



NOTICE OF A MEETING
THE BARNHILL CENTER ADVISORY BOARD MEETING
MONDAY, APRIL 13, 2026, AT 4:00 PM
MORRISS HALL, THE BARNHILL CENTER
106 S DOUGLAS
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 March 31, 2026, The Barnhill Center Advisory Board Meeting 3-7

WORK SESSION

4. Review and Discuss Concert Series Reporting including Entertainment Strategies, Show Rankings by Net Revenue, Show Cost Estimating, and Show Financials 8-25
5. Review and Discuss an Update from the Programming Committee Regarding Project Priorities Including FY26 Program Reports, Concert Season Ticket Holder Discounts, Memberships, Concert Sponsorships, FY27 Cultural Arts Programming, Annual Fundraiser, and Improvement Fund 26-35
6. Review and Discuss an Update from the Venue Preservation Committee Regarding Project Priorities Including a Facility Assessment, Recorded Texas Historical Landmark (RTHL) Application, and Urns 36-40
7. Review and Discuss an Update from the Strategic Planning Committee Regarding Project Priorities Including the Development of a Strategic Plan 41
8. Administrative Report to Include The Barnhill Center Programming 42-43
9. Adjourn

CERTIFICATION

I certify that a copy of April 13, 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 Tuesday, April 7 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 April 2026 at _____.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: April 13, 2026	DATE SUBMITTED: April 2, 2026															
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Megan Mainer, Assistant City Manager															
<table style="width:100%; border:none;"> <tr> <td style="width:33%;">MEETING TYPE:</td> <td style="width:33%;">CLASSIFICATION:</td> <td style="width:33%;">ORDINANCE:</td> </tr> <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 checked="" type="checkbox"/> REGULAR</td> <td><input type="checkbox"/> RESOLUTION</td> </tr> <tr> <td></td> <td><input type="checkbox"/> WORK SESSION</td> <td></td> </tr> </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 checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION		<input type="checkbox"/> WORK SESSION	
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	<input type="checkbox"/> WORK SESSION															
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon Approval of Minutes from March 31, 2026, The Barnhill Center Advisory Board Meeting																
SUMMARY STATEMENT: Review and approve minutes from The Barnhill Center Advisory Board meeting on March 31, 2026.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):																
A. PROS:																
B. CONS:																
ALTERNATIVES (In Suggested Order of Staff Preference):																
ATTACHMENTS: 3.31.26 Minutes																
RECOMMENDED ACTION: Staff recommend The Barnhill Center Advisory Board approve the minutes from the regularly scheduled March 31, 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 Tuesday, March 31, 2026, beginning at 3:00 p.m. in Nancy Carol Roberts Memorial Library, 100 Martin Luther King Junior Parkway, Brenham, Texas.

Board Members present:

Jane Barnhill
Jennifer Eckermann
Jon Hill
Hal Moorman
Tiffany Morisak
Traci Pyle
Margie Routt Young

Board Members absent:

Tom Bullock, Jr.
Tee Dippel

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:

Carolyn Miller, City Manager
Mayor Atwood Kenjura
Councilmember & Mayor Pro Tem Clint Kolby
Councilmember Dr. Paul LaRoche, III, DDS

Community present:

Barry Brass
Sharon Brass

Media Present:

No media present

1. Call Meeting to Order

Jennifer Eckermann, board chair, called the meeting to order.

2. Public Comments

There were no public comments.

REGULAR SESSION

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

A motion was made by Board Member Jon Hill to approve the minutes for January 12, 2026, and seconded by Board Member Hal Moorman.

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

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

WORK SESSION

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

Carolyn Miller, City Manager, gave an overview of the history of The Barnhill Center, a two-decade-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. The building was purchased in 2003, and the City of Brenham paid \$175,000 to help with the purchase of the Simon Theater, which started our 23-year partnership. The Visitor Center was relocated from the Chamber of Commerce to the Simon Theater in 2010, where the first floor was completed in that year. The responsibility for tourism and promotions transitioned to the City of Brenham in 2018, and Jennifer Eckermann was promoted from Main Street Manager to Director of Tourism and Marketing. Also in 2018, the city approved a lease agreement and in 2019 a Memorandum of Understanding to pay \$1,694 monthly or \$18,000 annually. Under these two agreements, the City of Brenham paid \$278,931 to BMSHP over seven years (2017 through mid-2024). Three addendums to the MOU were approved to authorize the reimbursement of interest-only payments made by BMSHP on the existing loans of the Barnhill Center. They are as follows.

- July 2021-reimbursement up to \$35,0000
- February 2022 – reimbursement up to \$18,000
- July 2022 – reimbursement up to \$18,000
- The City of Brenham reimbursed BMSHP \$86,354.

City Council approved the acquisition of The Barnhill Center in 2023 and paid the remaining balance of the loan of \$475,410, which was paid in March 2024, utilizing Hotel Occupancy Tax reserves.

After the purchase, the City and BMSHP entered into an agreement on an alcohol concession. The Barnhill Center utilized BMSHP’s license and permit issued by the

Texas Alcoholic Beverage Commission (TABC). The city receives all income from alcohol concessions. In the 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 is offset by concession revenue. This agreement will continue until the City contracts with one or more properly licensed vendors to provide alcohol concessions for events at the Barnhill Center, or unless the City obtains the necessary licenses and permits from TABC. Once this happens, then action will be taken to cancel BMSHP's licenses and permits issued by TABC for the alcohol concession.

In her final statement, the journey from 2003 to 2026 has been a public-private partnership between the City of Brenham and BMSHP. The community has shown enormous support for the historic Simon Theater and looks forward to continuing this successful partnership.

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

Megan Mainer, Assistant City Manager, presented this item. In the January 12, 2026, board meeting, staff gave an update regarding the City of Brenham seeking proposals from qualified proposers to provide concession and alcohol services for events at the Barnhill Center at Historic Simon Theater to alleviate staff time spent on purchasing materials, management of service offers, and to reduce annual operational expenses. In FY25, staff estimated a loss of about \$4,051,28 for concessions and alcohol in-house, and this does not include staff time. Staff moved forward with a contractor for these services and a monthly fee to be charged to the winning vendor for exclusive rights to sell approved concessions and alcohol items during the City of Brenham's scheduled events. Serving as the preferred in-house concessions and alcohol provider for all non-City of Brenham events. The process started in January of 2026, and the city has received two proposals, one from Cocktails4U and Texas Toast. 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.

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

Megan Mainer, Assistant City Manager, presented this item. The Oak Ridge Boys were to perform on January 24, 2026, but the performance was canceled due to inclement weather. It is now scheduled for November 20, 2026. Most patrons rolled their tickets over to the new date, with refunds going back to those who didn't. Ticket sales for ORBs will go on sale on April 1, 2026. Toast and Darci Lynne concerts both sold out, and those were in February and March, respectively. The Barnhill Center rentals include eleven rentals since January, with a total revenue of \$36,500. They all range from groups, tours, seminars, awards presentations, prom, photo shoots, development meetings, luncheons, retirement and wedding parties, school performances, semi-formal, and business meetings.

Initially, recruitment for a Director of Tourism was started in December, but it did not result in an adequately qualified candidate pool. We shifted recruitment to the Visit

Brenham Destination Manager position. Staff are managing a wide range of responsibilities, including visitor center operations, event coordination, partner engagement, and day-to-day tourism activities. Adding the Visit Brenham Destination Manager will provide immediate operations support and allow staff to remain focused on their primary roles without overextension. Part-time staff continue to complete the rolls at the Visitor Center. The Visitor Center will have an Intern, Adison Williams, who will start on June 8, 2026.

The Barnhill Center is preparing for budget and various projects, including projects such as the roof waterproofing and safety ladder, urn replacement, coping, theatre acoustics, and projector and screen. Also submitted was a request for the Director of Tourism for FY27. For FY25, a budget deficit of \$84,668 was added to the ending (cumulative) negative fund balance for Fund 249, which is \$251,535. Fund 249 is supported by HOT funds; general fund revenue will not support the negative fund balance of the Tourism Department. The negative fund balance will be smoothed out over the next several years by a cost recovery model for cultural arts programs and events, new program revenue (concerts, ads, The Barnhill Center memberships, concert underwriting), and HOT funds.

