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, April 22, 2025 at 4:00 p.m., in the City Hall Conference Room, 504 N. Queen Street, Palestine, Texas, with the following people present in person: Board Chair, Patty Smith, Board Vice-Chair, Daniel Hennessee, and Members Michael Nichols, Edward Mondich, and Kasey Crutcher. The following member was present via Zoom: Cristy Buckner.

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

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

Cassie Ham proposed changing the order of agenda items to move approval of minutes to the first item, followed by item G-1, then proceed in order for the remainder of the meeting, items C, D, E, and G-2-4.

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

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding replacing the current Visit Widget with Whereabouts in the Fiscal Year 2025/2026.

   Matthew Thomas from Tourism Technology Co. presented the Whereabouts service to the board.

   Board member Kasey Crutcher made a motion to approve changing service from Visit Widget to Whereabouts in Fiscal Year 2025/2026. Ed Mondich seconded the motion.

   Vote: passed 6-0 Unanimously

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

MANAGER'S REPORT

1. Review the January and February 2025 Tourism Reports.

DISCUSSION AND ACTION ITEMS

2. Discussion and possible authorization to research additional grant opportunities for HOT Funds.

   Member Michael Nichols made a motion to authorize staff to research additional grant funding options. Board member Cristy Buckner seconded the motion.

   Vote: 6-0 in favor, unanimously.

3. Discussion and possible action regarding the current Hotel Occupancy Tax Grant Program.

   Discussion: On April 7, 2025, the application period for FY 2025-26 HOT funding grants for events opened. Due to lack of quorum in March 2025, staff notified board members via email of the proposed timeline.
   Question regarding the program – the next grant period will be a repeat of the current year program for events to receive a rebate on the Hotel Occupancy Tax their event generates. Vote to confirm authorization of the period.

   Board member Cristy Buckner made a motion to approve the proposed grant period timeline. Board member Michael Nichols seconded the motion.

   Vote: 6-0 in favor, unanimously.

4. Discussion and possible action regarding the Mural Arts Program for the City of Palestine.

   Discussion: Recap of the most recent Mural Arts Grant, and the timeline of approval of the program. It was proposed in that process that The City adopt changes to the program to transition from an RFP Program to an RFQ Program. In such a program, the board would evaluate the Qualifications of artists and request proposals for our project by 3 artists. Those artists would be compensated with a small stipend to create a mock-up for the specific project. Selection from the 3 proposals would be made by the board and community stakeholders, such as the building owner and tenant (where applicable).

   Board member Daniel Hennessee made a motion to approve the item as presented. Board member Kasey Crutcher seconded the motion.

   Vote: 6-0 in favor, unanimously.

ADJOURN

With no other business to come before the board, the meeting was adjourned at 4:46 p.m.

PASSED AND APPROVED THIS 28TH DAY OF MAY 2025.

Patty Smith, Chair

ATTEST:

Cassie Ham,
Tourism Marketing Manager