

TOURISM ADVISORY BOARD

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, July 17, 2025, 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
Jenny Van Dorf
DeWayne Burnett
Stephanie Wehring
Harrison Williams
Keith Hankins

Board Members absent:

Commissioner Kirk Hanath

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; Melinda Faubion; and Natalie Lange.

Media Present:

Sarah Forsythe – The Banner Press

1. Call Meeting to Order, Introduce Kathrine Briscoe as the City Liaison for the Tourism Advisory Board, and Welcome New Assistant City Manager Megan Mainer

Chairman Scott Atwood called the meeting to order. Kathrine Briscoe introduced herself as the new City Liaison for the Tourism Advisory Board. She introduced the new Assistant City Manager Megan Mainer. Megan Mainer gave an overview of her work history.

2. Public Comments

There were no public comments.

REGULAR SESSION

3. Discuss and Possibly Act Upon Approval of Minutes from April 17, 2025, Tourism Advisory Board Meeting

A motion was made by Board Member Jenny Van Dorf to approve the minutes for April 17, 2025, 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	Yes
Stephanie Wehring	Yes
Harrison Williams	Yes
Commissioner Kirk Hanath	Absent

WORK SESSION

4. Update on Ice Cream Capital of Texas Designation and Task Force

Kathrine Briscoe, Tourism & Marketing Manager, presented this item. As of May 24, 2025, we are designated as the Ice Cream Capital of Texas. The City is creating a Task Force to create a branding package that will aid in the use of logos, colors, and typography to maintain consistency in marketing and communication. The Task Force will include different stakeholders to ensure that the branding package is well aligned and widely supported.

5. Visit Brenham DMO Fiscal Year Q3 Report

Kathrine Briscoe presented this item, along with Nancy Joiner, Tourism & Marketing Specialist. Elayne Grisbee, Destination & Partner Coordinator; Kathrine Briscoe, Tourism & Marketing Manager; Lu Hollander, with Visit Brenham; Alex Dill, Manager of The Barnhill Center; and Natalie Lange. Kathrine Briscoe presented an overview of the DMO and Visitor Center updates, tours, visitor bags, website and collateral updates, recognition, and interest updates on impressions, engagements, etc. Elayne Grisbee presented on Visitor Center traffic, visitor guides 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.” Nancy Joiner gave an update on short-term rental activity. There is a total of 89 active short-term rentals. Two new properties have opened, five properties have either closed, sold, or are going long-term. There are ten properties that are for sale with nine short-term rentals on one street. It was suggested that we may need to look at the zoning districts to see if they are either R1 or R2. There needs to be new requirements with short-term rentals. Natalie Lange presented posts on social media for Visit Brenham with total impressions on Instagram and Facebook followers, and most popular posts on both. Our best-performing posts were on Facebook this quarter, and the image on the Facebook post from several years ago went viral, which gives testament to high-quality content being effectively re-used to reach new audiences. 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 Hollarder presented ads that were placed in Texas Highways, TexasHighways.com, Texas Monthly, Texas Events calendar, and Dallas Drives. Bonus media/advertorial ads reached over \$2 million. Texas Monthly did their annual list of the Top 50 BBQ spots in Texas, and LJ's BBQ made it again this year. The Geiger Press Trip that was here last fall continues to have articles posted in different magazines, and we will receive benefits from these for a long while. Alex Dill presented on The Barnhill Centers rentals and entertainment for the last quarter. Rentals included Easter Church services, Daughters of the American Revolution Travelling Exhibit, TIBD conference for 2.5 days, a ballet recital, wedding and graduation parties, five corporate mid-week meetings and events, and three internally hosted events for the City of Brenham and Visit Brenham.

6. Washington County Expo Report

Harrison Williams with the Expo Center presented this report. Remodeling of the Expo is continuing, and part of it should be through by the time of the Washington County Fair in September and will start again in December or January. A swine show will be here from July 25-27, 2025, with 300 pigs and about 1500 people. The Texas Junior Simbrah Show was here for a week, and they will be back next year using all the barns at the Expo. Budget talks have started, and we should hear from Plan North about the meetings that were held last quarter to see what kind of recommendations they have for the Expo. Hodde Real Estate came and mapped the utilities, which have not been done since the 1940s. Working on changing the flow of pedestrian traffic, the rodeo arena has been getting some upgrades to keep water from flowing into the arena after a big rain. Parking and gates will be changed, and a manhole needs replacing due to its age. The County is holding strategic planning workshops for all the precincts about what is needed, and there is also a survey on the County's website.

7. Administrative Report to Include Tourism Grant Funding and Schedule

Nancy Joiner presented this report. The County funded \$25,181.25 for the 2025 Round 2 Hot Grant Funding, and the next round of dates were given for 2026 Round 1 and 2.

8. Adjourn

Scott Atwood

10/16/2025

Board Chair

Date

ATTEST:

Nancy Joiner

10/16/2025

Tourism & Marketing Specialist

Date