Budget priorities in FY27 will include:

- Adhere to FY27 budget requests for Fund249
- 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 the year-end breakeven for Fund 249

7. Adjourn

Board Chair

Date

ATTEST:

Tourism & Marketing Specialist

Date



AGENDA ITEM 4

DATE OF MEETING: April 13, 2026	DATE SUBMITTED: April 2, 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: Review and Discuss Concert Series Reporting including Entertainment Strategies, Show Rankings by Net Revenue, Show Cost Estimating, and Show Financials		
SUMMARY STATEMENT: Sharon and Barry Brass along with staff will present information related to the 2026 concert series including entertainment strategies, show rankings by net revenue, show cost estimating, and show financials.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):		
A. PROS:		
B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
Entertainment Overview for TBC Advisory Board		
Observations & Annual Comparisons		
Patron Statistics		
Shows Ranked		
Pricing Model		
Neil Diamond Tribute		
Gunhild Carling		
The Sixties Show		
Top of the World		
Toast – Bread Tribute		
RECOMMENDED ACTION: No action required.		

APPROVALS:

TBC Programming FAQs

What are the goals for programming?

We serve the community by providing high-quality entertainment, at a level that was previously not available in Brenham. We also strive to promote the importance of The Barnhill Center for our local culture and economy. While fulfilling these goals, we generate revenues for the City of Brenham.

What demographics do we target?

We primarily program and market for the over-50 crowd because:

- Seniors have more disposable income and more leisure time than any other demographic group.
- We learn from similar venues, in other small-town markets, who thrive using this model. They have been highly successful for much longer than we have operated.
- Early TBC programming consisted of a variety of events where attendance was low or moderate. From the first day of our programming in 2019, we've experienced high attendance and consistently positive accolades.

Does The Barnhill Center attract tourists?

We are attracting audiences from around Texas, and even across state lines. This brings more opportunities for local lodging, dining and shopping – helping to boost the local economy.

What types of shows do we offer?

The Barnhill Center offers a well-rounded variety of genres and concert types, from small acoustic groups to large musical theater productions. In addition to concerts, we've found that our audiences love Broadway-style productions with dancing and colorful costumes. Laughter is always welcome and appreciated, so we offer some shows with comedy as a central focus.

We have discussed our desire to offer a children's series of shows, or a track of lower-cost Texas-based artists. In 2025 about 28% of Saturdays had no events, so there are probably opportunities to add more shows if we want – the easiest would be more shows consistent with our existing line-up.

How do you decide which performers to book?

- We evaluate past shows to determine what genres and artists have proven to be most popular in our community.
- We attend other venues across Texas to scout talent, and to experience artists firsthand.
- We are a founding member of "Texas Routing Partners" (almost 30 venues) who talk daily about the hottest acts, industry trends, artists planning Texas tours, and what specific artists deliver the best results.
- Texas Routing Partners also plan tours together to attract big artists. Together we can offer artists multiple shows within a weekend, and this also ensures we get the best artist pricing.
- We diligently study suggestions from our patrons. After each show we send a questionnaire to attendees including, "who else do you want to see on this stage?"
- We are online daily for research, listening and evaluating various artists for our specific audience.
- We are constantly contacted by agents who want to fill dates around their other Texas bookings. If the artists fall within our schedule and strategy, we consider these opportunities.
- We study the schedules of other nearby music venues, to make sure we don't compete with them nor offer redundant shows.

Do you work on this all year while the current season is ongoing?

It's a full-time job because:

- We have the ongoing process of watching ticket sales and promoting upcoming shows, depending on what is required to sell each show. Daily decisions are made about the timing and media for outreach. Then we have the preparation and placement of ads, and tracking results.
- For each new booking we must review artist contracts, hospitality requirements, and stage and technical requirements -- then process through the City's system for approval and signatures.
- After each new booking we make hotel reservations, and gather marketing materials for our upcoming promotion of the show. Then we have the preparation of their presence in our brochures and website.
- New artists surface all the time, to be evaluated and possibly listed for future booking considerations. We keep a long ongoing list of shows we want to book. The list grows much faster than we can book shows!
- We are often offered new routing opportunities for artists who plan to tour Texas.
- New shows are continuously booked at other Texas venues that we experience and evaluate first-hand.

How are suggestions made for specific artists?

We value patron opinions, and we want all suggestions! After every show, the audience receives an email with a brief questionnaire. We use those comments and artist requests when we plan enhancements and future programming. We also listen to verbal requests at all times.

Why have you not booked an artist that was suggested?

- Some requested artists are not within our financial reach. With only 317 seats to sell, it's impossible to book the biggest-name artists with the highest price tags.
- Our bookings are largely dependent on artists' availability and schedules. We are not always able to book our most desired artists, when their calendars don't align with ours.
- We always strive to bring the very highest quality of programming to Brenham, and some artists don't meet our standards.
- We deliberately avoid artists who play at nearby venues. We don't want to offer locally-redundant shows, and we maintain good relationships with other venues in the area.

Why do you book tribute bands?

We live in a pivotal time in music history when tribute artists have become a hot trend. Nowadays the industry is flooded with them, and for good reason.

Tribute shows are the only way to provide some of the world's most popular music, since many original artists are no longer performing. In cases where the (expensive) original artists still tour, their tribute bands enable audiences to enjoy the live music without such high ticket prices.

Some tribute shows are excellent, and hard to differentiate from the original artists. Those really good tributes are indeed among the most talented performers, as it is most difficult to authentically reproduce another artist's music, style and personality.

Each year we offer 3-5 tribute shows. We are very careful to personally experience these shows before booking them, to validate the authenticity, quality and audience response.

Our experience has proven that tributes are equally as popular as other shows – our audiences love music they grew up with.

Are any changes expected for your future programming?

We continuously receive such rave reviews, we don't want to change too much. As long as crowds keep coming, and sending their praises, we'll stay on this path. Since we closely watch the industry and audience feedback, we'll hopefully know when it's time to change our strategy.

How do we determine prices for tickets?

Every artist has their own unique price tag, and their own unique requirements for the venues they play. Ticket prices are formulated to cover these things:

- Artists who fly to Texas cannot always bring their instruments, so we often must rent instruments and equipment for the stage.
- All artists require meals and hotel rooms, so our expenses are largely determined by the number of performers onstage.
- Some require transportation, loading helpers, stage hands, special stage enhancements and/or seats for their guests.
- For all shows we must provide advertising, sound and light equipment, technical operators, and other supporting staff.

With only 317 seats to sell, it's sometimes a challenge to cover the expenses while keeping tickets affordable for our patrons. For these reasons, we book shows at different price levels, so patrons can have choices.

Our higher-priced shows are still bargains when compared to most venues in Houston, Austin, Dallas and San Antonio. Many of our patrons prefer not to travel since they can get comparable entertainment without long drives, heavy traffic, big crowds and long walks from parking.

What would you like to tell potential ticket-buyers, both long-time attendees and newcomers?

To long-time attendees:

Thank you for being so supportive and loyal to The Barnhill Center! You have helped shape the programming with your attendance and your suggestions along the way. Many of you bring guests and spread the word, to further contribute to our success.

It's amazing that you often come without any prior knowledge of the specific artists – you just understand that you'll experience the best quality of entertainment. We call it "blind faith" and we're thrilled that we've achieved that level of trust with you!

To newcomers and potential buyers:

Our patrons tell us there is no better place to see live performances. They rave about the intimate musical experience in our charming auditorium with comfortable seats and friendly staff!

We've heard there is a misperception in the community, that The Barnhill Center offers only country music. Out of all shows in a season, only 4 or 5 can be considered country. We offer a wide variety of music that also includes rock, pop, folk, gospel, blues and Americana.

