



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, OCTOBER 16, 2025, AT 9:00 AM
MORRISS HALL, THE BARNHILL CENTER
106 S DOUGLAS
BRENHAM, TEXAS**

1. Call Meeting to Order

2. Public Comments

[At this time, anyone will be allowed to speak on any matter concerning this Board that is not on the agenda, for a length of time not to exceed three minutes. No Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with the law.]

REGULAR SESSION

- 3. Discuss and Possibly Act Upon Approval of Minutes from July 17, 2025, Tourism Advisory Board Meeting**
- 4. Discuss and Possibly Act Upon a Recommendation to the City of Brenham City Council to Approve the Ice Cream Capital Branding Package**

WORK SESSION

- 5. Discuss and Review Possible Revisions to the Interlocal Agreement Between the City of Brenham and Washington County Related to Tourism Activities**
- 6. Discuss and Review Possible Revisions to the Tourism Advisory Board By-Laws**
- 7. Visit Brenham DMO Fiscal Year Q4 Report**
- 8. Washington County Expo Report**
- 9. Administrative Report to Include 2026 Round One Tourism Grant Dates and 2026 Tourism Advisory Board Meeting Dates**
- 10. Adjourn**

CERTIFICATION

I certify that a copy of the October 16, 2025, agenda of items to be considered by the Tourism Advisory Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas, on Thursday, October 9, 2025, at _____.

Kathrine Briscoe
Tourism and Marketing Manager

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7200 for assistance.

I certify that the attached notice and agenda of items to be considered by the Tourism Advisory Board was removed by me from the City Hall bulletin board on the _____ day of _____, 2025 at _____.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: October 16, 2025		DATE SUBMITTED: October 9, 2025	
DEPT. OF ORIGIN: Tourism & Marketing		SUBMITTED BY: Kathrine Briscoe, Tourism & Marketing Manager	
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:	
☒ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING	
☐ SPECIAL	☐ CONSENT	☐ 2 ND READING	
☐ EXECUTIVE SESSION	☒ REGULAR	☐ RESOLUTION	
	☐ WORK SESSION		
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon approval of minutes from July 17, 2025 Tourism Advisory Board Meeting.			
SUMMARY STATEMENT: Review and approve minutes from previous Tourism Advisory Board Meeting.			
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:			
ALTERNATIVES (In Suggested Order of Staff Preference):			
ATTACHMENTS: Minutes from July 17, 2025 Tourism Advisory Board Meeting.			
RECOMMENDED ACTION: Approve Minutes from July 17, 2025.			
APPROVALS:			

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

Board Chair

Date

ATTEST:

Tourism & Marketing Specialist

Date



AGENDA ITEM 4

DATE OF MEETING: October 16, 2025 DEPT. OF ORIGIN: Tourism & Marketing	DATE SUBMITTED: October 9, 2025 SUBMITTED BY: Kathrine Briscoe, Tourism & Marketing Manager															
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AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon approval of the Ice Cream Capital of Texas Logo and Branding Package.																
SUMMARY STATEMENT: Brenham was officially designated as the Ice Cream Capital of Texas in May of 2025. Since this occurred, excitement and momentum around the "Ice Cream Capital of Texas" identity created a unique opportunity for Visit Brenham staff to develop this brand in a meaningful way. In the summer of 2025, Visit Brenham staff contacted graphic artist companies for proposals to develop an Ice Cream Capital of Texas branding package. James Pharaon Creative, Bryan Creative, and Drifting Creatives provided proposals and staff contracted with James Pharaon Creative for graphic design services. The goal of the branding package was to aid in consistent use of logos, colors, and typography and promote consistency in marketing and communication efforts, while also supporting marketing and sales teams with ready-to-use branded assets. To ensure the branding package reflected input from key stakeholders including Visit Brenham staff, Blue Bell, the Tourism Advisory Board, and the City Council, staff developed an Ice Cream Capital of Texas Working Group consisting of Joe Robertson, Stephanie Wehring, Jenny Van Dorf, Leah Cook, Traci Pyle, Kathrine Briscoe, and Megan Mainer. This Working Group began meeting in August to provide feedback and recommendations on the development of the logo including colors, typography, and design elements. The Ice Cream Capital of Texas Working Group finalized logo selection on October 7, 2025. Staff, along with the Ice Cream Capital of Texas Working Group, recommends approval of the Ice Cream Capital of Texas logo and branding package enclosed. This will then be taken to City Council for approval.																

