



**NOTICE OF A MEETING
THE BARNHILL CENTER ADVISORY BOARD MEETING
TUESDAY, MARCH 31, 2026, AT 3:00 PM
NANCY CAROL ROBERTS MEMORIAL LIBRARY
100 MARTIN LUTHER KING JUNIOR PARKWAY
BRENHAM, TEXAS**

1. Call Meeting to Order

2. Public Comments

[At this time, anyone will be allowed to speak on any matter concerning this Board that is not on the agenda, for a length of time not to exceed three minutes. No Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with the law.]

REGULAR SESSION

3. Discuss and Possibly Act Upon Approval of Minutes from January 12, 2026, The Barnhill Center Advisory Board Meeting

WORK SESSION

4. Review and Discuss City of Brenham Partnership with Brenham Main Street Historical Preservation, Inc. Restoration of the Historic Simon Theatre

5. Review and Discuss RFP-26-003 Alcohol and Concession Services for The Barnhill Center

6. Administrative Report to Include The Barnhill Center Programming, The Barnhill Center Rentals, Tourism Staffing Update, The Barnhill Center Budget Preparation

7. Adjourn

CERTIFICATION

I certify that a copy of the March 31, 2026, agenda of items to be considered by The Barnhill Center Advisory Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas, on Wednesday, March 25, 2026, at 1:30 pm.

Nancy Joiner

Nancy Joiner

Secretary for The Barnhill Center Advisory Board

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7200 for assistance.

I certify that the attached notice and agenda of items to be considered by The Barnhill Center Advisory Board meeting was removed by me from the City Hall bulletin board on the ____ day of March 2026 at _____.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: March 31, 2026	DATE SUBMITTED: March 24, 2026	
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Megan Mainer, Assistant City Manager	
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 ST READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 ND READING
<input type="checkbox"/> EXECUTIVE SESSION	<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input type="checkbox"/> WORK SESSION	
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon Approval of Minutes from January 12, 2026, The Barnhill Center Advisory Board Meeting		
SUMMARY STATEMENT: Review and approve minutes from The Barnhill Center Advisory Board meeting on January 12, 2026.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):		
A. PROS:		
B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
1.12.26 Minutes		
RECOMMENDED ACTION: Staff recommend The Barnhill Center Advisory Board approve the minutes from the regularly scheduled January 12, 2026 meeting.		
APPROVALS:		

THE BARNHILL CENTER ADVISORY BOARD

A regular meeting of the City of Brenham's The Barnhill Center Advisory Board was held on Monday, January 12, 2026, beginning at 4:00 p.m. in The Barnhill Center, Morriss Hall in the Schulte Room, 106 Douglas Street, Brenham, Texas.

Board Members present:

Jane Barnhill
Tom Bullock, Jr.
Tee Dippel
Jennifer Eckermann
Jon Hill
Hal Moorman
Tiffany Morisak
Traci Pyle
Margie Routt Young

Board Members absent:

The Barnhill Center Team presents:

Megan Mainer, Assistant City Manager; Tourism and Marketing Specialist Nancy Joiner; and Manager of The Barnhill Center, Alex Dill

City of Brenham Staff present:

Jeana Bellinger, City Secretary

Media Present:

No media present

1. Call Meeting to Order

Hal Moorman, acting as interim board chair, called the meeting to order. This is the first meeting of the Barnhill Center Advisory Board.

2. Public Comments

There were no public comments.

REGULAR SESSION

3. Discuss and Possibly Act Upon a Recommendation to Appoint a Chair for The Barnhill Center Advisory Board

A new chair needed to be appointed for the Barnhill Center Advisory Board. A motion was made by the Interim Board Chair, Hal Moorman, to nominate Jennifer Eckermann as Board Chair, and it was seconded by Board Member Traci Pyle.

Hal Moorman called for a vote. The motion passed with the following votes:

Jane Barnhill	Yes
Tom Bullock, Jr.	Yes
Tee Dippel	Yes
Jennifer Eckermann	Yes
Jon Hill	Yes
Hal Moorman	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Margie Routt Young	Yes

4. Discuss and Possibly Act Upon a Recommendation to Appoint a Vice Chair for The Barnhill Center Advisory Board

A motion was made by Board Member Hall Moorman to nominate Margie Routt Young as Board Vice Chair, and it was seconded by Board Member Tiffany Morisak.

