



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, APRIL 16, 2026, AT 10:00 AM
MORRISS HALL, THE BARNHILL CENTER
106 S DOUGLAS
BREHAM, 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 15, 2026, Tourism Advisory Board Meeting** pages 03-09

WORK SESSION

- 4. City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter Two Report** pages 10-29
- 5. Washington County Quarterly Report** pages 30-51
- 6. Administrative Report to Include Tourism Staffing Update, Tourism Programming, and Texas Music Friendly Community MOU** pages 52-54
- 7. Adjourn**

CERTIFICATION

I certify that a copy of April 16, 2026, agenda of items to be considered by the Tourism Advisory Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas, on Friday, April 10, 2026, at 1:30pm.

Nancy Joiner

Nancy Joiner
Tourism and Marketing Specialist

Disability Access Statement: This meeting is wheelchair accessible. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested three (3) business days before the meeting) by calling (979) 337-7567 for assistance.

I certify that the attached notice and agenda of items to be considered by the Tourism 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 16, 2026	DATE SUBMITTED: March 31, 2026	
DEPT. OF ORIGIN: Tourism & Marketing	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: Approve the Minutes from the January 15, 2026 Regular Tourism Advisory Board Meeting		
SUMMARY STATEMENT: Review and approve minutes from the January 15, 2026 regular Tourism Advisory Board meeting.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):		
A. PROS:		
B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS: Approve 1.15.26 Minutes		
RECOMMENDED ACTION: Staff recommend the Tourism Advisory Board approve the minutes from the January 15, 2026 Tourism Advisory Board meeting.		
APPROVALS:		

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

Board Chair

Date

ATTEST:

Tourism & Marketing Specialist

Date



AGENDA ITEM 4

DATE OF MEETING: April 16, 2026	DATE SUBMITTED: March 31, 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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AGENDA ITEM DESCRIPTION: City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter Two Report																
SUMMARY STATEMENT: The Visit Brenham/Washington County DMO staff will present highlights of fiscal year 2026 quarter two report during January, February, and March of 2026.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:																
ALTERNATIVES (In Suggested Order of Staff Preference):																
ATTACHMENTS: FY2026 Tourism Q2 Report																
RECOMMENDED ACTION:																
APPROVALS:																

Visit Brenham DMO Fiscal Year 2026 Q2 Report

Presented to:
Tourism Advisory Board
April 16, 2026

DMO & Visitor Center Updates

Fire Museum visitors:

- **January:** 167 visitors (↓123 from 2025)
- **February:** 71 visitors (↑25 from 2025)
- **March:** 610 visitors (↓971 from 2025)

Projects & Collateral Updates

- Held Tourism Partner Awards
- Collaborated on Texas Music Friendly Office for the MOU renewal
- Promoted the Visitor Center and Washington County tourism partners during spring break and the Blue Bell Fun run:
 - Spring Break for the week of 3/9 – 13: 14,938
 - Spring Break for the week of 3/16 – 20: 11,852
 - Blue Bell Fun Run at Blue Bell on 3/21: 2,000
- Initiated Travel & Tourism Week plans
- Initiated Summer Showcase plans

Fire Museum Tours:

2026 - 1 Tour, 5 people

Visitor's Bags:

2026 - 9 Groups, 677 Bags



Visitor Center

	January 2026 / 2025	February 2026 / 2025	March 2026 / 2025	Q2 TOTALS 2026 / 2025
Walk-Ins	310/565	327/323	790/993	1427/1881
Phone Calls	76/175	98/109	147/227	321/511
Visitor Guides	148/151	171/277	294/537	613/965

Visit Brenham/WC Website

	Views 2026 / 2025	Users 2026 / 2025	Views Per User:	Avg. Time of Engagement
January	18,996/ 96,770	9,352/ 17,235	2.05/ 5.62	1m 47s/ 3m 11s
February	No Data	No Data	No Data	No Data
March	86,157/ 304,476	34,201/ 45,532	2.52/ 6.7	2m 21s/ 3m 20s
Q2 TOTALS	105,161/ 535,540	43,505/ 82,183	2.42/ 6.52	2m 16s/ 3m 21s

E-Newsletter

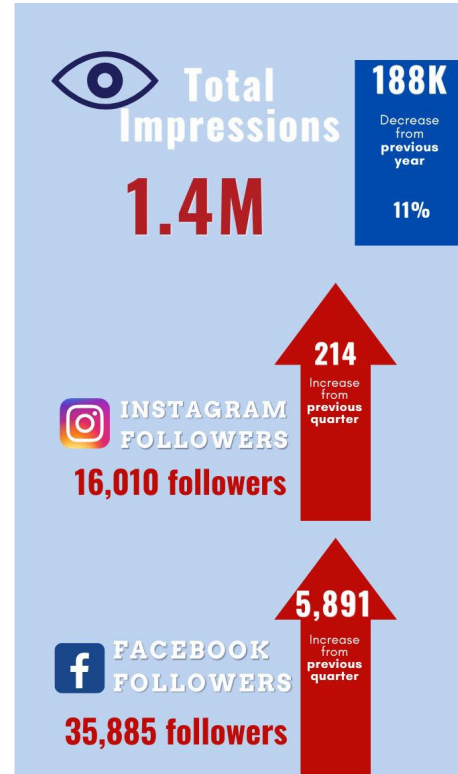
	January	February	March
Sent/ Successful	14,571/13,774	15,369/14,440	15,436/14,500
Open Rate*	36.3%	36.3%	40.1%
Click Rate**	2%	2.7%	3%
Top Clicks	<ul style="list-style-type: none"> • Visit Brenham Event Calendar • 2026 Visitor Guide • Neil Diamond Show at Blinn College • Visit Brenham Texas Website • New Year's Eve Dinner at Milk & Honey Ranch 	<ul style="list-style-type: none"> • SCS Spring Antique Market • Chappell Hill Wine & Chocolate Stroll • Cow Cuddles & Valentine's Dinner at Milk & Honey Ranch • Texas Independence Day at Washington-on-the-Brazos • First Fridays Farmer & Artisan Market 	<ul style="list-style-type: none"> • Wildflower Watch • Events Calendar • Website Homepage • 2026 Flower Show • Burton Wine & Wander White Linen Night