STAFF ANALYSIS (For Ordinances or Regular Agenda Items):
A. PROS: Continued focus and branding of Brenham’s official designation as the Ice Cream Capital of Texas.
B. CONS:
ALTERNATIVES (In Suggested Order of Staff Preference):
ATTACHMENTS: Ice Cream Capital of Texas Branding Package
RECOMMENDED ACTION: Approve the recommended Ice Cream Capital of Texas Branding Package.
APPROVALS:



AGENDA ITEM 5

DATE OF MEETING: October 16, 2025		DATE SUBMITTED: October 9, 2025	
DEPT. OF ORIGIN: Tourism & Marketing		SUBMITTED BY: Megan Mainer, Assistant City Manager	
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:	
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☐ SPECIAL	☐ CONSENT	☐ 2 ND READING	
☐ EXECUTIVE SESSION	☐ REGULAR	☐ RESOLUTION	
	☒ WORK SESSION		
AGENDA ITEM DESCRIPTION: Discuss and possibly act upon approval of revised Tourism Advisory Board Interlocal Agreement between the City of Brenham and Washington County			
SUMMARY STATEMENT: Chairperson Scott Atwood requested revisions to the Tourism Advisory Board's by-laws on July 17 to ensure accuracy regarding job titles and committee names. Upon further review, staff identified that changes made to the by-laws would require updates to the Tourism Advisory Board's Interlocal Agreement (ILA) between the City and County as well. On September 10, staff met with County Commissioner Hanath and Harrison Williams, along with other county staff, to discuss additional changes to the Tourism Advisory Board's Interlocal Agreement (ILA) between the City and County. The proposed revisions to the Tourism Advisory Board's Interlocal Agreement (ILA) between the City and County included: • The County assuming oversight of the Tourism Grant Funding Committee. • Visit Brenham and Washington County Expo providing quarterly reports to the Board on Hotel Occupancy Tax (HOT) funds. Both the City and County agree with the proposed revisions and recommend approval of the revised Tourism Advisory Board's Interlocal Agreement (ILA) between the City and County. Staff are seeking approval from the Board for these changes.			
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):			

ALTERNATIVES (In Suggested Order of Staff Preference):
ATTACHMENTS: (1) Revised Tourism Advisory Board Interlocal Agreement
FUNDING SOURCE (Where Applicable):
RECOMMENDED ACTION: Approve the revised Tourism Advisory Board Interlocal Agreement between the City of Brenham and Washington County as presented.
APPROVALS:

THE STATE OF TEXAS §
 §
COUNTY OF WASHINGTON §

INTERLOCAL AGREEMENT BETWEEN CITY OF BRENHAM AND WASHINGTON COUNTY TO ADVOCATE AND PROMOTE TOURISM PROGRAMS AND SERVICES

THIS INTERLOCAL AGREEMENT ("Agreement") is made and entered into pursuant to the Interlocal Cooperation Act (Chapter 791, Texas Government Code) by and between the City of Brenham, Texas (acting by and through the ~~Hon. Milton Y. Tate, Jr.,~~ Mayor) ("City") and Washington County (acting by and through the ~~Hon. John Durrenberger,~~ County Judge) ("County") and (hereinafter City and County are collectively referred to as the "Parties," or the "Cooperating Parties").

Commented [MM1]: Suggestion per Commissioner Hanath

RECITALS

WHEREAS, entering into this Agreement will benefit and allow the Cooperating Parties to efficiently and effectively utilize their respective resources in support of tourism programs and services; and

WHEREAS, the City and County desire to work together to promote tourism programs and services in Brenham and Washington County; and

WHEREAS, the City and County are authorized pursuant to the Texas Tax Code, Chapters 351 and 352 to impose a Hotel Occupancy Tax; and

WHEREAS, the City and County agree to jointly establish a seven-member Tourism Advisory Board to advise and support implementation of strategic objectives and to assist in allocation Hotel Occupancy Tax funds;

NOW THEREFORE, THIS AGREEMENT is entered into between City of Brenham (the "City") and Washington County, Texas, (the "County") pursuant to Chapters 351 and 352 of the Texas Tax Code and Chapter 791, Texas Government Code. In furtherance of the purposes of the Tax Code, and in consideration of the mutual covenants herein contained, the City and County hereby agree as follows:

1. TOURISM ADVISORY BOARD ORGANIZATION

- A. The Tourism Advisory Board hereby replaces the Brenham-Washington County Hotel Occupancy Tax Board pursuant to a new set of by-laws set forth and approved by the City of Brenham City Council and the Washington County Commissioners Court, a copy of which is attached hereto as Exhibit "A" and incorporated herein for all purposes.

