

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 Thursday, January 28, 2025 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, Vice-Chair Daniel Hennessee and board members Michael Nichols, Cristy Buckner, Edward Mondich, and Kasey Crutcher.

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

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.

MANAGER'S REPORT

1. Review the November 2024 Tourism Report.
2. Review the December 2024 Tourism Report.
 - a. Question re: origin of visitors
 - b. Question re: timeline of the completion of Wayfinding Project

APPROVAL OF MINUTES

1. Consider approving the minutes from the December 5, 2024 Meeting of the Tourism Advisory Board.

Motion made by Kasey Crutcher to approve the minutes as presented and seconded by Edward Mondich.

Vote: 6 – 0 – Unanimously

2. Consider approving the minutes from the January 8, 2025 meeting of the Tourism Advisory Board.

Motion made by Kasey Crutcher to approve the minutes as presented and seconded by Cristy Buckner.

Vote: 6 – 0 – Unanimously

DISCUSSION AND ACTION ITEMS

1. Review the annotated 2020-2025 Visit Palestine Strategic Plan.

Staff provided a copy of the current 2020-2025 Strategic Plan with notes added regarding the status of the actions in the plan, as requested by the Tourism Advisory Board.

No action was taken.


ADJOURN

With no other business to come before the board, the meeting was adjourned at 4:16 p.m.

PASSED AND APPROVED THIS 22ND DAY OF APRIL 2025.


Patty Smith, Chair

ATTEST:


Cassie Ham,
Tourism Marketing Manager