Social Media

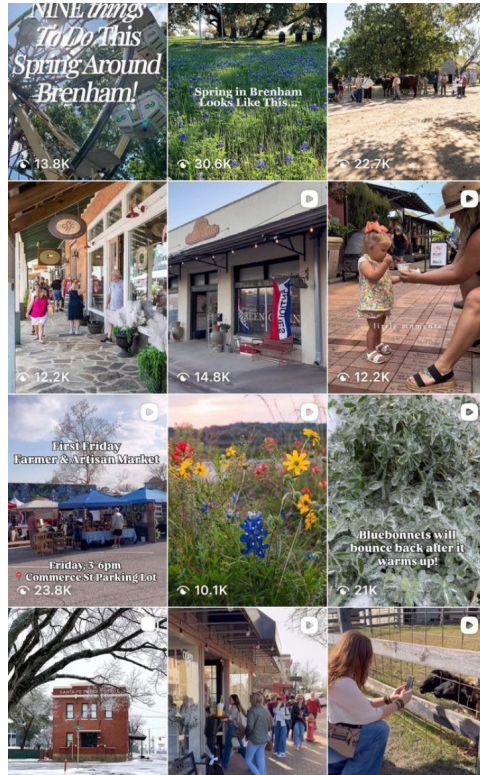
SOCIAL MEDIA QUARTERLY REPORT



JANUARY 2026 - MARCH 2026



Social Media



SOCIAL MEDIA QUARTERLY REPORT



Most Popular Post

Visit Brenham/Washington County, Tex...
 Published by Instagram · January 25 ·

We mostly have ice from the winter storm, but we're sharing pics from some of the snow in year's past. Stay safe and warm and use this time to plan your next trip to Br... [See more](#)

Views
 32,948

26,472 from Facebook
 6,476 from Instagram

201 5 22

Social Media



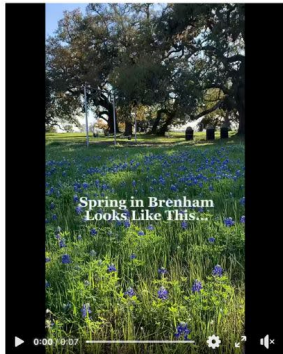
SOCIAL MEDIA QUARTERLY REPORT



More Popular Posts...

 Visit Brenham/Washington County, Tex...
Published by Instagram • February 23

There's nothing like spring in Brenham and Washington County! Plan a long weekend in Brenham this spring and enjoy everything Washington County has to offer.
... See more




30,808 Views

 Visit Brenham/Washington County, Tex...
Published by Instagram • January 18
Brenham, TX
👉 Girls Just Want to Have Fun - Cyndi Lauper

The sold-out Uptown Swirl @downtownbrenham was a blast! Plan your next trip for similar upcoming events...
See more



30,005 Views

 Visit Brenham/Washington County, Tex...
Published by Instagram • February 2
Brenham, TX • 🎧 High Energy - FASSounds

The first @brenhamfarmersmarket of the year is happening this Friday, 3:00-6:00pm in the Commerce Street Parking Lot @downtownbrenham. Kick off the weekend shopping Dow... See more



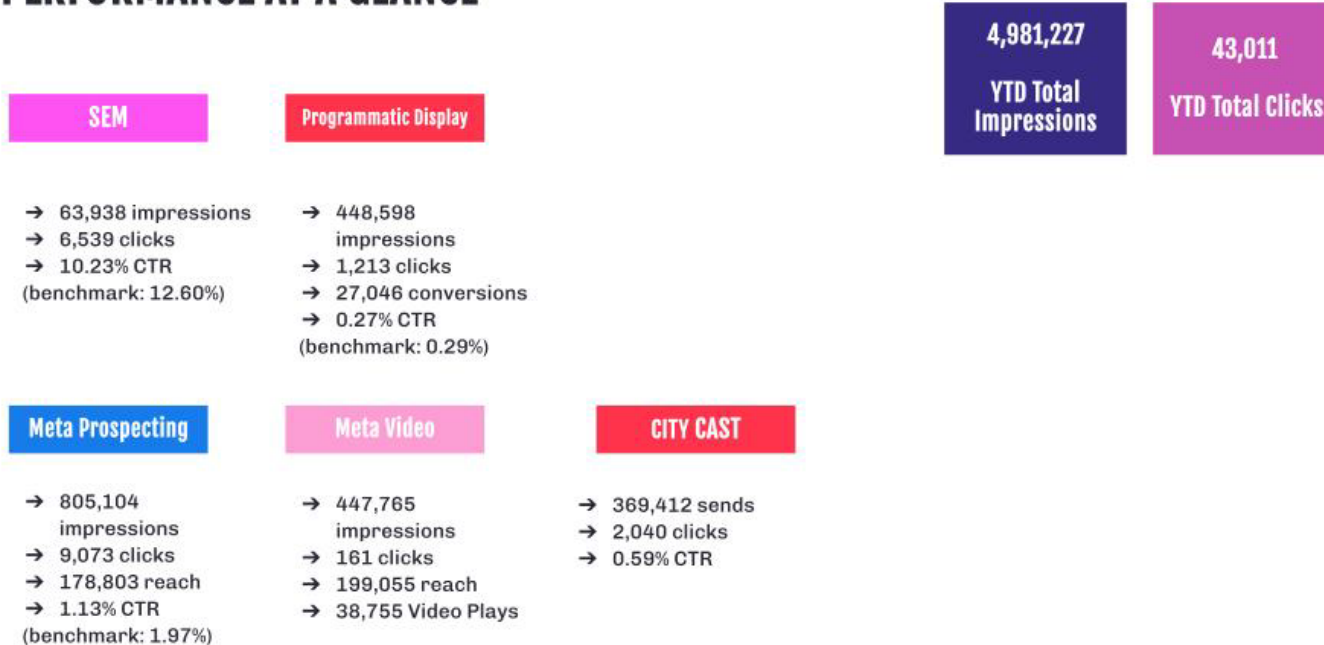
24,075 Views



Digital Marketing



Q1 PERFORMANCE AT A GLANCE



Digital Marketing



BIG WINS

Millennial Audience Growth

We have achieved a major breakthrough in audience alignment: our Display campaigns are effectively 'priming' the 35-44 demographic, contributing 49% of total display traffic. This initial engagement is creating a powerful ripple effect, leading to sustained growth in SEM and establishing this age bracket as our #1 source of trackable site engagement.

Digital Marketing



OPPORTUNITIES

Reallocation of Social Dollars

While Meta remains a vital pillar for broad-scale reach, current performance data reveals a significant opportunity to improve on-site engagement quality through platform diversification.