B. The Tourism Advisory Board consists of seven (7) members. Five (5) Board members shall be appointed by the City Council of the City of Brenham and two (2) of the following shall be appointed by the County Commissioners Court: the Washington County Tourism Liaison, a member of the Washington County Commissioners Court, or the Washington County Expo Director.

C. The Tourism Grant Funding Committee of the Board consists of five (5) members appointed by Washington County Commissioners Court.

Commented [MM2]: Consistent with the Bylaws.

2. GOVERNMENTAL ENTITY FUNDING AND RESPONSIBILITIES (Exhibit "B")

A. The City of Brenham will manage, operate and fund the Visit Brenham/Washington County DMO and The Barnhill Center, with funds collected within the city limits of the City of Brenham. The DMO will present quarterly reports to the Tourism Advisory Board and will provide staff to record and distribute minutes, prepare agendas and post meetings.

B. Washington County will collect hotel occupancy taxes outside of the City of Brenham. During the annual budget process, the County will determine a HOT Fund budget for eligible projects at the Washington County Expo. In addition, the County will budget for county-wide bi-annual Tourism Grants. The Tourism Grant Funding Committee will review the eligible requests and make funding recommendations to the County Commissioners Court. The County Treasurer will disburse funds for approved events/programs/projects.

~~C. The Grant Eligibility Tourism Grant Funding Committee will review Post Event Reports and determine eligibility and priority of Tourism Grant requests based on state law requirements for the promotion of tourism as authorized by the Texas Tax Code, Chapters 351 and 352, in the manner as each Chapter may be respectively applicable to the City or County, and present findings to Tourism Grant Funding Committee for consideration. The Committee will consist of five (5) members: two (2) board members appointed by the Chairperson, the Director of Tourism & Marketing for Visit Brenham/Washington County DMO, the DMO Group Sales Manager, and the Tourism and Marketing Coordinator.~~

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3. TERM AND TERMINATION

This Agreement shall be effective beginning ~~September 1, 2024~~ January 1, 2026 and shall remain in effect until December ~~31, 2023~~ 31, 2028 ("Initial Term"). This Agreement shall automatically renew for a two (2) year period ("Renewal Term") on January 1st of each Renewal Term. Either Party may terminate this Agreement, with or without cause, by giving notice in the manner provided herein to the other Party at least ninety (90) days prior to the effective date of the Renewal Term. Notwithstanding any other provision herein, if both parties hereto agree to terminate this Agreement with less than the required ninety (90) days' notice, said ninety (90) day notification period may be waived. Notice shall be provided pursuant to the terms set forth in Section 4.2.

4. MISCELLANEOUS

Section 4.1 Assignment. This Agreement shall bind and inure to the benefit of the Cooperating Parties hereto, their successors and assigns. This Agreement may not be assigned by either Party without the express written consent of the other Party.

Section 4.2 Notice. All notices required under this Agreement shall be in writing and delivered personally or sent by certified or registered US Mail, postage prepaid, addressed to such Party at the following respective addresses:

CITY: Mayor
City of Brenham
P.O. Box 1059
Brenham, Texas 77834-1059

COUNTY: County Judge
Washington County Courthouse
100 E. Main St., Suite 104
Brenham, Texas 77833

And shall be deemed given on the date so delivered or so deposited in the mail, unless otherwise provided herein. All Parties hereto may change the above address by sending written notice of such change to the other in the manner provided for above.

Section 4.3 Waiver of Immunity. No Party hereto has agreed to waive any defense, right, immunity, or other protection under law, including any statutory provision, by entering into this Agreement or otherwise participating.