Chair Jennifer Eckermann called for a vote. The motion passed with the following votes:

Jane Barnhill	Yes
Tom Bullock, Jr.	Yes
Tee Dippel	Yes
Jennifer Eckermann	Yes
Jon Hill	Yes
Hal Moorman	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Margie Routt Young	Yes

5. Discuss and Possibly Act Upon a Recommendation to Appoint a Venue Preservation Committee

A motion was made by Board Member Tee Dippel to nominate Tom Bullock, Jr., Hal Moorman, and Jane Barnhill to the Venue Preservation Committee, and it was seconded by Board Member Jon Hill.

Chair Jennifer Eckermann called for a vote. The motion passed with the following votes:

Jane Barnhill	Yes
Tom Bullock, Jr.	Yes
Tee Dippel	Yes
Jennifer Eckermann	Yes
Jon Hill	Yes
Hal Moorman	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Margie Routt Young	Yes

6. Discuss and Possibly Act Upon a Recommendation to Appoint a Strategic Planning Committee

A motion was made by Board Member Jon Hill to nominate Tee Dippel, Jennifer Eckermann, and Jon Hill to the Strategic Planning Committee, and it was seconded by Board Member Margie Routt Young.

Chair Jennifer Eckermann called for a vote. The motion passed with the following votes:

Jane Barnhill	Yes
Tom Bullock, Jr.	Yes
Tee Dippel	Yes
Jennifer Eckermann	Yes
Jon Hill	Yes
Hal Moorman	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Margie Routt Young	Yes

7. Discuss and Possibly Act Upon a Recommendation to Appoint a Programming Committee

A motion was made by Board Member Tee Dippel to nominate Traci Pyle, Tiffany Morisak and Margie Routt Young as the Programming Committee, and it was seconded by Board Member Jon Hill.

Chair Jennifer Eckermann called for a vote. The motion passed with the following votes:

Jane Barnhill	Yes
Tom Bullock, Jr.	Yes
Tee Dippel	Yes
Jennifer Eckermann	Yes
Jon Hill	Yes
Hal Moorman	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Margie Routt Young	Yes

WORK SESSION

8. Presentation and Training on the City of Brenham’s Policies and Procedures for Advisory Boards and Commissions to Include, but Not Be Limited to, Board Meeting Procedures and Requirements, Roberts Rules of Order and Parliamentary Procedure, Conflicts of Interest, the Texas Open Meetings Act, and the Texas Public Information Act

City Secretary Jeana Bellinger presented this training.

- Policy and Procedures for Boards and Commissions Effective January 1, 2026
- Texas Open Meetings Act

- The Basics of Parliamentary Procedure – commonly known as “Roberts Rules of Order.”
- Conflict of Interest
- The Basics of Public Information

This Board will need to have a quorum of five members at each meeting to proceed with meetings each month.

9. Review and Discuss The Barnhill Center Strategic Plan Proposal from Parkhill

Megan Mainer, Assistant City Manager, gave an update on this item. She met with them and gave a tour of The Barnhill Center. The Barnhill Center needs to develop a strategic plan for this historic building to ensure its long-term preservation, relevance, and sustainability while maximizing its value to the community. With a thorough assessment of facilities, programs, finance, and levels of service, a strategic plan will create a structured roadmap for maintaining the building’s historic character while improving usability, safety, and accessibility. Parkhill’s Eric James and Brian Griggs were contacted to do a walk-through and presented a proposal for professional services. They would also serve as the consultant team if the firm were retained. It’s possible that we could do some of the work ourselves, limiting the cost of the professional services. Once a decision is made, it will go before the City Council for approval.

10. Administrative Report to Include Tourism Staffing Update, Concessionaire RFP, Barnhill Center Programming, Barnhill Center Budget Wrap-up, and 2026 Barnhill Center Advisory Board Meeting Dates

Megan Mainer, Assistant City Manager, gave an update on these items. Tourism staffing update on the Director of Tourism & TBC is as follows: the position has been posted, applications are being accepted, and interviews will start in January. A second position titled “Visit Brenham Destination Manager” will be considered after the Director is recruited if funding is available for this fiscal year.

The City of Brenham is seeking proposals from qualified proposers to provide alcohol and concession services for events at TBC through the Concessionaire RFP. Dates are given for when the issuance, publication, RFP question, request submission, deadline for submission, and City Council consideration and award for concessionaire.

The Barnhill Center Programming has two events in January. They are the speaker series luncheon with Alice Gonzales Yates on January 13, 2026, and the Oak Ridge Boys concert on January 24, 2026, which is sold out.