In Q1, Paid Social drove high volume but struggled to maintain depth of interest, yielding an average engaged time of only 13 seconds. By contrast, our previous benchmarks on Nextdoor demonstrate a superior ability to capture focused attention, delivering 30 seconds on-site (a 130% increase) and a 35.82% engagement rate. Reallocating some of our Meta budget to Nextdoor allows us to shift from 'passive scrolling' traffic to 'active reading' traffic, ensuring our media spend translates into meaningful site interactions rather than just fleeting clicks.

Digital Marketing

TOP PERFORMERS

Meta Prospecting -
FEB - MARCH



Meta Video - FEB - MARCH
(Wildflower Video)



Programmatic Display (MARCH)



Ads

Where Texas
BLOOMS
And Fun Springs to Life!

Chappell Hill Bluebonnet Festival
April 11-12

Burton Cotton Gin Festival
April 18

Historic Downtown Brenham

Visit **BRENHAM**
Ice Cream Capital of Texas!

BURTON * CHAPPELL HILL
INDEPENDENCE * WASHINGTON

Come by the Brenham & Washington County Visitor Center at 115W Main St. | VisitBrenhamTexas.com | 979.337.7580

Visit **BRENHAM**
BURTON * CHAPPELL HILL
INDEPENDENCE * WASHINGTON
Ice Cream Capital of Texas!

WILDFLOWERS!

FESTIVALS!

FAMILY FUN!

VisitBrenhamTexas.com
979.337.7580

Bonus Media/Advertorial

TEXAS USA

Capital Improvements

The Brazos River birthplace of Texas has never beckoned more in its 190 years

BY SAMANTHA BRYANT • PHOTOS BY TIFFANY HOFELDT

IT'S NOT EVERY DAY that a ghost town comes back to life. But that's what's happening in Washington, a town along the Brazos River resurrected so visitors can experience a linchpin in Texas' history.

Touted as the birthplace of Texas, it was here that delegates signed the declaration of independence, 190 years ago March 2, that created the Republic of Texas. It was also here, in one of the short-lived nation's interim capitals, that the Texas Congress voted for annexation by the U.S. in 1845.

"We are the place where Texas became Texas," said Jonathan Fallor, director of the Washington-on-the-Brazos State Historic Site, "where people came together and stood against a tyrannical dictator and set their sights on something greater, something better, and eventually joined the United States 10 years later."

Those two historic decisions took place in buildings that sat roughly 300 feet apart, but over the course of decades, those buildings—along with the rest of the original town—south of College Station, disappeared into farmland after locals bet on steamboat trade and let the railroad bypass them.

"The affluence went to the railroad towns like Brenham and Navasota," said Michael Moore, project manager for the historic townsite. "The brick buildings here were sometimes dismantled and the bricks moved to Navasota to build a new building. Washington was left forgotten and kind of vanished into the landscape."

It became a park and historic site in 1916, and a replica building of Independence Hall, where the 59-delegation met, was constructed in the 1920s and rebuilt in 1969.

"That for the longest time was the only thing out here," Fallor said. "This was one building that told the story of Texas independence in a town of which there was at one time 1,000 people."

But now people are once again strolling down Main, Austin and Ferry streets beneath the shade of pecan and live oak trees, meandering in and out of a drugstore, an apothecary shop, Sam Houston's presidential office and a blacksmith shop thanks to a \$27 million renovation project, mostly funded by the state. Ten replica structures let the original townsite, which reopened in November after two years of extensive archaeological exploration,

construction and renovations.

Moore and his team researched and re-created buildings as near to their original locations as possible while balancing the preservation of ruins.

Inside the field's Exchange, visitors can walk past a bar and upstairs to where the Texas Congress met while Washington was the capital, 1842–45. They can stop at a carpentry shop, watch demonstrations and hear the stories of the delegates who lodged there during the 1836 convention. For children, the townsite offers an immersive experience.

"They come and have fun, but also they can connect something visual, something tangible, to what they're learning in school," Moore said.

The visitors center and Star of the Republic Museum located on the same nearly 300-acre property managed by the Texas Historical Commission were also updated. The star-shaped museum, originally opened in 1970, underwent upgrades in technology and accessibility. Its six galleries contain artifacts, films and exhibits that walk visitors through the story of Texas, from its pre-Republic era through annexation and beyond.

The complex includes Harrington Living History Farm, which was the homestead of Dr. Anson Jones, who was the last president of Texas. Hall and Lott Tavern, the newest replica building, opens this spring. Davy Crockett spent the night here on his way to the Alamo, a place that every Texas schoolchild is admonished to remember.

Improvements to Washington are meant to leave a lasting impression as well.

"We know Texas existed as its own country," Fallor said. "It's a point of pride, it's something that Texans know and non-Texans know. But where can Texans who've been here for seven, eight, nine generations and folks who have just got here, where can they go get that story? We want that to be here." ■

GLUCKWIEZE FROM TOP LEFT Historical reenactors at Independence Hall and the 1836 marker at Washington-on-the-Brazos State Historic Site, where the Texas Declaration of Independence was signed March 2, 1836. A reenactor tends a garden. A visitor approaches a reconstructed cabin. A reenactor deposits freshly picked cotton into a wagon.



22 TEXAS CO-OP POWER MARCH 2028

TEXASCOOPPOWER.COM

Visit
BRENHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

Tourism & Marketing Report

The Barnhill Center - Rentals



Notable Events

Weddings and/or Receptions x 5

Private Parties/Celebrations x 7

Meetings x 9

Tours/Movie Screenings x 1

TAMU Fraternity Semi-Formal

St. Paul's CDS Rehearsals and Performances

Lions Mid-Winter Conference

Burton High School Prom

Tourism Partner Awards

**Rental payments in Q2 totaled
over \$40,253**

The Barnhill Center - Entertainment



1/24

The Oak Ridge Boys

**Rescheduled to Nov 20 due to
weather**

SOLD OUT - 139 orders

Of those original orders:

98 rolled tickets to new show

2 requested e-gift card credit

1 donated ticket purchase to TBC

38 requested refunds

2/14

Toast – The Best of Bread

315 of 317 seats sold

Ticket (gross) – \$30,211

Concessions (gross) - \$1.304

3/28

Darci Lynne

312 of 317 seats sold

Ticket (gross) – \$21,374

Concessions (gross) - \$719

The Barnhill Center - Speaker Series



1/13
Alice Gonzalez Yates
CEO of the George &
Barbara Bush Foundation
Sold 3 tables of 8
plus
18 individual tickets