Section 4.4 Severability. If any part of this Agreement is for any reason found to be unenforceable, all other parts remain enforceable unless the result materially prejudices the other Party.

Section 4.5 Entire Agreement. This Agreement merges the prior negotiations and understandings of the Parties and embodies the entire Agreement or the Parties. No other agreements, assurances, conditions, covenants (express or implied), or other terms of any kinds, exist between the Parties regarding this Agreement.

Section 4.6 Written Agreement. Unless otherwise specified, this Agreement may be amended only by written instrument approved by the Parties hereto.

Section 4.7 Applicable Laws. This Agreement is subject to the laws of the State of Texas, the laws of the federal government of the United States, and all rules and regulations of any regulatory body or officer having jurisdiction.

Section 4.8 Captions. Captions contained in this Agreement are for reference only and, therefore, have no effect in construing this Agreement. The captions are not restrictive of the subject matter of any section in this Agreement.

Section 4.9 Non-Waiver. If either Party fails to require the other to perform a term of this Agreement, that failure does not prevent the party from later enforcing that term and all other terms. If either Party waives the other's breach of a term, that waiver does not waive a later breach of this Agreement.

Section 4.10 Ambiguities. If any term of this Agreement is ambiguous, it shall not be construed for or against any Party on the basis that the Party did or did not write it.

Section 4.11 Parties in Interest. This Agreement does not bestow any rights upon any third party, but binds and benefits the City and the County only.

Section 4.12 Counterparts. Signatures hereby may be counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN TESTIMONY OF WHICH, this Agreement has been executed on behalf of the Parties hereto as follows:

- a. It has on the _____ day of _____, 20 _____ been executed on behalf of the City by the Mayor of Brenham, Texas, pursuant to action of the City Council of the City of Brenham, Texas authorizing such execution.
- b. It has on the _____ day of _____, 20 _____ been executed on behalf of the County by the County Judge of Washington County, Texas, pursuant to an order of the Commissioners Court of Washington County, Texas authorizing such execution.

CITY OF BRENHAM, TEXAS

Hon. ~~Milton Y. Tate, Jr.~~Atwood C. Kenjura, Mayor

STATE OF TEXAS §
§
COUNTY OF WASHINGTON §

The foregoing instrument was acknowledged before me this _____ day of _____,
20 _____ by ~~Milton Y. Tate, Jr.~~Atwood C. Kenjura, Mayor of the City of Brenham, Texas.

[seal] _____
Notary Public, State of Texas
Printed Name:

WASHINGTON COUNTY, TEXAS

Hon. John Durrenberger, County Judge

STATE OF TEXAS §
§
COUNTY OF WASHINGTON §

The foregoing instrument was acknowledged before me this _____ day of _____,
20 _____ by John Durrenberger, County Judge of Washington County, Texas.

[seal] _____
Notary Public, State of Texas
Printed Name:



AGENDA ITEM 6

DATE OF MEETING: October 16, 2025 DEPT. OF ORIGIN: Tourism & Marketing	DATE SUBMITTED: October 9, 2025 SUBMITTED BY: Megan Mainer, Assistant City Manager															
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AGENDA ITEM DESCRIPTION: Discuss and possibly act upon approval of revised Tourism Advisory Board By-Laws between the City of Brenham and Washington County.																
SUMMARY STATEMENT: Chairperson Scott Atwood requested revisions to the Tourism Advisory Board's by-laws on July 17 to ensure accuracy regarding job titles and committee names. Upon further review, staff identified additional changes necessary to align the by-laws with state law and the City's Policies and Procedures for Boards and Commissions. On September 10, staff met with County Commissioner Hanath and Harrison Williams, along with other county staff, to discuss additional updates to the Tourism Advisory Board's by-laws between the City and County. The proposed revisions to the Tourism Advisory Board by-laws include several significant changes: - The removal of outdated job titles. - Granting the Chairperson the authority to develop subcommittees as needed, replacing predefined committee structures. - The elimination of the Tourism Grant Eligibility Committee, Washington County Expo Committee, and Texas Music Friendly Committee. - A provision that allows the Chairperson to appoint members to subcommittees at their discretion, as opposed to having standing committees. Both the City and County agree with the proposed revisions and recommend approval of the updated by-laws. Staff are seeking approval from the Board for these changes.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):																

