

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
THE CITY OF PALESTINE §

The Tourism Advisory Board of the City of Palestine convened in a Special Meeting on Wednesday, August 26, 2026, at 4:00 p.m., in the City Council Chambers, 504 N. Queen Street, Palestine, Texas, with the following people present in person: Board Vice-Chair Chris Keller, and Board members Rebecca Howard, Edward Mondich, Chase Calloway, Kasey Crutcher, and Kay Drees. Board Chair Daniel Hennessee was not in attendance.

Staff present: City Manager Teresa Herrera, Tourism Marketing Manager Cassie Ham, City Manager's Administrative Assistant Corby Neal, and Marketing Analyst Mary Ann Admire

Guests present: Gerry Nash and Michael Searcy

CALL TO ORDER

With a quorum present, Board Vice-Chair Chris Keller called the meeting to order at 4:01 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

There were none.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

Board member Kasey Crutcher disclosed a conflict of interest and abstained from Discussion and Action Items 1 and 2, regarding the Palestine YMCA and the Palestine Area Chamber of Commerce.

MANAGER'S REPORT

1. Review the Tourism Marketing Manager's Reports for the months of May and June 2026.

APPROVAL OF MINUTES

1. Consider approval of the minutes from the June 2, 2026 meeting.

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

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

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding a Hotel Occupancy Tax Event Grant Application submitted by the Palestine YMCA for the annual Splash and Dash event.

Motion made by Edward Mondich to approve the rebate grant plus an additional \$5000 of funding for marketing support. Rebecca Howard seconded the motion.

Upon vote, the motion carried with a 4-1 vote, with Kasey Crutcher abstaining.

2. Discussion and possible action regarding a Hotel Occupancy Tax Event Grant Application submitted by the Palestine Area Chamber of Commerce for the 2026 Hot Pepper Festival and 2027 Dogwood Festival.

Motion made by Chris Keller to approve the rebate of Hotel Occupancy Tax plus a \$10,000 grant for marketing support. Edward Mondich seconded the motion.

Upon vote, the motion carried with a 5-0 vote, with Kasey Crutcher abstaining.

3. Discussion and possible action regarding a Hotel Occupancy Tax Historical Preservation Grant Application submitted by the Palestine Railroad Heritage Museum for the Missouri-Pacific caboose restoration and related access improvements.

Gerry Nash and Michael Searcy presented on behalf of the Palestine Railroad Heritage Museum.

Motion made by Kasey Crutcher to approve \$40,000 from FY 2025-2026 funds. Kay Drees seconded the motion.

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

Motion made by Kasey Crutcher to approve \$16,659.79 from FY 2026-2027 funds. Chris Keller seconded the motion.

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

4. Discussion and possible action regarding a Hotel Occupancy Tax Event Grant Application submitted by Palestine ISD for the 2027 Synergy Dance Competition.

Motion made by Kasey Crutcher to approve the rebate of Hotel Occupancy Tax. Chase Calloway seconded the motion.

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

5. Discussion and possible action regarding a Hotel Occupancy Tax Event Grant Application submitted by Palestine ISD for the 2027 Dance Effect Competition.

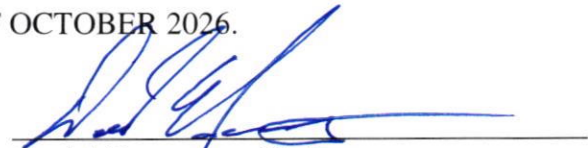
Motion made by Kasey Crutcher to approve the rebate of Hotel Occupancy Tax. Chase Calloway seconded the motion.

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

ADJOURN

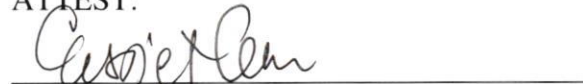
With no other business coming before the board, the meeting was adjourned at 4:42 p.m.

PASSED AND APPROVED THIS 27TH DAY OF OCTOBER 2026.



Daniel Hennessee, Chair

ATTEST:



Cassie Ham,
Tourism Marketing Manager