We will continue to offer some country music since it is the most requested genre from our patrons. Many locals regularly attend shows in Nashville and Branson, and many request country, bluegrass and gospel for our stage. These are still the most popular of all our shows, with the largest attendance.

If there is a specific genre or artist you want to see locally, please let us know!

Interesting Comparisons

- 2023 – 2024 Season
 - 7 of 16 shows were sold out.
 - Ticket revenue was \$328,611.
 - Net income was \$38,674.

- 2024 – 2025 Season
 - 10 of 14 shows were sold out.
 - Ticket revenue was \$292,138.
 - Net income was \$56,972.

- 2025 – 2026 Season
 - 82% of available seats for 15 shows are sold!
 - 7 of 15 shows are sold out - so far.
 - 4 of the remaining 8 shows are already profitable.
 - Ticket revenue collected YTD \$319,104.
 - Net income YTD is \$45,579
 - Never before have we seen such a positive net halfway through the year.

Annual Revenue Comparison As Of 4/1/2026

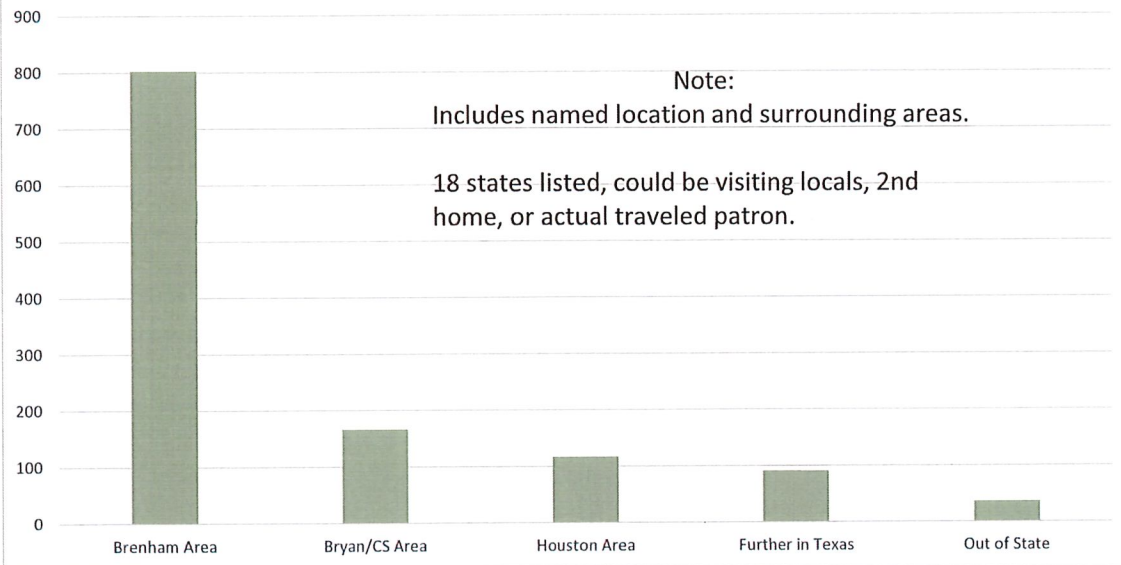
<u>Year</u>	<u># of Shows</u>	<u>Total Revenue</u>	<u>Total Net</u>	
2019	8	\$138,910	\$31,053	
2020	4	\$55,512	\$5,095	Covid Shutdown
2021	9	\$167,898	\$30,593	Covid Return in May
2022	15	\$268,513	\$40,693	
2022 - 2023	20	\$373,070	\$53,567	
2023 - 2024	16	\$344,099	\$38,674	
2024 - 2025	14	\$303,639	\$56,972	
2025 - 2026	15	\$328,989	\$45,579	6 Shows done, 8 remaining 1 show rescheduled

* 2022 there were 2 shows cancelled with no financial impact

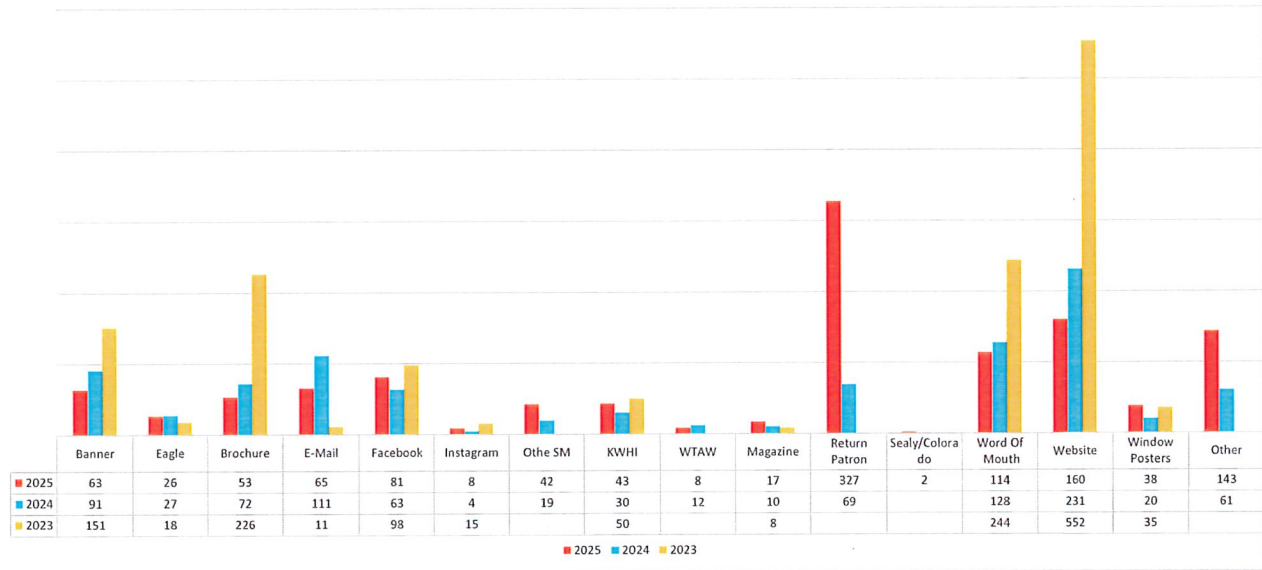
* 2023 had the single largest show loss

* 2025 there was 1 cancelled show with an \$8,000 loss

Where Patrons Come From? 2025



How Did You Learn About This Show?



All Shows Ranked by Net Through March 2026

Rank	Show	Net	Tickets Sold
1	Ricky Skaggs May 4, 2024	\$10,129	311
2	Gatlin Xmas December 6, 2019	\$9,877	300+
3	Bee Gees Gold August 16, 2025	\$9,844	317
4	Sat Feb 14 Toast - Bread Tribute	\$9,171	315
5	The Highwaymen June 7, 2025	\$8,706	315
6	Top of the World Christmas December 20, 2025	\$8,625	317
7	Celtic Angels Dec 18, 2021	\$8,380	317
8	Mandy Barnett February 14, 2025	\$7,857	312
9	Lyle Lovett Feb 17, 2023	\$7,604	317
10	Marty Stuart September 13, 2025	\$7,498	316
11	Aggieland Orchestra Mrch 29, 2025	\$7,260	312
12	7 Bridges May 10, 2025	\$7,245	317
13	Gary Morris Dec 3, 2021	\$7,068	284
14	Suzy Bogguss Sat Sep 24, 2022	\$7,007	294
15	One Night in Memphis Apr 23, 2023	\$6,986	300
16	Vince King - Elvis May 25, 2024	\$6,956	317
17	The Sixties Show November 15, 2025	\$6,668	317
18	Gary P. Nunn October 26, 2021	\$6,655	300+
19	Crystal Gayle Jun 25, 2022	\$6,586	317
20	Jimmy Fortune Mar 1, 2024	\$6,543	293
21	Sat Mar 28 Darci Lynn	\$6,500	312
22	Riders in the Sky Jan 22, 2022	\$6,494	292
23	Bob Will's Texas Playboys May 28, 2021	\$6,391	305