ALTERNATIVES (In Suggested Order of Staff Preference):
ATTACHMENTS: (1) Revised Tourism Advisory Board By-Laws (2) Policies and Procedures for Boards and Commissions
FUNDING SOURCE (Where Applicable):
RECOMMENDED ACTION: Approve revised Tourism Advisory Board By-Laws between the City of Brenham and Washington County as presented.
APPROVALS:

**BY-LAWS OF
THE TOURISM ADVISORY BOARD
OF THE CITY OF BRENHAM
AND WASHINGTON COUNTY, TEXAS**

**ARTICLE I
NAME OF ORGANIZATION**

Section 1:

The name of this organization shall be the Tourism Advisory Board, hereinafter referred to as "~~this~~ Board", of the City of Brenham, Texas and Washington County, Texas.

Section 2:

This Board will implement its objectives and purposes in the City of Brenham, Texas and the Washington County ~~of Washington~~, Texas.

Section 3:

The street address of the office of this Board shall be the same as for the City of Brenham, Texas, or at such location as may be designated by the City of Brenham City Council ~~of the City of Brenham, Texas~~, in agreement with the Washington County Commissioners Court.

**ARTICLE II
AUTHORITY**

The creation of this Board is authorized by the City of Brenham City Council, hereinafter referred to as "City Council", ~~Texas~~ and the Washington County Commissioners Court, hereinafter referred to as "County Commissioners", and is a necessary and helpful advisory board to both governmental entities ~~the City Council of the City of Brenham, Texas and the Commissioners Court of Washington County, Texas~~.

**ARTICLE III
PURPOSE AND RESPONSIBILITY**

The purpose and responsibility of this Board shall include, but not be limited to, the following:

- A. To advise and support the Brenham/Washington County Destination Marketing Organization (DMO).
- B. To advocate for the continued development of tourism and cultural assets.

ARTICLE IV MEMBERSHIP

Section 1:

Membership in this Board shall consist of residents of ~~the City of Brenham and~~ Washington County. This Board shall consist of seven (7) members.

Commented [A1]: I removed "City of Brenham" because the City is in Washington County.

Section 2:

Five (5) ~~Board~~ members shall be appointed by the City Council ~~of the City of Brenham~~ and two (2) ~~members shall be appointed by the County of the following the Washington County Tourism Liaison or a member of the Washington County Commissioners Court or Washington County Expo Director shall represent the Washington County Commissioners Court.~~

Commented [A2]: I removed the titles of the County's appointees as over time these titles may change or the Commissioners may decide to appoint someone else to the Board.

Section 3:

The ~~member~~~~term of membership of this Board~~ appointed by the City Council ~~of the City of Brenham~~ shall ~~serve~~ staggered three (3) year terms. ~~Members shall be, and such a Board member shall be able to succeed himself/herself, subject to reappointment by the City Council. Board membership appointed by the City Council of the City of Brenham shall be limited to three (3) full-full consecutive terms, with a minimum one (1) year absence from the Board before consideration for reappointment.~~

Commented [A3]: I removed the specific County titles because, over time, that may change.

~~The members appointed by the County Commissioners Two of the following the Washington County Tourism Liaison or a member of the Washington County Commissioners Court or Washington County Expo Director representing the Washington County Commissioners Court shall serve on the Board perpetually unless and until these bylaws are revised, or these positions cease to exist.~~

Section 4:

Resignation from this Board shall be by letter to the Board Chairperson, Mayor, and County Judge. Vacancies resulting from ~~a~~ resignation ~~shall or any other cause will~~ be filled by the City Council ~~of the City of Brenham~~ or the ~~Washington County Commissioners Court~~, depending on whether the ~~member~~~~Board~~ position was a City ~~of Brenham~~ appointment or a ~~Washington County~~ appointment. ~~Any~~ person appointed to fill a vacancy on the Board shall serve for the remaining unexpired term of the ~~member~~ position to which the person is appointed.

Section 5:

~~A Board member appointed by the City Council of the City of Brenham who is unable to participate in Board business shall be expected to tender his/her resignation.~~

~~Any Board~~ member appointed by the City Council ~~of the City of Brenham~~ who is ~~absent from~~ ~~misses~~ three (3) consecutive meetings ~~shall will~~ be counseled by the Chairperson and is subject to removal by ~~vote of~~ the City Council. ~~Also, any member that is absent from~~

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~~A Board member appointed by the City Council of the City of Brenham who misses~~ fifty percent (50%) of the ~~regular~~scheduled meetings in a one (1) year period shall not be eligible for reappointment.

