

TOURISM ADVISORY BOARD

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, January 15, 2026, beginning at 9:00 a.m. in The Barnhill Center, Morriss Hall in the Schulte Room, 106 Douglas Street, Brenham, Texas.

Board Members present:

Scott Atwood
Commissioner Misty Corn
DeWayne Burnett
Keith Hankins
Stephanie Wehring

Board Members absent:

Jenny Van Dorf
Harrison Williams

Visit the Brenham Team present:

Megan Mainer, Assistant City Manager; Tourism and Marketing Specialist Nancy Joiner; Lu Hollander with Visit Brenham; Tourism & Marketing Manager Kathrine Briscoe; Destination & Partner Coordinator, Elayne Grisbee; Manager of The Barnhill Center, Alex Dill; and Natalie Lange.

City Staff:

Tammy Jaster, Aquatic & Recreation Superintendent

County Staff:

Sherri Schmidt, Washington County Expo – Marketing & Production

Media Present:

None

Citizens:

Ciera Harris from Brenham Heritage Museum

- 1. Call Meeting to Order**
Chairman Scott Atwood called the meeting to order

- 2. Public Comments**

Ciera Harris, Interim Director for the Brenham Heritage Museum, addressed the crosswalk at Alamo and Market and Main and Market. They are not working and would like the City to address this issue. Also, the sidewalk in front of the Museum has a piece of rebar sticking out and could potentially become a tripping hazard. These issues belong to TXDOT, and they will be notified to see if they can be fixed before the Uptown Swirl happens on Saturday, January 17, 2026.

REGULAR SESSION

3. Discuss and Possibly Act Upon Approval of Minutes from October 16, 2025, Tourism Advisory Board Meeting

A motion was made by Board Member Keith Hankins to approve the minutes for October 16, 2025, and seconded by Board Member DeWayne Burnett.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Yes
Keith Hankins	Yes
Jenny Van Dorf	Absent
Stephanie Wehring	Yes
Harrison Williams	Absent
Commissioner Misty Corn	Yes

4. Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Advisory Board Chair

Megan Mainer, Assistant City Manager, presented this item. At the beginning of each calendar year, a Chair is elected to serve a term of one year. The Chair is to preside over the Tourism Advisory Board meetings. Scott Atwood current Chair said he would serve again if elected.

A motion was made by Board Member Keith Hankins to re-elect Scott Atwood as Chair of the Tourism Advisory Board and seconded by Board Member Commissioner Misti Corn.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Yes
Keith Hankins	Yes
Jenny Van Dorf	Absent
Stephanie Wehring	Yes
Harrison Williams	Absent
Commissioner Misty Corn	Yes

5. Discuss and Possibly Act Upon a Recommendation to appoint a Tourism Advisory Board Vice Chair

Assistant City Manager Megan Mainer presented this item. At the beginning of each calendar year, a Vice Chair is elected to serve a term of one year. The Vice Chair is to preside over the Tourism Advisory Board meetings in the absence of the Chair. It was discussed to elect Jenny Van Dorf to serve again as Vice Chair.

A motion was made by Board Member Keith Hankins to re-elect Jenny Van Dorf as Vice Chair of the Tourism Advisory Board and seconded by Board Member DeWayne Burnett.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Yes
Keith Hankins	Yes
Jenny Van Dorf	Absent
Stephanie Wehring	Yes
Harrison Williams	Absent
Commissioner Misty Corn	Yes

6. Discuss and Possibly Act Upon a Recommendation to appoint a Tourism Friendly subcommittee

Megan Mainer, Assistant City Manager, presented this item. As a certified Tourism Friendly Texas community, the Tourism Advisory Board Chair may choose to appoint a Tourism Friendly Texas committee to strengthen relationships with community partners, educate local leaders on the importance of tourism as a tool for economic development and job creation, and encourage participation in state government programs available for tourism development.

Scott Atwood, Board Chair, asked for volunteers to serve on this committee. Commissioner and Board Member Misti Corn and Keith Hankins volunteered, and there will be a representative from Washington County.

A motion was made by Board Member DeWayne Burnett, recommending a representative from Washington County, Commissioner Misti Corn, and Keith Hankins to serve on the Tourism Friendly Texas Subcommittee, and seconded by Board Member Keith Hankins.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Yes
Keith Hankins	Yes
Jenny Van Dorf	Absent
Stephanie Wehring	Yes
Harrison Williams	Absent
Commissioner Misty Corn	Yes

7. Discuss and Possibly Act Upon a Recommendation to Appoint a Music-Friendly Texas Subcommittee

Megan Mainer, Assistant City Manager, presented this item. Brenham is a certified Music Friendly Texas community; the Tourism Advisory Board Chair may choose to appoint a Music Friendly Texas subcommittee to foster music industry development in the community. There are monthly meetings, and these committee members will attend the meetings as well.

Scott Atwood, Board Chair, asked for volunteers to serve on this committee. He appointed Board Member Stephanie Wehring, and Keith Hankins.

8. Discuss and Possibly Act Upon a Recommendation to Appoint a Film-Friendly Texas Subcommittee

Megan Mainer, Assistant City Manager, presented this item. As a certified Film Friendly Texas community, the Tourism Advisory Board Chair may choose to appoint a Film Friendly Texas subcommittee to effectively accommodate media production in their communities.

Scott Atwood, Board Chair, asked for volunteers to serve on this committee. He appointed himself and Board Member Stephanie Wehring.