The Barnhill Center Budget Wrap-up for Fund 249 ended with a larger than budgeted deficit of \$84,4668 for FY25. \$71,293 was on the programming and cultural arts side due to over-projected revenues. The cumulative negative fund balance is \$251,535. The revenue projections for FY26 are more conservative and reflect year-over-year actuals, so we anticipate the ability to reduce the negative fund balance annually and to achieve breakeven in FY26 and in future fiscal years. Fund 109 ended with a FY25 surplus of \$47,374 and has a balance of \$282,904. The target fund balance for Fund 109 is \$300,000 to allow for any unexpected repairs at The Barnhill Center, such as the roof repair. The original cost was \$125,000, but the bid was awarded to J&A Roofing for \$80,080.00

Dates for the 2026 TBC Advisory Board meetings are for the second Monday of each month at 4 pm at TBC in Morriss Hall. The dates are:

February 9	March 9
April 13	May 11
Juen 8	July 13
August 10	September 14
October 12	November 9
December 14	

11. Adjourn

Jennifer Eckermann, Board Chair, called for a motion to adjourn.

A motion was made by Board Member Jon Hill to adjourn the meeting, and it was seconded by Board Member Margie Routt Young.

Jennifer Eckermann called for a vote. The motion passed with the following votes:

Jane Barnhill	Yes
Tom Bullock, Jr.	Yes
Tee Dippel	Yes
Jennifer Eckermann	Yes
Jon Hill	Yes
Hal Moorman	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Margie Routt Young	Yes

Board Chair

Date

ATTEST:

Tourism & Marketing Specialist

Date



AGENDA ITEM 4

DATE OF MEETING: March 31, 2026	DATE SUBMITTED: March 21, 2026	
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Carolyn Miller, City Manager	
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 ST READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 ND READING
<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input checked="" type="checkbox"/> WORK SESSION	
AGENDA ITEM DESCRIPTION: Review and Discuss City of Brenham Partnership with Brenham Main Street Historical Preservation, Inc. Restoration of the Historic Simon Theatre		
SUMMARY STATEMENT: Staff have included a memorandum, Barnhill Center at Historic Simon Theater Memo 2026, outlining updates.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):		
A. PROS:		
B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
(1) Barnhill Center at Historic Simon Theater Memo 2026		
RECOMMENDED ACTION:		
APPROVALS:		



MEMORANDUM

To: Barnhill Center Advisory Board
Mayor Atwood C. Kenjura

From: Carolyn D. Miller, City Manager

Subject: City of Brenham Partnership with Brenham Main Street Historical Preservation, Inc. Restoration of the Historic Simon Theater

Date: March 21, 2026

I am providing this information as an historic overview of the over two decades long partnership between the City of Brenham and the Brenham Main Street Historical Preservation, Inc. non-profit entity in their endeavor to preserve, restore, and revitalize the historic Simon Theater.

Ownership of Simon Theater 2003

The Simon Theater was originally owned by Brenham Main Street Historical Preservation, Inc. (BMSHP) non-profit entity which was organized to preserve the architectural heritage of Downtown Brenham. Soon after purchasing the Simon Theatre in 2003, a theatre consultant – whose company managed and operated renovated theatres across the country – was hired to help determine the best use for this historic property. Following Town Hall public meetings, with representatives from throughout the community, BMSHP felt confident that a downtown conference center would contribute to the economic and cultural vitality of our community, and they developed a business plan.

Interestingly, in 2003 the City of Brenham paid \$175,000 to assist with the purchase of the Simon Theater. Thus our 23-year partnership began.

Relocation of Visitors Center from Chamber of Commerce to Simon Theater 2010

After the first-floor visitors center space was completed, discussions began regarding the opportunity to relocate the Convention and Visitors Bureau (CVB) from the Chamber of Commerce building to the new Visitors Center at the Simon Theater. A Simon Relocation Subcommittee consisting of three members of the former Hotel Occupancy Tax (HOT) Board along with the Chamber President was formed. Their primary objective was to identify costs associated with the relocation of the CVB. The intention was for the Chamber to become the relocation site, and the Simon Theater, the tourism site.

The first and subsequent year's annual operating budgets were approved by the HOT Board which included reimbursement to BMSHP for janitorial services, utilities, building and liability insurance, and office machine leases. The City of Brenham reimbursed over \$298,901 to BMSHP over eight years (2011 through 2018) for annual operating expenses at the Visitors Center. During these eight years, the Chamber continued to operate the CVB.