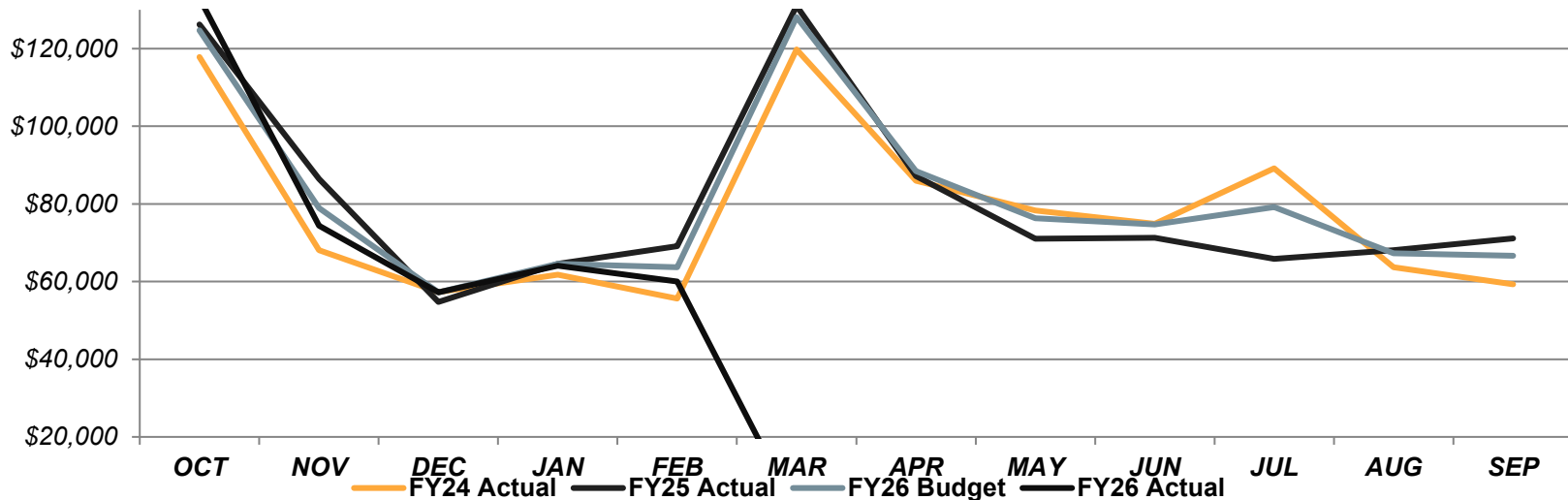
The Barnhill Center - Admin Updates



- TBC received the 2025 Legacy Award at the Tourism Partner Awards.
- Roof replacement completed in February.
- Part-time event manager position offered to John Turner. Accepted and anticipating a start date in early May.
- Completed install of the final phase of security cameras.
- Announced new 2026 show: Brothers of the Heart on October 27, 2026 (179 seats sold as of 3/31)
- Continuing to work on shows for 2027 season.
- Continuing work on memberships and sponsorship offerings.

Fund 109 HOT Collections

CITY OF BRENHAM
HOT TAX COLLECTIONS BY MONTH
FY24, FY25 & FY26



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY24 Actual	117,864	68,119	57,275	61,752	55,632	119,791	86,003	78,341	74,881	89,144	63,686	59,271	931,759
FY25 Actual	126,260	86,471	54,762	64,573	69,122	131,001	87,185	71,059	71,312	65,876	68,099	71,135	966,853
FY26 Budget	124,722	78,980	57,239	64,539	63,737	128,130	88,482	76,328	74,690	79,199	67,329	66,624	970,000
FY26 Actual	133,011	74,398	57,269	64,078	59,992	391							389,139





AGENDA ITEM 5

DATE OF MEETING: April 16, 2026	DATE SUBMITTED: March 31, 2026	
DEPT. OF ORIGIN: Tourism	SUBMITTED BY: Harrison Williams, Director of Washington County Expo	
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: Washington County Quarterly Report on HOT Grant Applications and Washington County Expo		
SUMMARY STATEMENT: Washington County staff will present quarterly highlights during the months of January, February, and March of 2026 regarding HOT Grant Applications and Washington County Expo.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):		
A. PROS:		
B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
RECOMMENDED ACTION:		
APPROVALS:		



WASHINGTON COUNTY

EXPO

AT THE

CENTER

OF IT ALL

Q1 Highlight Events

- BHS Floral Design Statewide Competition*
- Paradigm Pipeline Safety Training
- Fortnightly Book Sale
- GHQHA
- Texas Carnival Glass Association
- Blue Bell Fun
- Localfest



98 Grazing Guests
Sale and Show Combined



390 Equine Athletes
920 Support Cows



0 Short Leg Exhibitors
Pigs and Goats Combined

Upcoming Public Events in Q2

- 4/10 – 12 Showdown on the Brazos Dairy Goat Show
- 4/11 – 12 Cattlealc Steer & Heifer Show
- 4/17 – 18 Beef on Forage Consignment Sale
- 4/22 Blinn Ag Mech. Show
- 4/23 – 26 National E6 Sale
- 5/8 – 9 CHVFD BBQ Cook Off
- 6/23 – 27 American Junior Simbrah Round Up



Marketing

Washington County Website

- The Website received updated photos, new sections, and was made to be easier to navigate for those coming from out of town.
- Website received a total of 3,445 visits, 17 new email sign ups, and 31 total rental forms submitted through the site.

	Jan	Feb	March	Total
Visits	1060	1227	1158	3445
Email Sign Ups	7	5	5	17
Rental Forms Sumbitted	10	9	12	31

LIVESTOCK SHOW LAYOVER INFORMATION

SECURE YOUR PENS TODAY

[Fill Out Form](#)



RENT THIS SPACE

Sizing:
 Stage- 20 ft X 60 ft
 Total- 90 ft X 96 ft



1 of 5

Google Analytics

•3,000 total active users in Q1, including 2,867 new users, showing strong audience growth and continued interest in Washington County events and information.

•17,900 total interactions (events) on the website, with engagement increasing each month from January to March.

•Traffic is diversified and growing, with organic search steadily increasing (291 to 419) and strong support from direct traffic and paid social campaigns.

	Jan	Feb	March	Total
Active Users	934	1.1K	972	3K
Event Count	5,407	6.2K	6.3K	17.9K
New Users	917	1K	950	2,867

	Jan	Feb	March	Total
# of Organic Search	291	349	419	1,059
# of Direct Search	437	308	386	1,131
# of Organic Social	35	60	39	134
# of Paid Social	196	393	105	694
# of Paid Search	3	5	4	12
# of Referral	95	112	200	407
# of Unassigned	4	1	7	12

Facebook

•55.2K total post views reaching 23.2K viewers, significantly expanding awareness of Washington County events and announcements.