9. Discuss and Possibly Act Upon approval of the Ice Cream Capital of Texas Logo and Branding Package

Megan Mainer, Assistant City Manager, presented this item. Brenham was designated as the Ice Cream Capital of Texas in May of 2025. Since this occurred, excitement and momentum around the “Ice Cream Capital of Texas” identity created a unique opportunity for Visit Brenham staff to develop this brand in a meaningful way. In the summer of 2025, Visit Brenham sought proposals from local graphic artists to develop a branding package. James Pharaon Creative, Bryan Creative, and Drifting Creatives provided proposals, and James Pharaon was chosen for graphic design services. Key stakeholders include Visit Brenham Staff, Blue Bell, the Tourism Advisory Board, and the City Council. Staff developed a working group of Joe Robertson, Stephanie Wehring, Jenny Van Dorf, Leah Coolk, Traci Pyle, Kathrine Briscoe, and Megan Mainer. They meet in August to provide feedback and recommendations on the development of the logo, including colors, typography, and design elements. The group finalized logo selection on October 7, 2025. James Pharaon Creative developed a brand guide, which was finalized in December 2025. Staff, along with the Ice Cream Capital of Texas Working Group, recommends approval of the Ice Cream Capital of Texas logo and branding package. This branding guide will be taken to the City Council for approval on January 22, 2026, and for final approval on February 5, 2026.

A motion was made by Board Member Keith Hankins to recommend the Ice Cream Capital of Texas Brand package to the Brenham City Council for approval and seconded by Board Member DeWayne Burnett.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Yes

Keith Hankins	Yes
Jenny Van Dorf	Absent
Stephanie Wehring	Yes
Harrison Williams	Absent
Commissioner Misty Corn	Yes

WORK SESSION

10. City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter One Report

Megan Mainer, Assistant City Manager, presented this report, along with Nancy Joiner, Tourism and Marketing Specialist; Alex Dill, Manager of The Barnhill Center; Lu Hollander, Tourism and Marketing Specialist; Melinda Faubion; and Natalie Lange. Megan Mainer presented an overview of the DMO and Visitor Center updates, tours, visitor bags, website and collateral updates, recognition, and interest updates on impressions, engagements, Visitor Center traffic, visitor guide mailed, and phone calls. Visit Brenham/WC website on views, users, views per user, and average time of engagement. Also, top pages viewed, E-Newsletters sent with open and click rates, the top clicks, and the “What's Happening.” Natalie Lange presented posts on social media for Visit Brenham with total impressions on Instagram and Facebook followers, and the most popular posts on both. Our best-performing posts were on Facebook this quarter. Melinda Faubion presented the Madden report for digital marketing. We continually outperform with all our ads with total impressions, clicks, and our benchmarks are up, and we have top performers in ads that we have done for this quarter. Paid search, top keywords, display, YouTube, meta prospecting, and meta video impressions, clicks, reaches, etc., are all performing well. Lu Hollander presented ads that were placed in Texas Highways, TexasHighways.com, Texas Monthly, Texas Events calendar, and Dallas Drives. Bonus media/advertorial ads. Alex Dill presented on The Barnhill Center's rentals and entertainment for the last quarter. Nancy Joiner presented the HOT Collections for FY 2025. Overall, the FY2025 HOT collections have exceeded what had been budgeted for the fiscal year.

11. Washington County Expo Report

Harrison Williams with the Expo Center was not present for this report, but Sherri Schmidt presented on his behalf. As of January 1, 2026, the HOT Grant Application process will be administered by the County, and they are currently working on getting new software called Joplin for the grant applications. Their funding committee will keep its current members. It was asked if the County would report on its current HOT collection each quarter. The Tourism Advisory Board would like to come to the next Funding Committee meeting when grants are discussed and amounts awarded. Sherri Schmidt stated that at the next Tourism Advisory Board meeting, Harrison Williams will give a report for 2025 on the Expo. Multiple shows are coming to the Expo, such as the Horse Show, Floral Design Show, Fortnightly Book Sale, Ranch Show, and Quarter Horse Show. For America 250, there will be a fireworks display at the Expo on July 4th. BCDC has donated \$25,000 towards the display. There will not be a concert or rodeo that had been previously discussed at the County level. There is a discussion on having a dance with food trucks and kid-friendly activities.

12. Administrative Report to Include Tourism Staffing Update, Tourism Programming, and 2026 Tourism Advisory Board Meeting Dates

Megan Mainer, Assistant City Manager, presented these items. The Director of Tourism has been posted as of December 15, 2025. Staff evaluated the department structure, current job titles, and job descriptions as best practice when vacancies arise. Staff also reviewed the Tourism Department with a new department title and proposed a new structure that reinstated the Director position. A second proposed position titled “Visit Brenham Destination Manager” is to be considered after the Director is recruited, if funding is available in the current budget. Otherwise, the position will be proposed for the FY27 budget.

Nancy Joiner presented this item. The Annual Tourism Partner Awards will be held on Thursday, January 22, 2026, at 5 pm in Morriss Hall at The Barnhill Center. It celebrates the achievements of the Brenham/Washington County tourism industry and its positive impact on the local area by recognizing the dedication and contributions of tourism partners. Also honoring the support of City of Brenham staff, the Tourism Advisory Board, and the City Council. The deadline for RSVP is Friday, January 16.

Nancy Joiner presented this item. She went over the dates for the rest of the year. It was mentioned to move the October meeting to November due to the antique fair and the Texas Arts and Music Festival. It will be on November 5, 2026.

13. Adjourn

Scott Atwood
Board Chair

April 16, 2026
Date

ATTEST:

Nancy Joiner
Tourism & Marketing Specialist

April 16, 2026
Date