

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, October 28, 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 Vice-Chair, Daniel Hennessee, and Members Edward Mondich, Chris Keller and Kasey Crutcher. Board chair Patty Smith and board members Michael Nichols and Cristy Buckner were not in attendance.

Staff present: Tourism Marketing Manager Cassie Ham, Assistant City Secretary Casey DeBord, and Tourism Project Coordinator Noemi Chapman

Guests present: Linda McDonald

CALL TO ORDER

With a quorum present, Board Vice-Chair Daniel Hennessee called the meeting to order at 4:17 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 Tourism Marketing Manager's Reports for the months of July and August 2025.

APPROVAL OF MINUTES

1. Consider approval of the minutes from the July 29, 2025, the August 12 2025, and the August 31, 2025, meetings.

A motion was made by board member Kasey Crutcher to approve the items as presented. Daniel Hennessee seconded the motion.

Upon vote, the motion carried with a 4-0 unanimous vote.

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding a request from Palestine ISD for additional funding in the amount of \$1308.00 to complete the Arts & Cultural Enhancement project grant

Motion made by Edward Mondich to approve the item as presented. Chris Keller seconded the motion.

Upon vote, the motion carried with a 4-0 unanimous vote.

2. Discussion and possible action regarding an Arts & Cultural Enhancement project proposal for assistance with replacement of the drapes of the Texas Theatre in the amount of \$9877.70.

Linda McDonald presented a project proposal for *repair* of the drape mechanical hardware at the Texas Theatre. A motion was made by Daniel Hennessee to approve the funding to repair the drapes at the Texas Theatre. Edward Mondich seconded the motion.

Upon vote, the motion carried with a 4-0 unanimous vote.

3. Discussion and possible action regarding short-term rental hotel occupancy tax collection.

Discussion related to the collection of hotel occupancy tax from short-term rentals in the community by Chris Keller. Staff advised the board that short-term rentals are currently required, per ordinance to register with the City of Palestine to remit hotel occupancy tax and pay based on occupancy from month-to-month. Staff also advised that the City is in the process of direct collection through AirBNB and VRBO, the two largest online booking services for STRs. Mr. Keller requested contact information for the City Attorney to discuss further.

No action was taken.

4. Discussion and possible action regarding the November and December 2025 Tourism Advisory Board meeting schedule.

Motion made by Daniel Hennessee to cancel the meetings in November and December 2025 with staff to request a special meeting, if needed. Kasey Crutcher seconded the motion.

Upon vote, the motion carried with a 4-0 unanimous vote.

5. Discussion and possible action regarding election of a new Chair and Vice-Chair of the Tourism Advisory Board.

Ed made a motion to nominate Daniel Hennessee the Board Chair. Kasey Seconded the motion.

Upon vote, the motion carried with a 4-0 unanimous vote.

Kase made a motion to nominate Chris Keller the Board Vice-Chair. Daniel Hennessee seconded the motion.

Upon vote, the motion carried with a 4-0 unanimous vote.

ADJOURN

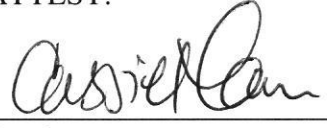
With no other business to come before the board, the meeting was adjourned at 4:47 p.m.

PASSED AND APPROVED THIS 27TH DAY OF JANUARY 2026.



Daniel Hennessee, Chair

ATTEST:



Cassie Ham,
Tourism Marketing Manager