

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 29, 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. Board member Cristy Buckner was in attendance via zoom. Board member Chris Keller was not present.

Staff present: Tourism Marketing Manager Cassie Ham, Tourism Project Coordinator Noemi Chapman and City Secretary April Jackson.

Others Present: Amy Parady, Chase Calloway, Lauri Turner, Larry Turner, Jodi Trout

CALL TO ORDER

With a quorum present, Board 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

Board Member Kasey Crutcher filed affidavit on abstention from voting on Item 1 of the Discussion and Action Items.

MANAGER'S REPORT

Tourism Marketing Manager Cassie Ham presented the monthly report for May and June 2025.

APPROVAL OF MINUTES

Consider approval of minutes from the July 1, 2025 meeting of the Tourism Advisory Board.

Kasey Crutcher made a motion to approve the minutes as presented. Cristy Buckner seconded the motion.

On vote, the motion passed 6-0, unanimously.

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding the Fiscal Year 2025-2026 Hotel Occupancy Tax Grants.
 - a. Lauri Turner presented a HOT Grant Application for ACYLA for the Rush Herrington Memorial Rodeo
 - b. Chase Calloway presented a HOT Grant Application for The Journey HQ Car Show at the Hot Pepper Festival
 - c. Tourism Marketing Manager Cassie Ham presented the HOT Grant Application for Hot Pepper Festival and Dogwood Festival on behalf of the Palestine Area Chamber of Commerce

- d. Tourism Marketing Manager Cassie Ham presented a HOT Grant Application for Mt Vernon AME – Raise the Roof Campaign on behalf of Project Restoration
- e. Tourism Marketing Manager Cassie Ham presented a HOT Grant Application for Palestine ISD for the Dance Effect Competition on behalf of Palestine ISD
- f. Tourism Marketing Manager Cassie Ham presented a HOT Grant Application for Palestine ISD for the Synergy Dance Competition on behalf of Palestine ISD
- g. Amy Parady presented a HOT Grant Application for the Texas State Railroad for the 2025-2026 Season of the Texas State Railroad, including Polar Express and other season rides.
- h. Tourism Marketing Manager Cassie Ham presented a HOT Grant Application for Palestine YMCA for the Jalapeno Tree Fall Classic Soccer Tournament.

No action was taken.

- 2. Discussion and Possible Action regarding a possible Arts & Cultural Enhancement Project Grant for Palestine ISD in the amount of \$11,416.95 for Fiscal Year 2024-2025.

Tourism Marketing Manager Cassie Ham presented the project proposal on behalf of Palestine ISD.

Board Member Edward Mondich made a motion to approve the item as presented. Michael Nichols seconded the motion

On vote, the item passed with a 6-0 unanimous vote.

- 3. Discussion and possible action regarding removal of the application period for Hotel Occupancy Tax Funding Grants for Event Support.

Daniel Hennessee made a motion to approve the item, on condition that staff still conduct a public notice of the yearly grant period opening. Kasey seconded the motion.

On vote, the item passed with a 6-0 unanimous vote.

CLOSED SESSION

The Tourism Advisory Board will go into closed session pursuant to Texas Government Code, Chapter 551, Subchapter D

- 1. Section 551.087 deliberation regarding Economic Development negotiations: Fiscal Year 2025-2026 Hotel Occupancy Tax Funding Grant Applications.

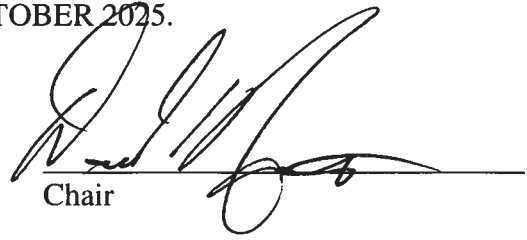
RECONVENE IN REGULAR SESSION

No action was taken.

ADJOURN

With no other business to come before the board, the meeting was adjourned at 5:37 p.m.

PASSED AND APPROVED THIS 28TH DAY OF OCTOBER 2025.



Chair

ATTEST:



Cassie Ham,
Tourism Marketing Manager