

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, July 01, 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. Board member Chris Keller was not in attendance.

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

Others present: Mayor Mitchell Jordan

CALL TO ORDER

With a quorum present, Chair Patty Smith called the meeting to order at 4:02 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

There were none.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

Board Member Kasey Crutcher filed affidavit on abstention from voting on Item 3 of the Discussion and Action Items.

MANAGER'S REPORT

There was no manager's report.

APPROVAL OF MINUTES

1. Consider approving the minutes from the May 28, 2025 Meeting of the Tourism Advisory Board.

Motion made by Daniel Hennessee to approve the minutes as presented and seconded by Michael Nichols.

Vote: 6 – 0 – Unanimously

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding the formation of an America250 planning committee.

Discussion regarding the formation of the board and proposed members. Board members Cristy Buckner and Michael Nichols volunteered to be on the planning committee. Quarterly updates should be made to the Tourism Advisory Board.

Motion made by Daniel Hennessee to authorize formation of the committee to plan a 2-3 day event in 2026 for the 250th anniversary of America's Independence Day. The motion was seconded by Cristy Buckner.

Upon vote, the motion carried with a 6-0 unanimous vote.

2. Discussion and possible action regarding a Hotel Occupancy Tax Funding Grant for Palestine ISD for an event scheduled on September 4-5, 2025.

Discussion related to granting additional funds for marketing support.

A motion was made by Daniel Hennessee to grant the Hotel Occupancy Tax event funding plus an additional \$6000 for marketing support as a reimbursement grant for expenses related to marketing the event. The motion was seconded by Cristy Buckner.

Upon vote, the motion carried with a 6-0 unanimous vote.

3. Discussion and possible action regarding a Hotel Occupancy Tax Funding Grant for Palestine YMCA for an event scheduled for July 12, 2025.

Kasey Crutcher recused himself from discussion due to a conflict of interest, as he serves on the board for the Palestine YMCA at 4:17 pm.

Discussion about providing additional funds for marketing support.

A motion was made by Edward Mondich to grant the Hotel Occupancy Tax event funding plus an additional \$1000 for marketing support as a reimbursement grant for expenses related to marketing the event. The motion was seconded by Michael Nichols.

Upon vote, the motion carried with a 5-0 vote. Board Member Kasey Crutcher abstained from the vote.

Kasey Crutcher rejoined the meeting at 4:23 pm.

4. Discussion and possible action related to a proposal for the Huey Helicopter Project.

Mayor Jordan presented information related to the project and there was discussion about the budget and plans related to the project.

Motion made by Daniel Hennessee to grant \$12,000 for the installation of the helicopter, pending the following conditions are met:

- a. Confirmation of legality of the spend by the City Attorney and the Texas Hotel & Lodging Association legal council.
- b. Grant of space at the Veterans Memorial Park by City Council.

The motion was seconded by Kasey Crutcher.

Upon vote, the motion carried with a 6-0 unanimous vote.

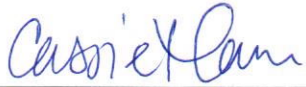
ADJOURN

With no other business to come before the board, the meeting was adjourned at 5:00 p.m.

PASSED AND APPROVED THIS 29TH DAY OF JULY 2025.


Patty Smith, Chair

ATTEST:



Cassie Ham,
Tourism Marketing Manager