

## TOURISM ADVISORY BOARD

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, October 16, 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  
Commissioner Kirk Hanath  
Commissioner Misty Corn  
DeWayne Burnett  
Harrison Williams  
Keith Hankins

### Board Members absent:

Stephanie Wehring  
Jenny Van Dorf

### 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.

### Media Present:

None

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

Chairman Scott Atwood called the meeting to order

#### **2. Public Comments**

Commissioner Kirk Hanath introduced Commissioner Misty Corn as the new representative from the county.

City Counsel Steve Soman addressed the Board to discuss the future growth of Washington County.

### **REGULAR SESSION**

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

A motion was made by Board Member Harrison Williams 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	Absent
Stephanie Wehring	Absent
Harrison Williams	Yes
Commissioner Misty Corn	Yes

**4. Discuss and Possibly Act Upon a Recommendation to the City of Brenham City Council to Approve the Ice Cream Capital Branding Package**

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 created 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 package was not completed by the meeting, Kathrine Briscoe recommended tabling this agenda item.

A motion was made by Board Member Harrison Williams to table this agenda item 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	Absent
Harrison Williams	Yes
Commissioner Misty Corn	Yes

## **WORK SESSION**

**5. Discuss and Review Possible Revisions to the Interlocal Agreement Between the City of Brenham and Washington County Related to Tourism Activities**

Assistant City Manager Megan Mainer presented this item, to note different changes to the Interlocal Agreement between the City of Brenham and Washington County as it pertains to related tourism activities.

**6. Discuss and Review Possible Revisions to the Tourism Advisory Board By-Laws**

Assistant City Manager Megan Mainer presented this item, to note different changes to the Tourism Advisory Board By-Laws.

**7. Visit Brenham DMO Fiscal Year Q3 Report**

Kathrine Briscoe presented this item, along with Nancy Joiner, Tourism & Marketing Specialist. Elayne Grisbee, Destination & Partner Coordinator; Alex Dill, Manager of The Barnhill Center; and Natalie Lange. Elayne Grisbee 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 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 most popular posts on both. Our best-performing posts were on Facebook this quarter. Kathrine Briscoe 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. She also 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. Alex Dill presented on The Barnhill Centers rentals and entertainment for the last quarter.

**8. Washington County Expo Report**

Harrison Williams with the Expo Center presented this report.

**9. Administrative Report to Include 2026 Round One Tourism Grant Dates and 2026 Tourism Advisory Board Meeting Dates**

Nancy Joiner presented this report.

**10. Adjourn**

*Scott Atwood*

Board Chair

*January 15, 2026*

Date

**ATTEST:**

*Nancy Joiner*

Tourism & Marketing Specialist

*January 15, 2026*

Date