

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

Cassie Ham,
Tourism Marketing Manager



**NOTICE OF MEETING
TOURISM ADVISORY BOARD
April 22, 2025
4:00 PM
City Hall Conference Room
504 N. Queen Street
Palestine, TX**

Zoom Link:

<https://us02web.zoom.us/j/84598870152?pwd=IH1wST04LfwJmM8lgyux5yyUtaMYXW.1>

Meeting ID: 845 9887 0152
Passcode: 434713

One tap mobile
+13462487799,,84598870152#,,,,*434713# US (Houston)

*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."*

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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

F. APPROVAL OF MINUTES

G. DISCUSSION AND ACTION ITEMS

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

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, April 17, 2025, at 4:00 p.m.**

A handwritten signature in blue ink that reads "Casey DeBord". The signature is written in a cursive style and is positioned above a horizontal line.

Casey, DeBord, City Manager's Admin

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: 04/22/2025

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Presentation and Discussion of Whereabouts and Tripper. New SAAS to replace Visit Widget

Date Submitted: 04/16/2025

SUMMARY:

As a part of staff budget preparations for FY 25/26, we have been evaluating services to replace the dated Visit Widget. We participated in a demo with Matthew Thomas, to review their Whereabouts Service, which is a member management system that pushes data to various locations, including tailored itineraries through the included Tripper service. Whereabouts would be a savings of \$200 annually, and provide a much more robust solution to business listings, the ability to build custom lists and itineraries, and have participation from community members in keeping their information and offerings up to date. Please consider the service as a potential replacement to the Visit Widget.

RECOMMENDED ACTION:

Review the service and consider replacing the Visit Widget with Whereabouts for FY25/26.

CITY MANAGER APPROVAL:
