

## **TOURISM ADVISORY BOARD**

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, April 16, 2026, beginning at 10:00 a.m. in The Barnhill Center, Morriss Hall, in the Schulte Room, 106 Douglas Street, Brenham, Texas.

### Board Members present:

Scott Atwood  
Stephanie Wehring  
Jenny Van Dorf  
Harrison Williams

### Board Members absent:

Commissioner Misty Corn  
DeWayne Burnett  
Keith Hankins

### Visit the Brenham Team present:

Megan Mainer, Assistant City Manager; Tourism and Marketing Specialist Nancy Joiner; Lu Hollander with Visit Brenham; Melinda Faubion; and Natalie Lange.

### City Staff absent:

Alexandra Dill, manager of The Barnhill Center

### Media Present:

None

### Citizens:

None

### **1. Call Meeting to Order**

Chairman Scott Atwood called the meeting to order

### **2. Public Comments**

No public comments

## **REGULAR SESSION**

### **3. Discuss and Possibly Act Upon Approval of Minutes from January 15, 2026, Tourism Advisory Board Meeting**

A motion was made by Board Member Harrison Williams to approve the minutes for January 15, 2026, and was seconded by Board Member Jenny Van Dorf.

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

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

## **WORK SESSION**

### **4. City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter Two Report**

Megan Mainer, Assistant City Manager, presented this report, along with Nancy Joiner, Tourism and Marketing Specialist; 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 guides mailed, and phone calls. Visit the Brenham/WC website to view users, views per user, and average time of engagement. Also, top pages viewed, E-Newsletters sent with open and click rates, and the top clicks. Natalie Lange presented posts on social media for Visit Brenham, with total impressions on Instagram and Facebook, and the most popular posts on both platforms. Our best-performing posts were on Facebook this quarter. Melinda Faubion presented the Madden report for digital marketing. We continually outperform across all our ads in total impressions and clicks, and our benchmarks are up. We have top performers in the ads we ran 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. Megan Mainer presented on The Barnhill Center's rentals and entertainment for the last quarter. Nancy Joiner presented the HOT Collections for the first quarter of FY 2026.

### **5. Washington County Quarterly Report**

Harrison Williams with the Expo Center presented this report. He gave an update for January, February, and March of 2026 regarding HOT Grant Applications and the Washington County Expo. Q1 highlight events include BHS Floral Design Statewide Competition, Paradigm Pipeline Safety Training, Fortnightly Book Sale, GHQHA, Texas Carnival Glass Association, Blue Bell Fun Run, and Localfest. Their guests included 90 grazing guests and 390 equine athletes with 920 support cows. The Washington County website is being updated with photos and new sections and has been made easier to navigate for those who use the website. Their website received a total of 3,445 visits with 17 new email sign-ups and 31 total rental forms submitted through the site. Their Google Analytics continues to perform well and is increasing steadily, along with Facebook and Instagram. They have updated the Hotel Occupancy Tax Grant Application process with a new grant portal. Round 2 2026 will be available on May 4, 2026, and will close on May 18, 2026. It can be accessed through the County website. They have provided a video with step-by-step instructions and even training videos as well. It can be viewed on any device. You will have to set up a username and password, FAQs, announcements, and updates on the website. It is user-friendly.

### **6. Administrative Report to Include Tourism Staffing Update, Tourism Programming, and Texas Music Friendly Community MOU**

Megan Mainer presented this item. Staff were recruiting for the Director of Tourism position in December, but have changed directions to recruit for the Visit Brenham Destination Manager position. Staff is managing a wide range of responsibilities, including visitor center operations, event coordination, partner engagement, and day-to-day tourism activities. Also, new fiscal processes and expectations. Five candidates were contacted to submit a writing sample, and three candidates responded. Staff has held in-person interviews for the Visit Brenham Destination Manager and looks forward to extending an offer. The Tourism Director position will be submitted as a personnel request for the next fiscal year. John Dent accepted the role of PT Lead Destination Specialist, which oversees the Visitor Center operations, part-time and volunteer schedules, updates to tourism partner material, website updates, group tours, and assists with Visit Brenham analytics. Stacy Wall is a new part-time Destination Experience Specialist, and she started in April.

Travel & Tourism Week is May 3-9, 2026, and staff has drafted an item for the May 7 City Council meeting to acknowledge the importance of the travel and tourism industry to our economy and the positive impacts in Brenham. During this week, an ad will be in the paper and on social media, highlighting tourism stats, the work of the Tourism Department staff, and the Tourism Partner Award winners. We are working on an event in conjunction with Main Street businesses to bring awareness to the community and visitors.

Staff has begun planning for the 2026 Summer Showcase on July 11, 18, and 25. We have solidified Blue Bell Creameries, LP, as an in-kind sponsor for ice cream floats and have contacted Keurig Dr. Pepper for the sodas. The Texas Music Friendly Community Committee has identified potential musicians for each showcase. Staff have created a schedule and identified marketing collateral needs in preparation for the event.

Texas Music Friendly Community MOU was executed on November 19, 2020. The Texas Music Office has requested that the MOU between the City of Brenham and the Texas Music Office be renewed to maintain the City of Brenham's certification as a Texas Music Friendly Community. This agreement will come before an upcoming City Council meeting.

**7. Adjourn**

*Scott Atwood*  
Board Chair

*July 16, 2026*  
Date

**ATTEST:**

*Nancy Joiner*  
Tourism & Marketing Specialist

*July 16, 2026*  
Date