•1,194 page visits and 535 link clicks, showing strong interest in learning more and driving traffic to additional information.

•Audience growth accelerated in March, adding 174 new followers and increasing the page to 609 total followers.

	Jan	Feb	March	Total
Views	2.3K	21.0K	11.9K	55.2K
Viewers	1.4K	14.2K	7.6K	23.2K
Content Interactions	333	81	77	491
Links Clicked	7	406	122	535
Visit	86	538	570	1,194
Follows	4	12	174	190
Current Followers	421	429	609	609
Top Post	First Dance to Grand Entrance	Book Sale	Local Fest	-

Instagram

•Strong audience growth: Total viewers reached 17.2K and total views 13.6K, with February showing a significant spike in engagement.

•High engagement with content: Users clicked on 694 links and interacted 361 times with posts across Q1.

•Follower growth steady: Current followers increased slightly to 636, with notable top-performing posts each month driving engagement.

	Jan	Feb	March	Total
Views	2.7K	7.8K	3.1K	13.6K
Viewers	5.9K	6.9K	4.4K	17.2K
Content Interactions	199	86	76	361
Links Clicked	205	277	212	694
Visit	16	312	75	403
Follows	10	16	5	31
Current Followers	615	629	636	636
Top Post	First Dance to Grand Entrance	Book Sale	Local Fest	-



HOT Grant Update

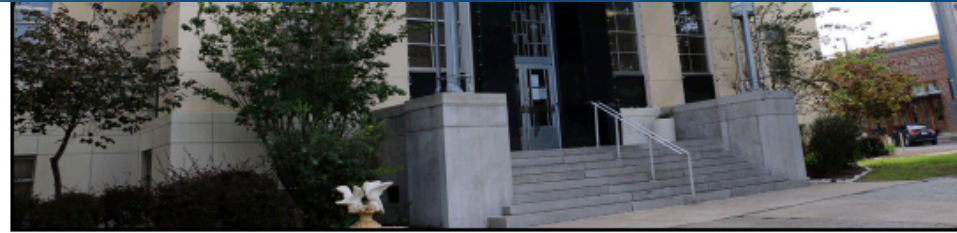
HOT – Update

- New Grant Portal is Open
- NOFO has been sent out
- hwilliams@washingtoncountytexas.gov
- 979-530-7102
- Round 2 2026 Available May 4th Due: May 18th

QUICKLINKS

- Home
- Bail Bond Board
- Bids and Proposals
- Burn Ban ▶
- Commissioner's Court ▶
- Contact Information
- County Departments ▶
- County Information ▶
- Election Information ▶
- Emergency Notification System
- Financial Transparency ▶
- Job Opportunities
- News Releases
- Public Notices & News ▶
- Road Conditions
- Texas Public Information Act

Useful Links ▲



Welcome to Washington County

If you are new to the area, let us be the first to say Welcome to Washington County, The Birth Place of Texas that you will find us and our communities friendly, warm and eager for you to join us in making Washington County your home, too.

On this site you will find information and links covering all of the aspects of the county. The departments of the county government, who your local officials are and what they do for you.

2026-2030 Strategic Plan

Brenham

Hotel Occupancy Tax Election

Independence

On-Line Auction Service

Washington County Historical Commission

Phone number for Washington County is 979-277-7373



Hotel Occupancy Tax Information

In 2010, Washington County elected to charge a 7 % Hotel Occupancy Tax (which includes short-term rentals). This tax is collected quarterly. The County handles everything outside the City limits (the City handles everything in the City limits). The County uses MUNIrevs/GovOS to handle online payments. These taxes are used to fund specific tourism related expenses. All compliant short-term rentals are registered with the Chamber of Commerce and the State of Texas to help promote these properties.

Please contact Catherine Moore for more information:

(979)277-6224

cmoore@washingtoncountytexas.gov

[Hotel Tax Report Form](#)

[HOT Grant Step by Step Video](#)

[HOT Grant Application Page](#)

[Washington County HOT Grant Training Sign UP](#)

QUICKLINKS

[Home](#)

[Bail Bond Board](#)

[Bids and Proposals](#)

[Burn Ban](#)

[Commissioner's Court](#)