24	Riders in the Sky March 15, 2025	\$6,300	305
25	Elvis - Vince King Saturday May 25, 2024	\$6,256	317
26	Bob Will Texas Playboys Saturday Oct 19, 2024	\$6,253	317
27	Mark Lowry Mar 23, 2024	\$5,969	294
28	The Celtic Angels Mar 18, 2023	\$5,795	299
29	Johnny Cash - Bennie Wheels Oct 9, 2021	\$5,781	272
30	Neil Diamond Tribute October 4, 2025	\$5,716	314
31	Peter, Paul and Mary Alive Saturday Aug 17	\$5,490	298
32	Quebe Sisters Oct 23, 2021	\$5,355	243
33	The Malpass Brothers Jan 14, 2023	\$5,318	304
34	The Isaacs April 12, 2025	\$5,163	317
35	Zmed Brothers Sat Sep 3, 2022	\$4,958	283
36	The Isaacs Apr 8, 2022	\$4,951	300
37	Lorrie Morgan Jan 26, 2023	\$4,824	289
38	William Lee Martin Friday Jan 19, 2024	\$4,730	313
39	Local Legends Nov 16, 2019	\$4,607	300+
40	Grand 'Ol Christmas Sat Dec 17, 2022	\$4,482	286
41	Yesterday Once More Sep 23, 2023	\$4,406	279
42	Vince King - Elvis May 10, 2019	\$4,334	300+
43	Shinyribs Aug 17, 2019	\$4,328	300+
44	Todd Oliver Feb 18, 2022	\$4,297	267
45	Michael Martin Murphy Mar 25, 2022	\$4,104	299
46	The Gatlin Brothers Nov 11, 2023	\$4,002	315
47	A&M Singing Cadets Mar 10, 2022	\$3,985	258

48	Red Steagall - Chuck Wagon Feb 1, 2020	\$3,845	300+
49	Texas Tenors Xmas Fri Dec 2, 2022	\$3,497	317
50	Mandy Barnett June 11, 2022	\$3,161	261
51	Winter Dance Party Saturday Nov 16, 2024	\$3,072	309
52	The Jersey Tenors Feb 25, 2023	\$3,025	222
53	Dailey & Vincent Dec 16, 2023	\$3,020	310
54	Liverpool Legends Saturday Sep 7, 2024	\$2,950	306
55	Vinyl Radio Jun 23, 2023	\$2,814	267
56	Vince King - Sinatra/Martin Jan 11, 2020	\$2,714	
57	Puppy Pals Friday July 19, 2024	\$2,690	316
58	Sweet Baby James Feb 11, 2023	\$2,358	247
59	Shinyribs Jun 12, 2021	\$2,218	278
60	3 Redneck Tenors Saturday Dec 14, 2024	\$2,197	251
61	Tapestry Jun 10, 2023	\$1,982	273
62	Gatlin Bros. Feb 23, 2019	\$1,958	317
63	Jomo & the Possum Posse Oct 7, 2023	\$1,912	194
64	Gunhild Carling October 25, 2025	\$1,362	227
65	The Swing Dolls Saturday June 28, 2025	\$1,286	269
66	Simon & Garfunkle April 13, 2024	\$1,241	278
67	Forever Simon & Garfunkel Saturday Apr 13, 2024	\$1,241	278
68	Southern Raised Apr 1, 2023	\$986	229
69	Foster/Smith Sat Nov 5, 2022	\$836	233
70	The Malpass Brothers Saturday Sep 28, 2024	\$761	258
71	Asleep At The Wheel Sep 4, 2021	\$757	314

72	Grand Ol Americana Show Saturday Jun 29, 2024	\$422	238
73	T Graham Brown May 13, 2023	\$366	246
74	Harry Mauer Sep 28, 2019	\$295	
75	Doo Wop Project Sat Oct 15, 2022	-\$111	249
76	Seth James Sep 2, 2023	-\$224	184
77	Bellamy Bros. May 30, 2019	-\$1,001	300+
78	Texas Tenors Feb 23, 2020	-\$1,172	300+
79	John Denver - Jim Curry Nov 27, 2020	-\$1,498	90
80	Billy Joel - Brett Cline Apr 22, 2022	-\$1,876	129
81	Lee Greenwood Aug 14, 2021	-\$2,542	317
82	Darden Smith / Ray Benson Nov 14, 2020	-\$2,573	95
83	Gunhild Carling May 27, 2023	-\$2,732	151
84	Jose Feliciano Nov 6, 2021	-\$2,814	182
85	Brass Transit Oct 20, 2023	-\$2,814	226
86	Rondstadt Review May 21, 2022	-\$3,781	186
87	Birthday Celebration Show January 25, 2025	-\$7,480	209
88	The Great Dubois July 18, 2025	-\$8,196	88
89	Greatest Love of All Feb 4, 2024	-\$14,628	186

The Barnhill Center Schedule
2026 Target Pricing at 80% House

Date	Act	EXPENSES											TICKETS		SEAT REVENUES			PROFIT	Comments	
		Talent Fees	Booking Fee	Promo	Ads	Sound Lights	Food	Hotel	Green Room Misc*	TBC Use	Conc.	Load Help/Transportation	Total Cost	Prices P	R	P-121	R-196	Total		Net
Sat Jan 24	Oak Ridge Boys	\$40,000	\$1,000	\$1,400	\$775	\$1,500	\$980	\$0	-\$4,425	\$500	\$275	\$300	\$42,305	\$160	\$145	\$19,360	\$28,420	\$47,780	\$5,475	Security, Video Wall, Furniture
Sat Feb 14	Toast - Bread Tribute	\$15,000	\$1,000	\$1,400	\$1,500	\$1,600	\$140	\$805	\$1,950	\$500	\$275	\$0	\$24,170	\$110	\$95	\$13,310	\$12,289	\$25,599	\$1,429	Video Wall, Furniture
Sat Mar 28	Darci Lynne	\$10,000	\$1,000	\$1,400	\$1,500	\$1,000	\$60	\$230	\$555	\$500	\$275	\$150	\$16,700	\$80	\$65	\$9,680	\$8,408	\$18,088	\$1,388	Security
Sat Apr 18	Ben & Noel Haggard	\$13,000	\$1,000	\$3,000	\$1,500	\$2,625	\$120	\$460	\$75	\$500	\$275	\$0	\$22,555	\$105	\$90	\$12,705	\$11,642	\$24,347	\$1,792	
Sat May 16	Vinyl Radio	\$7,000	\$1,000	\$1,400	\$1,500	\$2,000	\$240	\$460	\$175	\$500	\$275	\$150	\$14,700	\$75	\$60	\$9,075	\$7,762	\$16,837	\$2,137	
Sat Jun 6	Endless Summer	\$8,500	\$1,000	\$1,400	\$1,500	\$1,000	\$140	\$690	\$175	\$500	\$275	\$0	\$15,180	\$75	\$60	\$9,075	\$7,762	\$16,837	\$1,657	
Sat Jun 27	Matt & Savannah	\$10,000	\$1,000	\$1,400	\$1,500	\$1,975	\$400	\$690	\$1,800	\$500	\$275	\$0	\$19,540	\$95	\$80	\$11,495	\$10,349	\$21,844	\$2,304	Video Wall
Fri Jul 17	Daily & Vincent	\$13,500	\$1,000	\$1,400	\$1,500	\$1,000	\$60	\$115	\$200	\$500	\$275	\$300	\$19,850	\$95	\$80	\$11,495	\$10,349	\$21,844	\$1,594	Furniture
Sat Aug 8	The Iovin Spoonful	\$10,000	\$1,000	\$1,400	\$1,500	\$3,850	\$120	\$575	\$1,825	\$500	\$275	\$0	\$21,045	\$100	\$85	\$12,100	\$10,996	\$23,096	\$2,051	Video Wall
Sat Aug 29	Liverpool Legends	\$12,000	\$1,000	\$1,400	\$500	\$1,000	\$2,912	\$805	\$1,950	\$500	\$275	\$150	\$22,492	\$105	\$90	\$12,705	\$11,642	\$24,347	\$1,855	Video Wall, Furniture
Sat Sept 19	Wilson Fairchild	\$8,500	\$1,000	\$1,400	\$1,500	\$1,450	\$180	\$575	\$180	\$500	\$275	\$150	\$15,710	\$80	\$65	\$9,680	\$8,408	\$18,088	\$2,378	
Sat Oct 17	Home Free	\$20,000	\$1,000	\$1,400	\$1,500	\$1,450	\$240	\$805	-\$4,295	\$500	\$275	\$200	\$23,075	\$105	\$90	\$12,705	\$11,642	\$24,347	\$1,272	Furniture
Sat Nov 14	Rumours	\$13,000	\$1,000	\$1,400	\$1,500	\$1,200	\$380	\$1,035	\$75	\$500	\$275	\$0	\$20,365	\$100	\$85	\$12,100	\$16,660	\$28,760	\$8,395	
Sat Dec 12	Celtic Angels Christmas	\$12,000	\$1,000	\$1,400	\$1,500	\$1,000	\$400	\$1,265	\$2,030	\$500	\$275	\$300	\$21,670	\$105	\$90	\$12,705	\$17,640	\$30,345	\$8,675	Video Wall, Wardrobe assistant, furniture

Neil Diamond Tribute by Keith Allynn			10/4/2025
Revenue	Budgeted	Actual	314 tickets
Concessions		\$904.90	
Ticket Revenue		\$22,420.25	
Donor Tickets		\$0.00	
Donor Contribution		\$0.00	
		Total Revenue \$23,325.15	
Expenses	Budgeted	Actual	
Talent		\$10,500.00	
Sound & Lighting		\$1,720.00	
Booking Agent Fee		\$2,450.00	
Ads & Promotion		\$1,034.32	
Hotel		\$339.05	
Green Room		\$68.54	
Furniture Rental		\$0.00	
Videowall Rental		\$0.00	
Transportation		\$0.00	
Additional Support		\$100.00	
Talent Food		\$0.00	
Concessions & TABC		\$1,112.75	
Stage Hands		\$150.00	
		Subtotal \$17,474.66	
Other Expenses	Budgeted	Actual	
TBC Use		\$1,091.00	
Staff Benefits			
Staff Salary		\$349.88	
		Total Expense \$18,915.54	
		NET \$4,409.62	

DATE	EXPENSES DETAILS	ACTUAL	EMPLOYEE	CODE	ACCOUNT NUMBER	PO NUMBER	INCODE VERIFIED
9/11/2025	The Banner - Press (FY25)	\$ 295.50	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
10/1/2025	SOUTH TEXAS NEWS	\$ 197.00	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
10/6/2025	ALEXANDRA DILL	\$ 68.54	Nancy	GREEN ROOM	249-5-100-949.10		<input checked="" type="checkbox"/>
10/6/2025	KEVIN SCHMIDT	\$ 1,720.00	Nancy	SOUND & LIGHTING	249-5-100-949.10		<input checked="" type="checkbox"/>
10/1/2025	NEIL DIAMOND TRIBUTE	\$ 10,500.00	Nancy	TALENT	249-5-100-949.10		<input checked="" type="checkbox"/>
10/14/2025	SHARON BRASS-press releases, hotels, ads, posters, schedules for the preformer, lights/sound, and loaders, update pre-show slides	\$ 2,450.00	Nancy	BOOKING AGENT FEE	249-5-100-949.10		<input checked="" type="checkbox"/>
10/14/2025	THE SEALY NEWS	\$ 117.00	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
10/4/2025	DEBBIE GENZ YOUNGS-Bartenders	\$ 288.75	Nancy	CONCESSIONS & TABC	249-5-100-949.10		<input checked="" type="checkbox"/>
10/4/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
10/4/2026	RV Park	\$ 209.10		HOTEL			<input checked="" type="checkbox"/>
10/16/2025	SHARON BRASS - Fy26 show announcement, print ads, social media ada, digital ads, brochure, and window signs	\$ 156.07	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
9/30/2025	KWHI/KTTX	\$ 53.75	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
10/29/2025	BARRY BRASS		Nancy		249-5-100-949.10		<input checked="" type="checkbox"/>
	2 loaders from Miracle Farms at \$75 each	\$ 150.00		STAGE HANDS			<input type="checkbox"/>
	Kitchen help	\$ 100.00		ADDITIONAL SUPPORT			<input type="checkbox"/>
11/17/2025	KK JANITORIAL	\$ 150.00	Nancy	TBC USE	249-5-100-949.10		<input checked="" type="checkbox"/>
	KTTX/KWHI	\$ 215.00	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
2/4/2026	Simply D'Lish	no invoice rcvd	Nancy	TALENT FOOD	249-5-100-949.10		<input type="checkbox"/>
2/6/2026	Concessions & alcohol (\$14000/17 events)	\$ 824.00		CONCESSIONS & TABC			<input type="checkbox"/>
2/6/2026	Square fees (50% of the budget divided by 17 events)	\$ 941.00		TBC USE			<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>

The Sixties Show			11/15/2025
Revenue	Budgeted	Actual	317 Tickets
Concessions		\$825.44	
Ticket Revenue		\$24,581.25	
Donor Tickets		\$0.00	
Donor Contribution		\$0.00	
		Total Revenue	\$25,406.69
Expenses	Budgeted	Actual	
Talent		\$12,500.00	
Sound & Lighting		\$1,480.00	
Booking Agent Fee		\$2,500.00	
Ads & Promotion		\$553.73	
Hotel		\$1,039.60	
Green Room		\$131.94	
Furniture Rental		\$0.00	
Videowall Rental (smaller size)		\$1,350.00	
Transportation		\$0.00	
Additional Support		\$0.00	
Talent Food		\$247.89	
Concessions		\$1,099.00	
Stage Hands		\$225.00	
		Subtotal	\$21,127.16
Other Expenses	Budgeted	Actual	
TBC Use		\$1,391.00	
Staff Benefits			
Staff Salary		\$417.56	
		Total Expense	\$22,935.72
		NET	\$2,470.97

DATE	EXPENSES DETAILS	ACTUAL	EMPLOYEE	CODE	ACCOUNT NUMBER	PO NUMBER	INCODE VERIFIED
10/16/2025	SHARON BRASS - Fy26 show announcement, print ads, social media ads, digital ads, brochure, and window signs	\$ 156.07	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
10/1/2024	THE SIXTIES SHOW (deposit)	\$ 5,000.00	Nancy	TALENT	249-5-100-949.10		<input checked="" type="checkbox"/>
10/29/2025	SUDDEN ATMOSPHERE ENTERTAINMENT (final Invoice)	\$ 5,000.00	Nancy	TALENT	249-5-100-949.10		<input checked="" type="checkbox"/>
10/29/2025	SUDDEN ATMOSPHERE ENTERTAINMENT (backline buyout)	\$ 2,500.00	Nancy	TALENT	249-5-100-949.10		<input checked="" type="checkbox"/>
11/17/2025	ALEX DILL - Green Room Supplies	\$ 108.99	Nancy	GREEN ROOM	249-5-100-949.10		<input checked="" type="checkbox"/>
11/15/2025	KEVIN SCHMIDT	\$ 1,480.00	Nancy	SOUND & LIGHTING	249-5-100-949.10		<input checked="" type="checkbox"/>
11/17/2025	DEBBIE YOUNGS	\$ 275.00	Nancy	CONCESSIONS & TABC			<input checked="" type="checkbox"/>
11/17/2025	KK JANITORIAL SERVICES-cleaning before the concert	\$ 150.00	Nancy	TBC USE	249-5-949.10		<input checked="" type="checkbox"/>
12/1/2025	KK JANITORIAL SERVICES-cleaning after concert	\$ 300.00	Nancy	TBC USE	249-5-100-949.20		<input checked="" type="checkbox"/>
11/18/2025	BARRY BRASS		Nancy		249-5-100-949.10		<input checked="" type="checkbox"/>
	3 loaders - \$75 each	\$ 225.00		STAGE HANDS			<input type="checkbox"/>
	Band Dinner - Lone Star Grill	\$ 200.71		TALENT FOOD			<input type="checkbox"/>
	Green room supplies	\$ 22.95		GREEN ROOM			<input type="checkbox"/>
11/14/2025	THE SEALY NEWS	\$ 117.00	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
11/16/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
11/16/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
11/16/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
11/16/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
11/16/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
11/16/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
11/16/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
11/16/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>

Top of the World			12/20/2025
Revenue	Budgeted	Actual	317 Tickets
Concessions		\$912.24	
Ticket Revenue		\$30,550.25	
Donor Tickets		\$0.00	
Donor Contribution		\$0.00	
		Total Revenue \$31,462.49	
Expenses	Budgeted	Actual	
Talent		\$13,000.00	
Sound & Lighting		\$3,215.00	
Booking Agent Fee		\$2,500.00	
Ads & Promotion		\$449.96	
Hotel		\$1,169.55	
Green Room		\$156.63	
Furniture Rental		\$163.99	
Videowall Rental	\$1,750.00		
Transportation		\$0.00	
Additional Support		\$0.00	
Talent Food		\$344.88	
Concessions		\$1,099.00	
Stage Hands		\$150.00	
		Subtotal \$22,249.01	
Other Expenses	Budgeted	Actual	
TBC Use		\$941.00	
Staff Benefits			
Staff Salary		\$396.13	
		Total \$23,586.14	
		NET \$7,876.36	

DATE	EXPENSES DETAILS	ACTUAL	EMPLOYEE	CODE	ACCOUNT NUMBER	PO NUMBER	INCODE VERIFIED
10/16/2025	SHARON BRASS - Fy26 show announcement, print ads, social media ada, digital ads, brochure, and window signs	\$ 156.07	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
10/1/2024	TOP OF THE WORLD	\$ 13,000.00	Nancy	TALENT	249-5-100-979.10		<input checked="" type="checkbox"/>
12/21/2025	KEVIN SCHMIDT	\$ 3,215.00	Nancy	SOUND & LIGHTING	249-5-100-949.10		<input checked="" type="checkbox"/>
12/19/2025	ALEXANDRA DILL - green room supplies	\$ 156.63	Nancy	GREEN ROOM	249-5-100-949.10		<input checked="" type="checkbox"/>
12/1/2025	THE SEALY NEWS	\$ 117.00	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
12/1/2025	SOUTH TEXAS NEWS	\$ 65.66	Nancy	ADS & PROMOTION	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	DEBBIE YOUNGS	\$ 275.00	Nancy	CONCESSIONS & TABC			<input checked="" type="checkbox"/>
1/5/2026	ALEXANDRA DILL	\$ 163.99	Nancy	FURNITURE RENTAL	249-5-100-949.10		<input checked="" type="checkbox"/>
1/8/2026	BARRY BRASS - 2 loaders	\$ 150.00	Nancy	STAGE HANDS			<input checked="" type="checkbox"/>
12/20/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	HAMPTON INN & SUITES BRENHAM	\$ 129.95	Nancy	HOTEL	249-5-100-949.10		<input checked="" type="checkbox"/>
12/20/2025	Lee Enterprises (The Eagle)	\$ 111.23		ADS & PROMOTION			<input type="checkbox"/>
	Sharon Brass	\$ 2,500.00		BOOKING AGENT FEE			<input type="checkbox"/>
2/4/2026	Simply D'Lish	\$ 344.88		TALENT FOOD			<input type="checkbox"/>
	Concessions & alcohol (\$14000/17 events)	\$ 824.00		CONCESSIONS & TABC			<input type="checkbox"/>
2/6/2026	Square fees (50% of the budget divided by 17 events)	\$ 941.00		TBC USE			<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>



AGENDA ITEM 5

DATE OF MEETING: April 13, 2026	DATE SUBMITTED: April 2, 2026	
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Megan Mainer, Assistant City Manager	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL <input type="checkbox"/> EXECUTIVE SESSION	CLASSIFICATION: <input type="checkbox"/> PUBLIC HEARING <input type="checkbox"/> CONSENT <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION	ORDINANCE: <input type="checkbox"/> 1 ST READING <input type="checkbox"/> 2 ND READING <input type="checkbox"/> RESOLUTION
AGENDA ITEM DESCRIPTION: Update from the Programming Committee Regarding Project Priorities Including FY26 Program Reports, Concert Season Ticket Holder Discounts, Memberships, Concert Sponsorships, FY Cultural Arts Programming, Annual Fundraiser, and Improvement Fund		
SUMMARY STATEMENT: The Barnhill Center Advisory Board Programming Committee met on January 28, 2026, to discuss the goals of the committee including program budgetary shortfalls (\$71,293 in FY25), future programs, fundraiser events, sponsorships, and memberships. Staff presented various documents and data related to past programs. Enclosed are completed event and program cost recovery spreadsheets for FY26 events and programs that account for direct costs excluding full-time personnel and benefits. Barry Brass assessed the last 14 concerts that were sellouts or sold between 310-317 seats. He compared potential seats sold at full ticket price versus the actual ticket revenue, which included discounted prices to assess the overall loss. The average revenue lost was \$1,284, some more, some less. If the same methodology is applied across the season, the revenue loss for offering discounted ticket prices is approximately \$17,976 a year. The Committee discussed the opportunity to promote membership offers as an alternative to discounted concert tickets. Sharon Brass and Alex Dill have proposed various membership structures. Staff have provided a proposal enclosed for consideration. Also, the Committee discussed developing a sponsorship package for concerts to increase overall cultural arts revenue and minimize future budgetary shortfalls. The proposed structure is enclosed for consideration. Additionally, the Committee discussed future Cultural Arts programming extending beyond concert entertainment and will discuss programming and event ideas at a future committee meeting in preparation for		

the FY27 proposed budget requests.

Furthermore, the Committee discussed an annual fundraiser as a gala or add on concert entertainment other than what is advertised as seasonal entertainment. All revenues and expenses for these types of events, or programs, would be funded by the Improvement Fund. Enclosed in the agenda packet is an annual listing of Simon-Barnhill Improvement Donation revenues and expenses.

Future action items may include the discontinuation of season ticket holder discounts, sponsorship program, and membership program.

STAFF ANALYSIS (For Ordinances or Regular Agenda Items):

A. PROS:

B. CONS:

ALTERNATIVES (In Suggested Order of Staff Preference):

ATTACHMENTS:

WOB

Polar Express

Alice Yates

Simon-Barnhill Improvement Donations

RECOMMENDED ACTION: No action required.

APPROVALS:

Simon/Barnhill Improvements Fund

FYE 9/30/23

REVENUES

Lyle Lovett Event (71 tickets sold x \$320 upcharge per ticket) 22,720.00

Total Revenue 22,720.00

EXPENSES

Total Expenses -

BALANCE 9/30/23 22,720.00

FYE 9/30/24

REVENUES

Donations made to Brenham Community Projects Fund, Inc.

Donation - Milton & Twila Tate 1,000.00

Donations made to City of Brenham

Donation-Jayme M. Ponder 5,000.00

Donation-Jim Ellison 5,000.00

Donation-Sally Van Dyke 10,000.00

Donation-Mrs. Dale Martin 1,000.00

Donation-Justin & Mark Joyce 2,500.00

Donation-Charles Moser 1,000.00

Donation-Lynnette Sheffield 3,500.00

Mark Evans 1,000.00

Total Revenue 30,000.00

EXPENSES

Texas Gypsies Deposit 1,000.00

Postage-N. Joyner 185.50

Save the Date Cards 543.06

Labels 44.19

Mailing Tube, Paper 453.02

Moosefeathers - Florist (Deposit) 448.50

Invitations 1,095.20

Credit Card Fees-Donor transactions 261.80

Total Expenses 4,031.27

FUND BALANCE 9/30/24 48,688.73

FYE 9/30/25

REVENUES

Donations made to Brenham Community Projects Fund, Inc.