Responsibility for Tourism and Promotions Transitioned to City of Brenham 2018

In May of 2018, city leadership met with members of the Chamber Board to notify them of the City's intent to cancel the contract and move in a different direction. The contract was officially terminated on September 30, 2018. During this time, Jennifer Eckermann was promoted from Main Street Manager to Director of Tourism and Marketing.

City Approves Lease Agreement in 2018 and Memorandum of Understanding in 2019

The City Council approved an agreement with BMSHP to allow the City to utilize the Visitors Center space, meeting room space and the storage closet at market rates for the square footage occupied. Under this lease, the City agreed to pay \$1,694 monthly or \$20,328 annually.

The MOU provided for the exclusive use of the Barnhill Center by the City for general business and recreational use, including but not limited to operating, renting, and promoting the Barnhill Center for conferences, cultural arts programming, concerts, weddings and other events. In exchange for this exclusiveness, the City agreed to pay \$1,500 per month or \$18,000 annually.

Under these two agreements, the City of Brenham paid \$278,931 to BMSHP over seven years (2017 through mid-2024).

Addendums to the Memorandum of Understanding 2021 and 2022

Three addendums to the MOU were approved to authorize the reimbursement of interest-only payments made by BMSHP on the existing loans encumbering the Barnhill Center.

- July 2021 – reimbursement up to \$35,000
- February 2022 – reimbursement up to \$18,000
- July 2022 – reimbursement up to \$18,000

Under these three addendums, the City of Brenham reimbursed BMSHP \$86,354.

City Council Approves Acquisition of Barnhill Center 2023

The City Council approved the negotiation, funding, and acquisition of the Barnhill Center in March 2023. Over the next several months while final documents were being prepared, the City continued to reimburse the interest-only payments for two additional quarters as noted above. The remaining balance on the outstanding loan of \$475,410 was paid in March 2024 utilizing Hotel Occupancy Tax reserves.

Alcohol Concessions Agreement

After the purchase of the Barnhill Center, the City and BMSHP entered into an agreement for alcohol concessions. In conjunction with and utilizing BMSHP's license and permit issued by the Texas Alcoholic Beverage Commission (TABC), the City receives all the income from the alcohol concessions and other concessions from all conferences, cultural arts programming, concerts, weddings, and all other events. During the term of this agreement, the City pays \$750 per month and reimburses the BMSHP for all TABC permits and beer/wine license fees.

Since mid-2024 to present, the City has paid \$20,853 to BMSHP which was offset by concession revenue. This is basically a break-even arrangement for the utilization of the BMSHP's TABC license and permit.

This agreement continues unless the City contracts with one or more properly licensed vendor(s) to provide alcohol concessions for events at the Barnhill Center or if the City (or an entity affiliated with the City) obtains the necessary licenses and permits from TABC. If the City decides to pursue one of these options, BMSHP will take all actions necessary to cancel BMSHP's license and/or permits issued by TABC for providing alcohol concessions at the Barnhill Center.

Public-Private Partnership

As you can see from this memo, the journey from 2003 to 2026 has been a true public-private partnership between the City of Brenham and BMSHP. The City proudly recognizes and applauds the decades-long restoration efforts of this historic downtown landmark. Our community has shown enormous support for the historic Simon Theater, and we look forward to continuing this successful partnership.