WASHINGTON COUNTY HOT GRANTS PORTAL

WASHINGTON COUNTY EXPO



APPLICATION

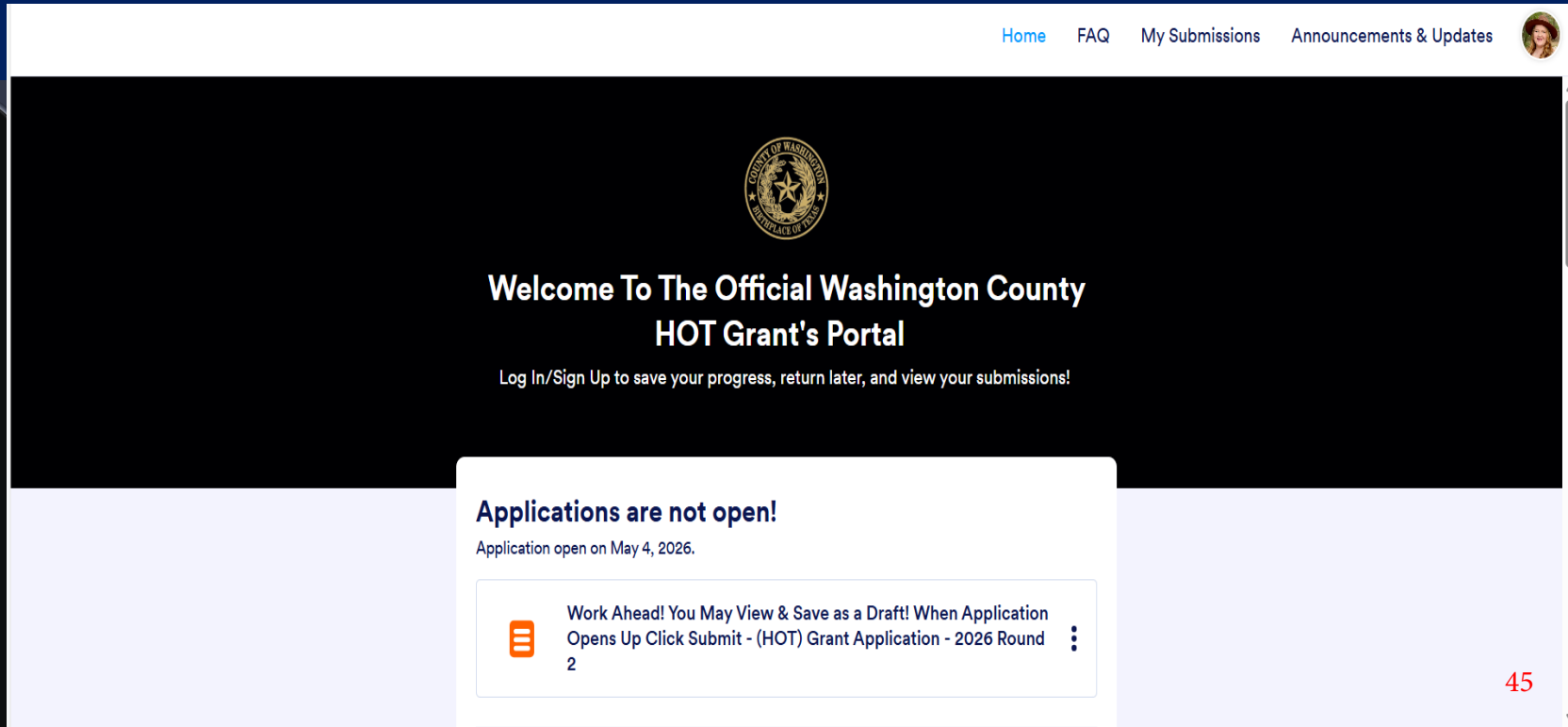
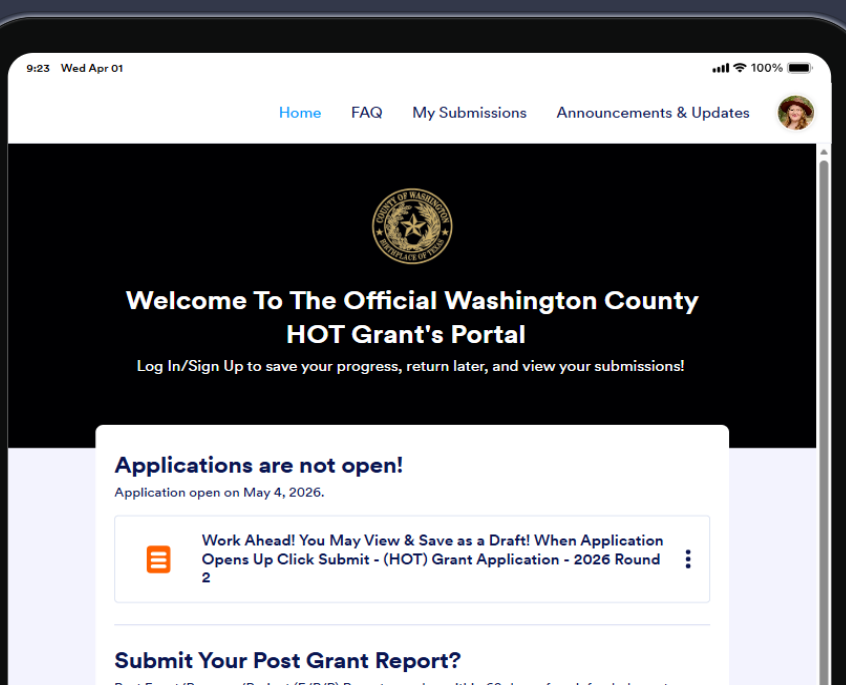