Donation - Ronald & Eleanor Hall Foundation	5,000.00
Donation-Linda and Darrell Blum	1,000.00
Donation-Debbie Lehrmann	500.00
Donation-Milton Y. Tate, Jr.	2,500.00
Donation-Tiffany McMordie	1,000.00
Donation-Robin Cook	500.00
Donation-Beverly Frew	500.00
Donation-Clay Parker	1,000.00
Donation - Milton & Twila Tate	1,000.00
Donation-Lori & John Hasskarl	1,000.00
Donation-Annette Turner	500.00
Donation-Upchurch Architects, Inc.	1,000.00
Donation-Charles Schwartz	1,000.00
Charlyn Schoenvogel	500.00
Sharon Bryan	1,000.00
Jennifer Eckermann	2,500.00
James Hodde	1,000.00
Mary Lou Winkelmann	1,000.00
Joe Al Plcone	1,000.00
BBAX LLC	1,000.00
Robert Kolkhorst	100.00
Blake Sawyer	5,000.00
Robert Wilson	1,000.00
Phillips Painting Company	500.00
Donald & Florence Ahrens	1,000.00
Shane & Sharon Guelker	2,000.00
Axel & Jeri Baehren	100.00
Pyle Limited Partnership	2,000.00
Lucille Presley	1,000.00
John & Dotie Schaer	1,000.00
Brenham National Bank	5,000.00
Citizens State Bank	2,500.00
Draehn Commercial Interest LP	1,000.00
Mr. & Mrs. Tom Bullock Jr.	1,000.00
Marjorie Young	500.00
Dr. and Mrs. Paul LaRoche	1,000.00
Brenham Collision Center	2,000.00
Mark Evans-Silent Auction	2,400.00
John Barnhill, Jr.	10,000.00
Pyle Limited Partnership-Silent Auction	225.00
Sharon Bryan-Silent Auction	400.00
Linda or Darrell Blum-Silent Auction	400.00

Robin Cook-Silent Auction	200.00
Paul & Rhonda Ehlert-Silent Auction	400.00
John & Lori Hasskarl-Silent Auction	200.00
John & Lori Hasskarl-Silent Auction	200.00
Charlyn Schoenvogel-Silent Auction	200.00
Annette Turner-Silent Auction	200.00
Quade Hohenwalde Farm-Debbie Lehrmann-Silent Auction	200.00
Beverly Frew-Silent Auction	200.00
Mrs. Dale Martin-Silent Auction	200.00
Mrs. Dale Martin-Silent Auction	200.00
Clay Parker-Silent Auction	400.00
Mark Evans-Silent Auction	400.00
Bob Wilson	250.00
Upchurch Architects-Silent Auction	250.00
Margie Routt Young-Silent Auction	200.00
Wade Seidel-Silent Auction	400.00
Sharon Bryan - Silent Auction	250.00
Tiffany Morisak-Silent Auction	3,800.00
Hal Moorman - Silent Auction	250.00
Milton Tate - Silent Auction	250.00
Hal Moorman - Silent Auction	171.33
Tom Bullock Jr. - Silent Auction	171.33
Appel Ford - Silent Auction	171.33
Jane Barnhill - Silent Auction	171.33
Milton Tate	4,500.00
Margie Routt Young	200.00
Blake Sawyer	200.00
Brenham Collision Center-Silent Auction	250.00

Donations made to City of Brenham

Ann Morgan	1,000.00
Reese Lockett	1,000.00
Wade Seidel	1,000.00
Jay Alexander	2,000.00
Atwood Kenjura	1,000.00
Richard Moorman IV	10,000.00
Appel Ford	2,000.00
Donald & Gwen Spiess	1,000.00
Washington County Cares	500.00
Rich Austin-Silent Auction	1,750.00
Laura Lozano	200.00
Unknown	5.00
Angela Austin	600.00
Kolkhorst Family Foundation	3,500.00

Unknown	5.00
Carolyn Miller-Silent Auction	250.00
Julie Flagg-Silent Auction	250.00
Debra Gaffey-Silent Auction	250.00
Unknown	140.00
Deanna Alfred-Silent Auction	1,200.00
Jim Ellison	250.00
Jennifer Eckermann-Silent Auction	250.00
Total Revenue	<u>107,260.32</u>

EXPENSES

Bake Shop - Catering	5,925.00
Beer/Wine Purchased from TBC	966.69
Must Be Heaven - Ice Cream	104.48
Bartending	2,646.88
Moosefeathers - Florist (final payment)	1,206.50
Brenham Party Rentals-Table & Wine holders	252.00
Texas Gypsies (final payment)	1,900.00
Bundt Cakes	754.47
Misc. Supplies	773.37
Aztec Events - dishes, linen, etc. rentals	4,569.80
Event Staff	725.00
Video Wall Rental	1,500.00
Event Program Printing	99.96
Sides & Dessert-Auction Item Royer's dinner	1,028.00
Credit Card Fees-Donor transactions	431.20
Nancy Joiner - supplies/gifts	252.01
Century of the Simon book printing	121.05
Total Expenses	<u>23,256.41</u>

FUND BALANCE 9/30/25	<u><u>132,692.64</u></u>
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FYE 9/30/26

REVENUES

Donations made to Brenham Community Projects Fund, Inc.

Renaissance Foundation-Jayme Ponder & Jim Ellison	5,000.00
Arlie & Jennifer Eckermann	5,000.00

Donations made to City of Brenham

Visitor Center/Barnhill Weekly Deposits (book sales?)	2,511.12
Denise & Joel Romo	500.00
Total Revenue	<u>13,011.12</u>

EXPENSES

Faubion Advertising-Gala materials	354.47
Popcorn Machine	75.00
Black Gable Box	125.72
Centry of the Simon book printing	7,046.62
Sharon Brass-Press Releases, Slide Presentation, Signage	1,167.50
Brenham Banner Press Advertising	1,239.39
Nancy Joiner-Home for the Holiday	40.51

Total Expenses	<u>10,049.21</u>
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FUND BALANCE 1/28/26	<u><u>135,654.55</u></u>
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updated 1/28/26

Per Donations Fund Recap	125,334.55
	(10,320.00)



AGENDA ITEM 6

DATE OF MEETING: April 13, 2025 DEPT. OF ORIGIN: Tourism	DATE SUBMITTED: April 2, 2026 SUBMITTED BY: Megan Mainer, Assistant City Manager															
<table style="width:100%; border:none;"> <tr> <td style="width:33%;">MEETING TYPE:</td> <td style="width:33%;">CLASSIFICATION:</td> <td style="width:33%;">ORDINANCE:</td> </tr> <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> </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"/> WORK SESSION															
AGENDA ITEM DESCRIPTION: Update from the Venue Preservation Committee Regarding Project Priorities Including a Facility Assessment, Recorded Texas Historical Landmark (RTHL) Application, and Urns																
SUMMARY STATEMENT: The Barnhill Center Advisory Board Venue Preservation Committee met on January 28, 2026, to discuss the goals of the committee including ensuring the continued preservation of the facility. Staff presented a facility assessment allowing committee members to rank the facility's condition. Participating committee members agreed to complete the facility assessment enclosed. The committee discussed other members of the community who may consider joining the committee. Jennifer reported that she has begun working on a Recorded Texas Historical Landmark application for the facility. Staff continue to communicate with the Center for Heritage Conservation within the Department of Architecture, College of Architecture at Texas A&M University regarding urn replacement and have invited a group of professors for a site visit and assessment of the preserved urns. Benjamin Baaske, Andrew Billingsley, and Jamie Crawley visited on Friday, March 6 to assess the condition and design of the urns. Benjamin Baaske, Fabrizio Aimar, Robert Warden, Andrew Billingsley, and Jamie Crawley met on Thursday, April 9 to discuss potential avenues for moving forward with this project including developing a cost estimate with the different levels of projects discussed (e.g. documentation of urns, documentation of the Barnhill Center, Barnhill Center programming, etc.). Next steps include drafting a Memorandum of Understanding between the City of Brenham and the Center for Heritage Conservation within the Department of Architecture, College of Architecture at Texas A&M University outlining a scope of work and a proposed timeline.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS:																

B. CONS:

ALTERNATIVES (In Suggested Order of Staff Preference):

ATTACHMENTS:

Facility Condition Assessment

RECOMMENDED ACTION: No action required.