Members appointed by the Commissioners Court shall not have any attendance requirements.

Section 6:

A Board member may cast only a single vote on any issue. Proxy votes are prohibited. Alternate and ex-officio members shall not vote.

Section 7:

The terms of office of the members appointed by the City Council ~~of the City of Brenham and officers of this Board~~ will be for one year calendar year.

Section 8:

Professional staff members of the City of Brenham or Washington County assigned to work with this Board shall be non-voting ex-officio members of this Board.

ARTICLE V OFFICERS

Section 1:

~~The Board Chairperson shall, in its first meeting of the calendar year, elect a Chair and Vice-Chair to serve for a one (1) year term. The Chair shall call the meeting to order and preside at the meetings. In the absence of the Chair, the Vice-Chair shall call the meeting to order and preside over the meeting. be elected annually by the members of this Board and shall serve at the pleasure of the City Council of the City of Brenham and the Commissioners Court of Washington County. Resignation of the Chairperson from the Chairperson position shall be by letter to all other Board members. If the Chairperson resigns from the Chairperson position but continues to serve on this Board, the members of this Board shall elect a new Chairperson as soon as practicable.~~

In the absence of both the Chair and Vice-Chair, the members present shall elect a temporary presiding officer to serve as Chair for the meeting.

A. The Chair shall have the power to appoint subcommittees as he/she may deem necessary to achieve the objectives of the Board.

~~B. Resignation of the Chairperson from this Board shall be by letter to all other Board members, the Mayor of the City of Brenham, and the County Judge of Washington County. An unexpired term will be filled by vote of the City Council of the City of Brenham if the Board position was a City of Brenham appointment.~~

Section 2:

~~A. The Chairperson of this Board shall preside at all meetings of this Board and shall perform such duties as may be assigned by this Board or by the City Council and the Commissioners Court. The Chairperson shall have the power to appoint subcommittees, as he/she deems necessary to achieve the objectives of this Board.~~

~~B. In the absence of the Chairperson, Board members present shall elect a temporary presiding officer to serve as Chairperson during the meeting.~~

ARTICLE VI COMMITTEES

Commented [A4]: I changed this section to match the Board Policy adopted by City Council for all other advisory boards.

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Section 1:

The following Committees are being ~~have been~~ created for special purposes:-

Grant Eligibility Committee: ~~Biannually~~ ~~this Committee will review, biannually, all Post Event Reports and determine eligibility and priority of Tourism Grant requests based on the requirements of state law requirements for the promotion of tourism as authorized by the Texas Tax Code, Chapters 351 and 352, as in the manner as each Chapter may be respectively applicable to the City and/or County. This Committee shall, and present their findings to the Tourism Grant Funding Committee for consideration. This Committee will consist of five (5) members: two (2) Board members, appointed by the Chairperson, and three (3) City of Brenham Tourism & Marketing Department employees, the Director of Tourism & Marketing for Visit Brenham/Washington County DMO, the DMO Group Sales Manager, and the Tourism and Marketing Coordinator.~~

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Tourism Grant Funding Committee: ~~This Committee~~ ~~Biannually~~ will review, biannually, all Post Event Reports and determine eligibility and priority of Tourism Grant requests based on the requirements of state law for the promotion of tourism as authorized by the Texas Tax Code, Chapters 351 and 352, applicable to the City and/or County. This Committee shall review all Tourism Grant requests and will make funding recommendations to the Washington County Commissioners Court. ~~This Committee will consist of The five (5) members, all shall be of this Committee will be appointed by the Washington County Commissioners Court.~~

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Texas Music Friendly Committee: ~~this committee fills requirements of certification as a Texas Music Friendly Community.~~

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Washington County Expo Committee: This Committee works with Washington County staff to support the work of Washington County Expo facility, as it relates to within the tourism industry. This Committee shall consist of [] members, all shall be appointed by the Commissioners Court.

Commented [A6]: Per Commissioner Hanath's request the Grant Eligibility Committee's and the Tourism Grant Funding Committee's responsibilities have been combined and will be managed by the County.