AGENDA ITEM 5

DATE OF MEETING: March 31, 2026	DATE SUBMITTED: March 24, 2026															
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Megan Mainer, Assistant City Manager															
<table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left; width: 33%;">MEETING TYPE:</th> <th style="text-align: left; width: 33%;">CLASSIFICATION:</th> <th style="text-align: left; width: 33%;">ORDINANCE:</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="checkbox"/> REGULAR</td> <td><input type="checkbox"/> PUBLIC HEARING</td> <td><input type="checkbox"/> 1ST READING</td> </tr> <tr> <td><input type="checkbox"/> SPECIAL</td> <td><input type="checkbox"/> CONSENT</td> <td><input type="checkbox"/> 2ND READING</td> </tr> <tr> <td><input type="checkbox"/> EXECUTIVE SESSION</td> <td><input type="checkbox"/> REGULAR</td> <td><input type="checkbox"/> RESOLUTION</td> </tr> <tr> <td></td> <td><input checked="" type="checkbox"/> WORK SESSION</td> <td></td> </tr> </tbody> </table>		MEETING TYPE:	CLASSIFICATION:	ORDINANCE:	<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 ST READING	<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 ND READING	<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION		<input checked="" type="checkbox"/> WORK SESSION	
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<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 ST READING														
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 ND READING														
<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION														
	<input checked="" type="checkbox"/> WORK SESSION															
AGENDA ITEM DESCRIPTION: Review and Discuss RFP-26-003 Alcohol and Concession Services for The Barnhill Center																
<p>SUMMARY STATEMENT: During the Barnhill Center Board Advisory Board meeting on January 12, 2026, staff provided an update regarding the City of Brenham seeking proposals from qualified proposers to provide concession and alcohol services for events at the City of Brenham’s Barnhill Center at Historic Simon Theater to alleviate staff time used for purchasing materials, management of services offered, and to reduce annual operating expenses. In FY25, staff estimated a loss of about \$4,051.28 for offering concessions and alcohol in-house, not including staff time. Moving to a contractor for these services and introducing a monthly fee to be charged to the winning vendor for exclusive rights to sell approved concessions and alcohol items during City of Brenham scheduled events, and serving as the preferred in-house concessions and alcohol provider for all non-City of Brenham events will improve the Tourism Department’s financial position.</p> <p>The request for proposals schedule for advertising and awarding a contract was as follows:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">a. Issuance of RFP</td> <td style="width: 50%;">January 8, 2026</td> </tr> <tr> <td>b. 1st Publication Date</td> <td>January 8, 2026</td> </tr> <tr> <td>c. 2nd Publication Date</td> <td>January 15, 2026</td> </tr> <tr> <td>d. RFP Question Deadline</td> <td>January 19, 2026</td> </tr> <tr> <td>e. Proposal Submission Deadline</td> <td>January 23, 2026</td> </tr> </table> <p>The city received two proposals, one from Cocktails4U and Texas Toast.</p> <p>An evaluation panel consisting of Alexandra Dill, Stephen Draehn, and Megan Mainer reviewed and scored the proposals based on the following criteria:</p>		a. Issuance of RFP	January 8, 2026	b. 1 st Publication Date	January 8, 2026	c. 2 nd Publication Date	January 15, 2026	d. RFP Question Deadline	January 19, 2026	e. Proposal Submission Deadline	January 23, 2026					
a. Issuance of RFP	January 8, 2026															
b. 1 st Publication Date	January 8, 2026															
c. 2 nd Publication Date	January 15, 2026															
d. RFP Question Deadline	January 19, 2026															
e. Proposal Submission Deadline	January 23, 2026															

Criteria	Weight Factor
Company's Experience	35%
Financial Plan & Percentage Split	35%
Operations Plan	15%
Overall Completeness of Proposal	10%
References	5%
Total	100%

Evaluations were totaled in late February and Cocktails4u was announced as the winning vendor with 249 points, or 83%. Texas Toast received 237 points, or 79%.

In March, staff began service agreement negotiations with Cocktails4U to include a monthly fee to promote an increase in revenue while eliminating expenses related to these services. Once the service agreement negotiations have been finalized, staff will seek approval from the City Council.

STAFF ANALYSIS (For Ordinances or Regular Agenda Items):

A. PROS:

B. CONS:

ALTERNATIVES (In Suggested Order of Staff Preference):

ATTACHMENTS:

(1)

RECOMMENDED ACTION:

APPROVALS:



AGENDA ITEM 6

DATE OF MEETING: March 31, 2026	DATE SUBMITTED: March 24, 2026	
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Megan Mainer, Assistant City Manager	
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 ST READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 ND READING
<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input checked="" type="checkbox"/> WORK SESSION	
AGENDA ITEM DESCRIPTION: Administrative Report to Include The Barnhill Center Programming, The Barnhill Center Rentals, Tourism Staffing Update, The Barnhill Center Budget Preparation		
SUMMARY STATEMENT: Staff have included an attachment, 3.31.2026 Admin Report, outlining updates.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):		
A. PROS:		
B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
(1) 3.31.2026 Admin Report		
RECOMMENDED ACTION:		
APPROVALS:		