APPROVALS:

Facility Condition Assessment

	Total	Pts Possible
Facility Assessment Score	0.00	100.00

Scoring Rubric

Good Condition (Normal Wear for Age)	4 pts
OK Condition - Improved with minimal effort	3 pts
Cleaning or Moderate Repair Needed	2 pts
Safety Concern or Significant Repair	1 pt
Should be removed from operation immediately	0 pts

Grounds & Exterior	Score	Pts Possible	Notes	Links to Photos
Parking Lot Striping		4		
Cleanliness of Concrete Surfaces		4		
Parking Lot Lighting		4		
Other Exterior Lighting		4		
Grounds - Cleanliness & Curb Appeal		4		
Grounds - Landscaping		4		
Grounds - Trees		4		
Ramps & Sidewalks		4		
Curbs		4		
Exterior Walls		4		
Exterior Doors		4		
Exterior Windows		4		
Exterior Signage		4		
Other:	NA	NA		
Totals	0	52		
% of Possible Score	0.00%	100.00%		
Weight Adjusted Score	0	10		
Score Weight our of 100	10	100		
Lobby and Hallways	Score	Pts Possible	Notes	Links to Photos
Lighting		4		
General Cleanliness		4		
Walls		4		
Doors		4		
Ceiling		4		
Signage		4		
Windows		4		
Paint		4		
Floors		4		
Other:		NA		
Totals	0	36		0
% of Possible Score	0.00%	100.00%		
Weight Adjusted Score	0	10		
Score Weight our of 100	10	100		
Bullock Ballroom	Score	Pts Possible	Notes	Links to Photos

Lighting			4		
General Cleanliness			4		
Walls & Paint			4		
Doors			4		
Ceiling			4		
Signage			4		
Windows			4		
Flooring / Pool Deck Condition			4		
Bathrooms			4		
Service Elevator			4		
Fire Exit Stairs			4		
Catering Kitchen			4		
Other:					
Totals		0	48		0
% of Possible Score		0.00%	100.00%		
Weight Adjusted Score		0	20		
Score Weight our of 100		20	100		
Hasskarl Auditorium	Score	Pts Possible	Notes		Links to Photos
Lighting			4		
General Cleanliness			4		
Walls & Paint			4		
Doors			4		
Ceiling			4		
Signage			4		
Windows			4		
Flooring			4		
Emergency Exit Cooridors			4		
Projection Room			4		
Other:	NA	NA			
Totals		0	40		0
% of Possible Score		0.00%	100.00%		
Weight Adjusted Score		0	15		
Score Weight our of 100		15	100		
Morriss Hall	Score	Pts Possible	Notes		Links to Photos
Lighting			4		
General Cleanliness			4		
Walls & Paint			4		
Doors			4		
Ceiling			4		
Signage			4		
Windows			4		
Flooring			4		
Restrooms					
Catering Kitchen					
Airwall			4		
Other:		NA			
Totals			36		0
% of Possible Score			100.00%		

Weight Adjusted Score		15		
Score Weight our of 100		100		
Alamo Alley		Pts Possible	Notes	Links to Photos
Lighting		4		
General Cleanliness		4		
Doors		4		
Signage		4		
Walkway		4		
Stage/TX Flag Backdrop		4		
Greenery		4		
Other:	NA	NA		
Totals		0	28	0
% of Possible Score	0.00%		100.00%	
Weight Adjusted Score		0	15	
Score Weight our of 100		15	100	
Visitor Center	Score	Pts Possible	Notes	Links to Photos
Lighting		4		
General Cleanliness		4		
Walls & Paint		4		
Doors		4		
Ceiling		4		
Signage		4		
Flooring		4		
Kitchen		4		
Other:	NA	NA		
Totals		0	32	0
% of Possible Score	0.00%		100.00%	
Weight Adjusted Score		0	15	
Score Weight out of 100		15	100	
Total Facility Assessment Score	0.00	100.00		



AGENDA ITEM 7

DATE OF MEETING: April 13, 2026	DATE SUBMITTED: April 2, 2026															
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Megan Mainer, Assistant City Manager															
<table style="width:100%; border:none;"> <tr> <td style="width:33%;">MEETING TYPE:</td> <td style="width:33%;">CLASSIFICATION:</td> <td style="width:33%;">ORDINANCE:</td> </tr> <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> </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 type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION														
	<input checked="" type="checkbox"/> WORK SESSION															
AGENDA ITEM DESCRIPTION: Update from the Strategic Planning Committee Regarding Project Priorities Including the Development of a Strategic Plan																
SUMMARY STATEMENT: The Barnhill Center Advisory Board Venue Preservation Committee met on January 27, 2026, to discuss the goals of the committee including the development of a Strategic Plan. Staff reviewed the Parkhill proposal and components of a strategic plan. The committee identified areas that could be completed by committee and staff and specified areas that may require a consultant. Staff created a strategic plan working document and shared it with the committee. The committee is actively working on the purpose statement and historical narrative, identifying stakeholders, gathering relevant documents including city plans and the capital improvement program to help develop a proposed timeline for the document. Additionally, staff continue to communicate with Texas A&M University regarding opportunities related to strategic planning assistance.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:																
ALTERNATIVES (In Suggested Order of Staff Preference):																
ATTACHMENTS:																
RECOMMENDED ACTION: No action required.																
APPROVALS:																



AGENDA ITEM 8

DATE OF MEETING: April 13, 2026	DATE SUBMITTED: April 2, 2026	
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Alex Dill, The Barnhill Center 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 Barnhill Center Programming		
SUMMARY STATEMENT: Staff have included an attachment, 4.13.2026 Admin Report, outlining Barnhill Center programming updates.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):		
A. PROS:		
B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
(1) 4.13.2026 Admin Report		
RECOMMENDED ACTION:		
APPROVALS:		



THE BARNHILL CENTER ADVISORY BOARD MEETING
MONDAY, APRIL 13, 2026, AT 4:00 PM
ADMINISTRATIVE REPORT

1. **The Barnhill Center Programming**
 - i. Dr. James Allison – Speaker Event
 - 77 tickets sold
 - ii. Ben & Noel Haggard on April 18
 - 262/317 seats sold as of April 3
 - iii. Oak Ridge Boys rescheduled show for November 20, 2026 went on sale to the public on April 1.
 - Of the 139 original orders for the January 28, 2026 show:
 - 38 requested refunds
 - 1 donated their ticket purchase to TBC
 - 2 requested their purchase be made into TBC gift cards for future show use
 - 98 rolled their tickets over to the new show
 - As of April 3, 302/317 tickets sold.
2. **The Barnhill Center Rentals**
 - a. There have been 5 rentals since the last board meeting on March 31. The total revenue collected for events is over \$3,900.00.
 - i. Carolyn Miller’s Retirement Party on April 1
 - ii. Leadership Washington County Tourism & Economic Development Day on April 1
 - iii. Velocity Easter Service on April 5
 - iv. C12 Forum Meeting on April 8
 - v. Graduation Party on April 12
3. **Miscellaneous Updates**
 - a. Completed installation of final phase of security cameras in building. Camera locations include:
 - i. Third floor interior landing
 - ii. Backstage of theatre
 - iii. Theatre (main floor and balcony)
 - iv. Back door entrance exterior
 - b. Part-Time Event Manager position being offered to John Turner; longtime volunteer at TBC.