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Commented [A7]: How many people serve on this Committee?

Section 2:

~~Other committees may be created by this Board for special purposes.~~

Section 3:

~~Other than the Grant Eligibility Committee and the Tourism Grant Funding Committee, Committee Chairpersons and members shall be approved by and appointed by the Chairperson of this Board, and City and County liaisons.~~

ARTICLE VII SPECIAL SUBCOMMITTEES

Section 1:

Special cSubecommittees may be created by the ~~is~~ Board for special projects and purposes.

Section 2:

The Chair and all members of any special cSubecommittee ~~Chairpersons and members~~ shall be appointed by the Board Chair~~person of this Board.~~

Section 3:

Special c~~Sub~~committees will automatically dissolve upon completion of their ~~special~~ work and ~~the~~ submission of a final ~~their~~ report to the full Board.

ARTICLE VIII MEETINGS AND COMMUNICATION

Section 1:

This Board shall meet on call of the Chairperson or by a call of the a majority of the members of this Board.

Section 2:

The City Manager of the City of Brenham shall designate a staff liaison for this Board. The liaison shall attend all the meetings, to record the proceedings of the meetings, and to prepare official minutes of the Board meeting. The liaison shall also be designated City staff person is responsible for providing, via electronic delivery, written copies of the Board agendas, packets, meeting minutes and any other associated necessary documents to the City Manager, City Secretary, County Judge and the County Tourism Liaison.

~~The meeting agendas shall be posted on the external bulletin board at the City Hall and on the bulletin board of the County Courthouse in accordance with the at least 72 hours prior to the meeting time. Meetings of this Board will be held in compliance with provisions of the Texas Open Meetings Act.~~

~~Written notice of the meeting and minutes of the last meeting will be delivered electronically to each member of this Board, the County Judge and the City Manager by the designated City staff person.~~

Section 3:

~~Emergency meetings to address matters of an urgent nature may be called provided each member is notified by telephone or by personal contact, provided notice is posted at least one (1) hour prior to the meeting time, and provided said meeting is held in compliance with the provisions of the Texas Open Meetings Act.~~

Section 34:

All meetings of this Board shall be open to the public, ~~provided that the Board may meet in closed session during a meeting~~ as authorized by the Texas Open Meetings Act.

ARTICLE IX GOVERNMENTAL ENTITY FUNDING AND RESPONSIBILITIES (Attachment A)

Section 1:

The City of Brenham will manage, operate and fund the Visit Brenham/Washington County DMO and The Barnhill Center, with funds collected within the city limits of the City of Brenham. The DMO will present provide quarterly reports to the ~~Tourism Advisory Board~~ and ~~will provide staff to record and distribute minutes, prepare agendas and post meetings.~~

Section 2:

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Washington County will collect hotel occupancy taxes from properties located outside of the City of Brenham city limits. The County will review and fund eligible projects at the Washington County Expo. The County will also fund County-wide Tourism Grant requests (including projects located within the city limitsCity). ~~T-and~~ the County Treasurer will disburse funds for approved events/programs/projects. The County will provide quarterly reports to the Board.

ARTICLE X QUORUM

~~Five (5)~~^{our (4)} members of this Board ~~present~~ shall constitute a quorum. Any action taken by this Board shall be by simple majority vote of members present.

ARTICLE XI RULES FOR PROCEDURE / STATUTORY REQUIREMENTS

Section 1:

Robert's Rules of Order ~~shall be used as a guideline to conduct meetings and~~ shall govern on all matters of parliamentary procedures.

Section 2:

This Board shall be subject to any rules, regulations, acts or mandates placed on the City of Brenham or Washington County Commissioners Court by local, state or federal governments.

ARTICLE XII AMENDMENTS TO BY-LAWS

These By-laws may be amended by approval of the ~~City of Brenham~~ City Council and the ~~Washington County Commissioners Court~~. This Board may make recommendations for amendments to the by-laws by ~~requesting that the item be placed on the agendas of the City Council and County Commissioners~~ ~~written request to the Mayor and County Judge~~ ~~City of Brenham City Council and the Washington County Commissioners Court~~.