TRAINING



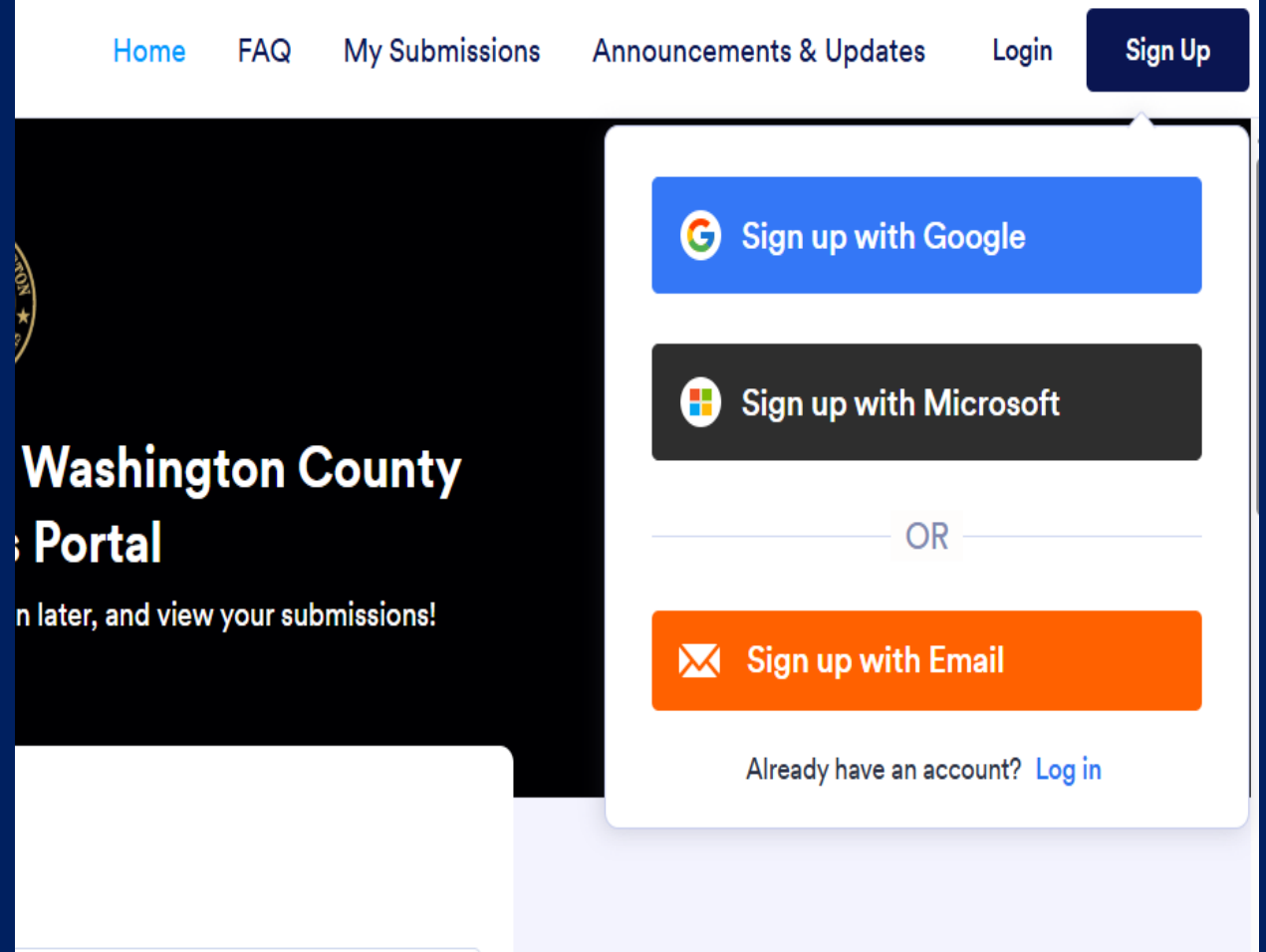
HOW TO VIDEO

VIEW PORTAL & APPLICATIONS FROM ANY DEVICE



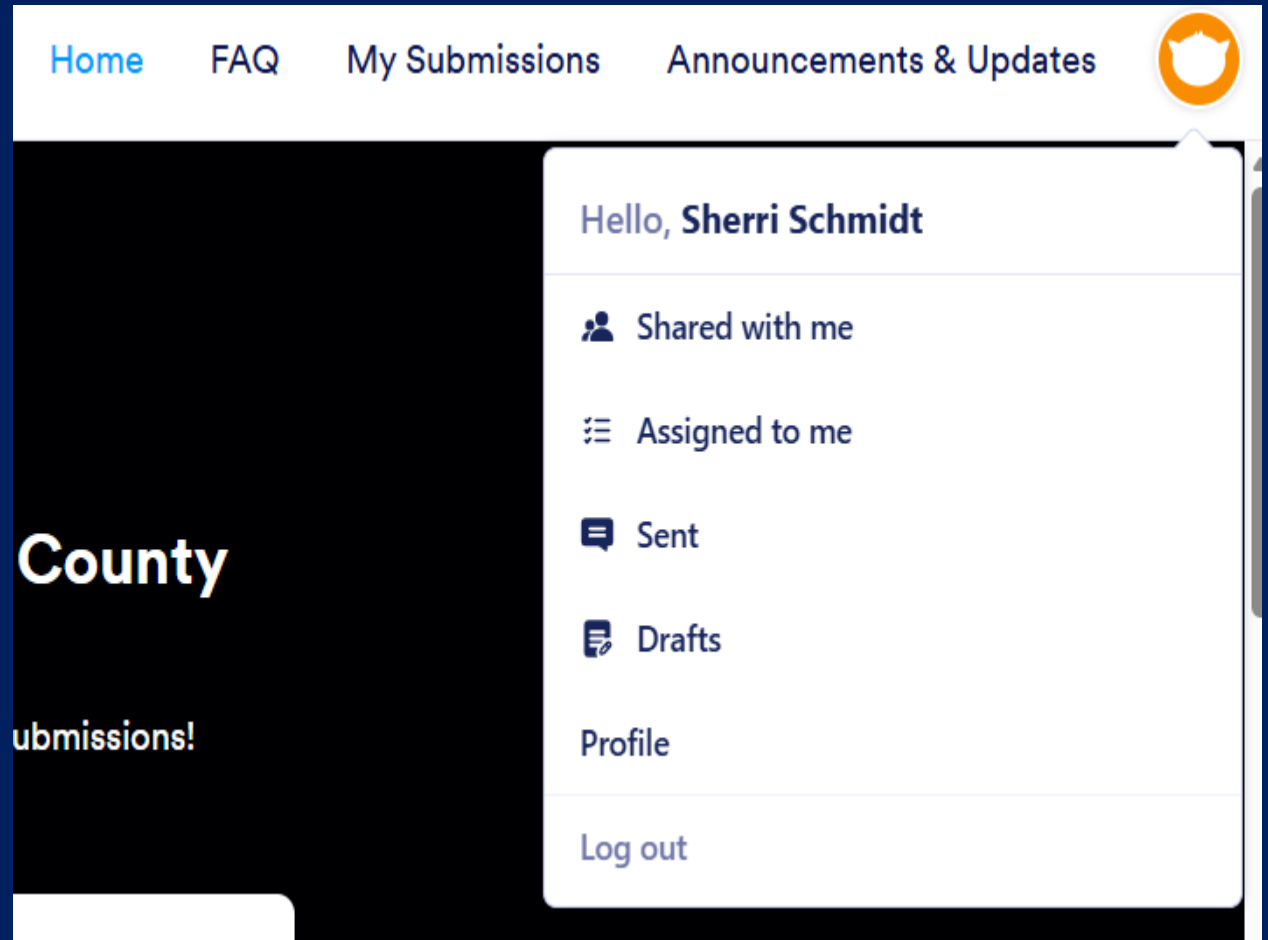
LOGIN/SIGN UP

IN THE TOP RIGHT CORNER YOU WILL BE ABLE TO SIGN UP VIA A GOOGLE LOG IN, MICROSOFT LOG IN, OR REGULAR EMAIL. IF YOU ALREADY HAVE AN ACCOUNT YOU WOULD SELECT LOGIN AND TYPE IN YOUR EMAIL AND PASSWORD.



SIGNED IN

NOW THAT YOU ARE SIGNED IN, WHEN YOU CLICK ON THE ICON IN THE TOP RIGHT YOU WILL SEE WHERE YOUR DRAFTS ARE LOCATED, SENT APPLICATIONS, ANY APPLICATIONS ASSIGNED TO YOU (POST GRANT APPLICATION), AND AVAILABLE APPLICATIONS TO YOU. YOU ALSO NOW HAVE ACCESS TO YOUR SUBMISSIONS & ANNOUNCEMENTS & UODATES.



HOME PAGE

ON THE HOME PAGE YOU WILL FIND THE APPLICATIONS AND THE POST GRANT REPORTS. WE HAVE ATTACHED THE STEP-BY-STEP SCRIBE FOR THE APPLICATION AS WELL AS CONTACT INFORMATION FOR SHERRI SCHMIDT IF YOU NEED HELP.

SHERRI.SCHMIDT@WASHINGTONCOUNTYTX.GOV



Welcome To The Official Washington County HOT Grant's Portal

Log In/Sign Up to save your progress, return later, and view your submissions!

Applications are not open!

Application open on May 4, 2026.



Work Ahead! You May View & Save as a Draft! When Application
Opens Up Click Submit - (HOT) Grant Application - 2026 Round
2



Submit Your Post Grant Report?

Post Event/Program/Project (E/P/P) Reports are due within 60 days of each funded event.

