

## TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, July 13, 2023, 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  
Jean Shoup  
Stacey Walters  
Harrison Williams

### Board Members absent:

Commissioner Kirk Hanath  
James Pharaon  
Jenny Van Dorf

### Visit Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; Hannah Mertz, Group Sales with Visit Brenham; Partners & Visitor Experience Manager, Kathrine Briscoe; Manager of The Barnhill Center, Alex Dill; Lu Hollander with Visit Brenham; Melinda Faubion, and Natalie Lange.

### 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 Approval of Minutes from April 20, 2023, Board Meeting**

Board member Shoup said there was a correction to the minutes that Kirk Hanath was included twice as voting once. The correction will be made.

A motion was made by Board member Shoup and seconded by Board member Walters to approve the minutes from April 20, 2023, Board Meeting.

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

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

## **WORK SESSION**

### **4. Review of 2023 Round 2 Tourism Grant Awards and Proposed Timing for 2024 Rounds**

Jennifer Eckermann, Tourism & Marketing Director presented this item. The Round 2 Grant funding was approved by Commissioner's Court on June 6, 2023, as recommended by the Funding Committee. The Commissioner's Court funded \$21,400 in grants. The proposed dates for Round 1 and 2 Tourism Grant funding for 2024 were sent to Commissioner Hanath and he approved of the dates for these two rounds.

### **5. Changes Being Discussed to Tourism ILA**

Jennifer Eckermann, Tourism & Marketing Director presented this item. Eckermann met with Commissioner Kirk Hanath on June 29<sup>th</sup> to discuss possible changes to the Tourism ILA and By-Laws. It was discussed to remove the designation of the Eligibility Committee from the ILA and By-Laws and remove the Expo Committee from the By-Laws. These changes will need to be approved by the Commissioner's Court and City Council.

### **6. Update on Hosting of the Smithsonian's Museum on Main Street Exhibit**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. Eckermann reported that there were 53 applicants and only 7 were selected. When asked what broad community goals might be achieved by hosting MoMS, we struggled with the incorporation of Black history into the local history we tell. She will be working with David Thomas of the Brenham Heritage Museum and Tina Henderson with the Texas Ten Historical Explorers group. The Museum on Main Street will be in Brenham from December 7 – January 19, 2025. The Orientation Workshop will be August 29-30. This process will take 1.5 years as the program is rolled out and local exhibits are planned.

### **7. Update on Film Friendly Texas Certification**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. City Council adopted Filming Guidelines for the City of Brenham at a City Council meeting on June 1, 2023. Eckermann reported that we have been in contact with the Texas Film Commission office, and Kathrine is working on getting the photos needed. We expect to get a final certification in early fall. The SAG has gone on strike, so all filming has been canceled for August by the film company that planned to be in Brenham.

### **8. Texas Music Friendly Committee Report**

Kathrine Briscoe, Partners & Visitor Experience Manager presented this item. Briscoe reported she had a TMF Committee meeting and there will be a Summer Showcase of local talent in Alamo Alley before Hot Nights Cool Tunes and there are also discussions of holding quarterly music events in Alamo Alley.

**9. Report on Hotel Occupancy Tax Collections**

Jennifer Eckermann, Tourism and Marketing Director presented this item. The report presented was an update of the Hotel Occupancy Tax Report through May. STR growth slowed early in the year. Some new listings have us close to reaching 100 properties in the city, with a high of 94 reached in June. Nancy continues to stay on top of this with GovOS for the city and has owners at different points in the compliance process. Several properties are paying late for May, so the chart shows there are payments still to be received.

**10. Visit Brenham DMO Q2 Report**

Jennifer Eckermann, Director of Tourism and Marketing gave this report. Her report included the Quarter 3 Report for 2023. Kathrine Briscoe, Hannah Mertz, Alex Dill, Melinda Faubion, and Natalie Lange also gave an update on the Visitor Center, Group Sales, The Barnhill Center, Digital ads, and Social Media posts.

**11. Washington County Expo Report**

Harrison Williams, Director of the Washington County Expo presented this item. Williams reported on ongoing projects at the Expo, building usage and lost revenue, and a comparison of revenues. They are looking at alternative revenue sources, requesting additional staffing, along with rent labor, and hour usage. Williams also reported that they are looking at capital equipment requests that are needed for the Expo.

**12. Administrative Report**

Jennifer Eckermann, Director of Tourism and Marketing gave this report. Eckermann reported that the tourism partners will start to receive quarterly reports. There will be a lodging partner meeting on September 21st with Scott Joslove from Texas Hotel and Lodging Association. The next Tourism Advisory Board meeting will be on October 19<sup>th</sup> but could be moved to another date since some of the Board members have prior commitments.

With no further business, Scott Atwood adjourned the meeting.

Scott Atwood  
Board Chair

**ATTEST:**

**Nancy Joiner**

Nancy Joiner  
Tourism & Marketing Coordinator