

## **TOURISM ADVISORY BOARD MINUTES**

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, April 21, 2022, 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  
Kirk Hanath  
James Pharaon  
Jean Shoup  
Stacey Walters  
Harrison Williams

### Board Member absent:

Jenny Van Dorf

### Vist Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Main Street Coordinator Kathrine Briscoe; Tourism and Marketing Coordinator Nancy Joiner; Alex Dill, The Barnhill Center; Hannah Mertz, Group Sales with Visit Brenham; Natalie Lange, and Melinda Faubion.

### Visit Brenham Team absent:

Lu Hollander with Visit Brenham

### Media Present:

none

- 1. Call Meeting to Order**  
Chairman Scott Atwood called the meeting to order.
- 2. Public Comments**  
There were no public comments.

## **REGULAR SESSION**

- 3. Discuss and Possibly Act Upon Upon Approval of Minutes from January 20, 2022, Board Meeting**

A motion was made by Boardmember Shoup and seconded by Boardmember Hanath to approve the minutes from January 20, 2022, Board Meeting.

Chair Scott Atwood called for a vote. The motion passed with voting as follows:

Scott Atwood	Yes
Kirk Hanath	Yes
James Pharaon	Yes
Jean Shoup	Yes
Jenny Van Dorf	<b>Absent</b>
Stacey Walters	Yes
Harrison Williams	Yes

## WORK SESSION

### 4. Committee Reports to Include:

- **Texas Music Friendly** – Scott Atwood gave an update on the meeting of the Texas Music Friendly committee. This committee helps support Visit Brenham staff to keep the database up to date on current venues and musicians, supports weekly music events on KWHI, the What’s Happening flyer, and would like to host a local legends concert at the Barnhill.
  - **New Ideas were to** help new venues with what local artists may need to play in their venue and possibly give them incentives
- **Marketing Committee** – Jennifer Eckermann presented this item. Tourism strategies were discussed including our strengths, weaknesses, and our growth. We talked about short-term rentals and how we should start taking a look at this so it doesn’t become a problem. Travel Texas received money from the government, so we were able to apply to place ads in Texas Travel. Our digital market is up 60% and print ads are up 40%. Jennifer Eckermann gave an overview of the Madden report, Hotel Occupancy Tax, and applications for tourism grants begin on April 25, 2022. We are talking with Unity Theatre to see how we can help promote them.
- **Expo Committee** – Harrison Williams reported that they are still evaluating who will serve on this committee. They visited the major shows like Houston, Fort Worth, and San Antonio to see how the Expo can accommodate cattle shows. The Expo is busy and could use another barn. They are looking at possible fee changes and these changes have not taken place since 2016.
- **Eligibility and Funding Committee Update** – This committee will meet on May 20, 2022, to evaluate the Tourism Grant Applications and then will send them to the Grant Eligibility Committee for review.

### 5. Visit Brenham DMO Q2 Report

Jennifer Eckerman, Director of Tourism and Marketing gave this report. Her report included Website numbers that have been viewed, Book Direct, “Happenings This Week” page, Sunday Funday, our social media posts, the digital marketing ads, bonus media/advertorial, the e-newsletters, The Barnhill Center rentals, and entertainment, group sales, Datafy visitor analytics, updates, and what upcoming events that will be happening.

**6. Adjourn**

With no further business, Scott Atwood adjourned the meeting at 10:45 am.

*Scott Atwood*

*7/21/2022*

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Scott Atwood  
Board Chair

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Date

**ATTEST:**

*Nancy Joiner*

*7/21/2022*

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Nancy Joiner  
Tourism & Marketing Coordinator

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Date