**THE BARNHILL CENTER ADVISORY BOARD MEETING
TUESDAY, MARCH 31, 2026, AT 3:00 PM
ADMINISTRATIVE REPORT**

1. The Barnhill Center Programming

- a. Oak Ridge Boys on January 24, 2026
 - i. Cancelled due to inclement weather. Rescheduled for November 20, 2026. Staff continues to work with patrons to keep them informed and handling ticketing change requests (refund, roll over or donations) for the new date.
 - ii. Tickets for the new rescheduled date will go on sale April 1st at 10am to the public.
- b. Toast on February 14, 2026
 - i. 315/317 seats sold
- c. Darci Lynne on March 28, 2026
 - i. 311/317 seats sold

2. The Barnhill Center Rentals

- a. There have been 11 rentals since the last board meeting on January 12. The total revenue collected for events is over \$36,500.
 - i. C12 Forum meeting on January 14
 - ii. Lions Club District 25-S Mid-Winter Conference on January 16 & 17
 - iii. Brenham Next Tour & "Dawn of Washington County" movie screening on January 16
 - iv. Maifest Serenade on January 18
 - v. Seidel Schroeder Tax Seminar on January 21
 - vi. Tourism Partner Awards on January 22
 - vii. Emerson Holiday Party on January 31
 - viii. Development Services Meeting on February 5
 - ix. Burton High School Prom on February 7
 - x. C12 Forum meeting on February 11
 - xi. Photo shoot for upcoming wedding on February 11
 - xii. Citizens State Bank Employee Development Day on February 26
 - xiii. HDL Lunar New Year Luncheon on February 17
 - xiv. Kevin Deramus Retirement Party on February 25
 - xv. Wedding Reception on March 7
 - xvi. Wedding & Reception on March 8
 - xvii. GE Healthcare Business Meeting on March 10
 - xviii. C12 Meeting on March 11
 - xix. St. Paul's CDS Theatre Rehearsals & Performances March 15 – 20
 - xx. Aggie Men's Semi Formal on March 24
 - xxi. Wedding & Reception on March 26

3. Tourism Staffing Update – Although staff initially recruited for a Director of Tourism in December,

recruitment efforts did not result in an adequate qualified candidate pool. Staff shifted recruitment efforts by posting the Visit Brenham Destination Manager position to immediately relieve pressure on key staff while maintaining operational continuity within the Tourism Department. At this time, staff are managing a wide range of responsibilities including visitor center operations, event coordination, partner engagement, and day-to-day tourism activities, in addition to navigating new fiscal processes and expectations. Adding the Visit Brenham Destination Manager will provide immediate operational support and allow existing staff to remain focused on their primary roles without overextension. The Tourism Director position was submitted as a personnel request for next fiscal year.

Also, John Dent accepted the role of PT Lead Destination Specialist which oversees Visit Center operations, part-time and volunteer schedules, updates to tourism partner material, websites updates, group tours, and assists with Visit Brenham analytics.

Additionally, staff have interviewed and extended an offer to a Tourism & Event Summer Intern, Adison Williams, who will support the development of Texas association, club, and special interest group databases as well as Tourism Department event implementation for a 10-week period beginning June 8. Staff are currently recruiting and interviewing candidates for a Part-Time Destination Specialist and Part-Time Event Manager – The Barnhill Center.

4. The Barnhill Center Budget Preparation

- a. The City of Brenham kicked off the FY 2027–2031 Five-Year Plan on January 20, 2026, to identify potential Capital Improvement Program (CIP) projects. Staff submitted various projects including The Barnhill Center roof water proofing and safety ladder, urn replacement and coping, theatre acoustics, and theatre projector screen and projector. Staff also submitted a departmental personnel request for a Director of Tourism for FY27.

On March 17, 2026, the Finance Department distributed year-end budget projection and FY27 budget request worksheets which are due May 1. Staff have begun working on year-end projections for FY26 and preliminary budget requests for FY27.

As mentioned during the Barnhill Center Board Advisory Board meeting on January 12, 2026, staff provided an update regarding Fund 249 ending with a larger than budgeted deficit of \$84,668 for FY25. The ending (cumulative) negative fund balance for Fund 249 is \$251,535. Since Fund 249 is supported by HOT funds, General Fund revenue will not support the negative fund balance of the Tourism Department. Instead, the negative fund balance will be smoothed out over the next several years by introducing a cost recovery model for cultural arts programs and events, new program revenue (e.g. concert ads, The Barnhill Center memberships, concert underwriting), and HOT funds.

Budget priorities in FY27 will include:

- Adhere to FY27 budget requests for Fund 249
- Year-end breakeven for Fund 249
- Implement cost recovery tracking for all programs and events
- Change existing programs or implement new programs to generate additional revenue to aid in year-end breakeven for Fund 249