02%)	1,106 (12%)	629 (11%)	49.68%	0.55
	3	(not set)		915 (9.68%)	838 (9.09%)	542 (9.48%)	54.64%	0.59
☒	4	Fort Worth		355 (3.76%)	343 (3.72%)	191 (3.34%)	49.23%	0.54
☒	5	Palestine		298 (3.15%)	261 (2.83%)	266 (4.65%)	62.88%	0.89
☒	6	Austin		293 (3.1%)	284 (3.08%)	151 (2.64%)	45.76%	0.52
☐	7	San Antonio		241 (2.55%)	232 (2.52%)	117 (2.05%)	40.34%	0.49
☐	8	New York		121 (1.28%)	114 (1.24%)	62 (1.08%)	45.93%	0.51
☐	9	Athens		94 (0.99%)	91 (0.99%)	47 (0.82%)	44.76%	0.50
☐	10	Waco		63 (0.67%)	60 (0.65%)	30 (0.52%)	43.48%	0.48

Top Pages:

		Page title and screen class ▾	+	↓ Views	Active users	Views per active user
☒		Total		18,459 100% of total	9,450 100% of total	1.95 Avg 0%
☒	1	Visit Palestine		8,149 (44.15%)	5,556 (58.79%)	1.47
☒	2	Palestine, TX Events Calendar		1,824 (9.88%)	1,209 (12.79%)	1.51
☒	3	404 Not Found		715 (3.87%)	535 (5.66%)	1.34
☒	4	TEXAS STATE RAILROAD		541 (2.93%)	420 (4.44%)	1.29
☒	5	About		371 (2.01%)	306 (3.24%)	1.21

There was a 404 Not Found spike on July 3-4, 2025.

Social Media Reporting:

Visit Palestine, TX Social Media Report						
Facebook						
Month of 07/01/2025 - 07/31/2025						
TOP PERFORMING POST						
07/03/2025 - fireworks show share	Reach: 1,168	Views: 2,090	Interactions: 19	Reactions: 13	Comments: 6	Shares: 0
(Organic ^)		Percentages				
REACH						
Previous Month	40,714					
Total Reach	155,908		281.00%			
Followers	4,112		-26.60%			
Non-Followers	151,209		327.60%			
Organic	12,470		-68.30%			
Ads	143,579		100.00%			
VIEWS						
Previous Month	107,346					
Total Views	265,303		145.80%			
Followers	18,095		41.30%			
Non-Followers	242,712		214.70%			
Organic	35,235		-67.40%			
Ads	230,068		100.00%			
FOLLOWERS (as of 5/2/25)						
Total Follows	22,383					
Follows	102					
Un-Follows	39					
Net Follows	53					
DEMOGRAPHIC						
Women	80.90%	Men	19.10%			
18-24	0.80%	18-24	0.40%			
25-34	7.50%	25-34	2.80%			
35-44	16.70%	35-44	4.10%			
45-54	17.60%	45-54	4.00%			
55-64	17.60%	55-64	3.40%			
65+	20.70%	65+	4.40%			
TOP CITIES						
	Percentage of Audience					
Palestine	13.40%					
Houston	3.50%					
Elkhart	2.30%					
Tyler	1.90%					
San Antonio	1.90%					





AJR DIGITAL
MEDIA
SOLUTIONS

Digital Campaign Performance - Report Dates: July 1-31, 2025



Social
Summary

Impressions	Main Clicks	Clicks (All)	CTR (Main Clicks)	CTR (All Clicks)	Reactions	Saves	Shares	Comments	Page Likes	Page Engagement
230,265	7,067	17,714	3.07%	7.69%	1,042	67	127	58	30	8,392

Total July 1-31, 2025 Campaign Performance

Impressions
230,265

Clicks (All)
17,714

CTR (All)
7.69%

Page Engagements
8,392



Agenda Date: September 22, 2025
To: City Council
From: Susan Davis, Planning Technician
Agenda Item: Department Report for August, 2025
Date Submitted: 09/11/2025

SUMMARY:

Development Services report for the month of August 2025.

RECOMMENDED ACTION:

No action necessary.

CITY MANAGER APPROVAL:

Attachments

Department Report



DEVELOPMENT SERVICES DEPARTMENT
ACTIVITIES REPORT
AUGUST 1-31, 2025

PERMITTING TOTALS

BUILDING and LICENSE PERMITS

Permit Type	August Permit Count	August Permit Fees	Permit Count / Fiscal Year	Permit Fees / Fiscal Year
BUILDING PERMIT	5	\$3,074.45	109	\$224,378.61
CERTIFICATE OF OCCUPANCY	7	\$400	70	\$5,100
DRIVEWAY	3	\$150	12	\$600
FENCE	3	\$150	21	\$1,000
ROOFING	4	\$1,048.31	68	\$6,699.29
DEMOLITION	1	\$75	20	\$1,250
RIGHT OF WAY	3	\$450	25	\$4,700
COMMERCIAL ELECTRICAL	1	\$105	33	\$3,460.86
RESIDENTIAL ELECTRICAL	12	\$1,491	150	\$21,249
MECHANICAL	2	\$210	20	\$1,785
GAS TEST	3	\$315	51	\$5,355
PLUMBING	2	\$210	51	\$4,553
SIGN	0	\$0	26	\$2,350
SPECIFIC USE	1	\$150	16	\$4,625
CONTRACTOR LICENSE	0	\$0	80	\$10,000
HEALTH PERMITS	7	\$1,400	152	\$43,800
ZONING VERIFICATION LETTERS	2	\$60	8	\$240
PLAT	2	\$500	12	\$2,401
COMMERCIAL FILMING	0	\$0	1	\$0
Totals:	58	\$9,788.76	925	\$343,546.76