FAQ

UNDER FAQ YOU WILL FIND THE OVERVIEW OF THE PROCESS, PREVIEWS OF THE APPLICATIONS, ELIGIBILITY REQUIREMENTS FOR THE GRANT APPLICATIONS, ATTACHEMENT NEEDS, AND THE CURRENT SCHEDULE.

Home [FAQ](#) [My Submissions](#)

Overview of the Application Process:

[Preview Application](#) [Preview Post Event Form](#)

By agreement with the City of Brenham, Washington County Commissioners Court will fund county-wide Hotel Occupancy Tax (HOT) Grant Applications made bi-annually for events/programs/projects that meet Hotel Occupancy Tax state statute requirements.

Application forms will be available at the bottom of this page starting:

2026 Round 2 Funding Application Online: May 4, 2026

[See the timeline for 2026 grant requests.](#)



The Board's Eligibility Committee reviews grant requests and submits all requests to the Funding Committee, which will make recommendations to the Commissioners Court based on the following:

MY SUBMISSIONS

UNDER "MY SUBMISSIONS" IS A SECONDARY LOCATION WHERE YOU CAN FIND YOUR GRANT APPLICATIONS AS WELL AS YOUR POST E/P/P REPORTS. HERE WE HAVE ALSO INCLUDED UPCOMING DATES FOR THE NEXT ROUNDS.

Home FAQ [My Submissions](#)

View Your Submissions Here

-  Washington County Hotel Occupancy Tax (HOT) Grant Application-2026 Round 2
-  Post Event / Program / Project (EPP) Grant Report

Tentative Funding Dates for 2026-2027

2026 Hotel Occupancy Tax Funding
Events/programs/projects occurring January 2026 - June 2026 (Round 1);
from July 2026 - December 2026 (Round 2)

	Round 1 for 2026	Round 2 for 2026
Application Packet Available Online	October 27, 2025	May 4, 2026
Application Due	November 16, 2025	May 18, 2026 at 5 P.M. CST
Funding Committee Review	December 1, 2025	May 27, 2026

ANNOUNCEMENTS & UPDATES

AS AN APPLICANT, IT IS YOUR RESPONSIBILITY TO BE WATCHING YOUR EMAILS AND THIS PAGE FOR UPDATES ON WHEN THE REVIEW COMMITTEE IS MEETING, DATE CHANGES, APPLICATION DEADLINES, ETC. ALL INFORMATION WILL BE POSTED HERE AS WELL AS EMAILED TO YOU.

Home FAQ My Submissions [Announcements & Updates](#)

Announcements & Updates

This section provides important announcements, deadlines, program updates, and information related to the HOT Grant Program. Applicants are encouraged to check this page regularly for updates throughout the application and review process.

Post 4/1/2026

Tentative 2026 Round 2 Dates

2026 Hotel Occupancy Tax Funding
Events/programs/projects occurring January 2026 - June 2026 (Round 1);
from July 2026 - December 2026 (Round 2)

	Round 1 for 2026	Round 2 for 2026
Application Packet Available Online	October 27, 2025	May 4, 2026
Application Due	November 16, 2025	May 18, 2026 at 5 P.M. CST
Funding Committee Review	December 1, 2025	May 27, 2026
Commissioners' Court Consideration	December 9, 2025	June 2, 2026
Tourism Grant Award Notifications and Funding	December 15-19, 2025	June 8 – 12, 2026

Post Event/Program/Project (E/P/P) Reports are due within 60 days of each funded event.



AGENDA ITEM 6

DATE OF MEETING: April 16, 2026	DATE SUBMITTED: March 31, 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 Tourism Staffing Update, Tourism Programming, and Texas Music Friendly Community MOU		
SUMMARY STATEMENT: Staff have included an attachment, 4.16.2026 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) 4.16.2026 Admin Report		
RECOMMENDED ACTION:		
APPROVALS:		



**ADMINISTRATIVE REPORT
TOURISM ADVISORY BOARD
THURSDAY, APRIL 16, 2026, AT 10:00 AM**

- 1. 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. Currently, 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. Five candidates were contacted to submit a writing sample and three candidates responded. Staff have held in-person interviews for the Visit Brenham Destination Manager and look forward to extending an offer.

The Tourism Director position was submitted as a personnel request for next fiscal year.

Additionally, 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. The Visitor Center had a recent vacancy after Laura Childs resigned to take a role in teaching. John Dent held interviews for a Part-Time Destination Experience Specialist in March and extended an offer to Stacy Wall who is anticipated to start in April.

Also, 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.

The Barnhill Center Manager recruited for a Part-Time Event Manager and extended an informal offer to John Turner.

- 2. Tourism Programming** – Travel & Tourism Week is May 3-9, 2026. Staff have drafted a proclamation for the May 7 City Council meeting acknowledging the importance of the travel and tourism industry on our economy and the positive impacts in Brenham. During Travel and Tourism week, staff will insert an ad in the paper outlining tourism stats, highlight the work of Tourism Department staff on social media, and highlight Tourism Partner Award winners. Staff are working on an event in conjunction with Main Street business to bring awareness to the community and visitors.

Staff have begun planning for the 2026 Summer Showcase on July 11, 18, and 25. Staff have solidified Blue Bell Creameries, L.P. as an in-kind sponsor for ice cream floats which was a huge hit last summer. Staff have contacted Keurig Dr Pepper for sodas. The Texas Music Friendly Community Committee has identified potential musicians for each showcase and has contacted Home Sweet Farms who helped coordinate talent last year. Additionally, staff have created a marking schedule and identified marketing collateral needs in preparation for the event.

3. Texas Music Friendly Community MOU – On November 19, 2020, the City of Brenham and the Texas Music Office within the office of the Governor, executed a MOU as the final requirement to become a certified Texas Music Friendly Community. The Texas Music Office has requested the MOU between the City of Brenham and the Texas Music Office to be renewed to maintain the City of Brenham’s certification as a Texas Music Friendly Community. The MOU outlines the City of Brenham’s responsibilities and includes:

- 1) Maintaining the Brenham Music Industry dataset;
- 2) Reviewing and updating exported entries into the dataset;
- 3) Updating and exporting the Brenham dataset twice annually in January and July; and
- 4) Promoting public awareness of the Brenham Music Industry dataset and encouraging utilization by industry members.

Staff have complied with all responsibilities and will recommend approval of the Memorandum of Understanding between the City of Brenham and Texas Music Office within the Office of the Governor related to Brenham being named a Texas Music Friendly Community at an upcoming City Council meeting.