ARTICLE XIII CONFLICTS

Section 1:

Members of this Board shall not use their position on this Board for a purpose that is or gives the appearance of being a conflict of interest. In the event ~~that~~ a Member becomes aware of a conflict of interest, or potential conflict of interest, with regard to any ~~particular~~ item being considered by the Board, the ~~member~~ ~~Director~~ shall immediately bring the ~~issue same~~ to the attention of the ~~Chair and the liaison~~.

~~The liaison must immediately notify the City Secretary of the conflict. If it is determined by the City Secretary that there is a conflict of interest, the member presiding officer of the meeting and shall complete a Conflict of Interest Affidavit and abstain from the consideration of and voting on the item, unless the Board determines that no conflict of interest exists.~~

Section 2:

In the event that a Board member is also a member of a group or event requesting funding from the Board, ~~the said~~ Board member ~~must will~~ recuse himself/herself from any recommendation or vote as it pertains to ~~that particular~~ ~~their~~ group or event.

Commented [A9]: I removed the Board's authority to determine whether there is a conflict. That should be handled by my office so that the proper paperwork can be filled out.

CERTIFICATION

These by-laws of the Tourism Advisory Board are hereby duly adopted by the City of Brenham, Texas, City Council on this _____ day of _____, ____.

~~Atwood C. Kenjura~~ ~~Milton Y. Tate, Jr., Mayor~~
~~Mayor~~ ~~City of Brenham, Texas~~

ATTEST:

Jeana Bellinger, TRMC, ~~CM~~ ~~City Secretary~~
City ~~Secretary of Brenham, Texas~~

These by-laws of the Tourism Advisory Board are hereby duly adopted by the Washington County Commissioners Court on this _____ day of _____, ____.

~~Honorable John Durrenberger, County Judge~~
~~County Judge~~ ~~Washington County, Texas~~

ATTEST:

~~Nick Prenzler~~ ~~Beth Rothermel, County Clerk~~
~~County Clerk~~ ~~Washington County, Texas~~

POLICIES AND PROCEDURES FOR BOARDS AND COMMISSIONS

Effective January 1, 2022

SECTION 1.

PURPOSE AND SCOPE

The purpose of this Policies and Procedures for Boards and Commissions document ("Policy") is to establish uniform procedures for all advisory and other boards and commissions of the City. Board and commission members are appointed by the Brenham City Council ("Council") and serve at the pleasure of Council and will not be granted special privileges because of their appointment. For the sake of brevity, the use of the term "board" throughout this Policy shall be interpreted to include the term "commission" except where the context requires otherwise.

This Policy applies to all persons appointed to boards and commissions by Council, unless otherwise provided herein or other applicable law. Persons appointed by other governmental bodies or entities may not be required to abide by all the rules outlined in this Policy.

SECTION 2.

MEMBER ELIGIBILITY

Applicant qualifications include the following:

- Must be a resident of Washington County for at least one (1) year prior to the date of the appointment (unless specified otherwise in this policy);
- Must be a qualified voter in Washington County;
- May not apply to serve on the same board with any immediate family members;
- Members of City Council are not eligible to serve unless required by federal, state, or local laws and regulations, and
- City employees are not eligible to serve unless otherwise provided in this policy or required by federal, state, or local laws or regulations.

All qualified persons, applying for the first time, must complete an "Application for Appointment to City of Brenham Boards and Commissions" form and submit it to the City Secretary before October 1st. Current members wanting to be reappointed to their current board/commission must submit a "Request for Re-Appointment to City of Brenham Boards and Commissions" form to the City Secretary prior to October 1st. If a current member would like to be considered for appointment to a different board, he/she will need to submit the "Application for Appointment" form for the board or commission for which they would like to be considered.

Unless otherwise provided herein or other applicable law, members shall be appointed to terms of three (3) years and may be removed at any time by Council. Terms of office will be staggered. In the event a vacancy occurs prior to the expiration of a full term, the Council may appoint a new member to complete the unexpired term of the vacant position. Any member of a board or commission may be eligible for re-appointment by the Council unless such appointment is prohibited by the term limitation provisions set forth in Section 6 of this Policy.

In addition to the eligibility requirements outlined in this Policy, the City Council shall determine the specific skills and experience desired for each board. Also, in the event that other applicable law requires certain qualifications, those qualifications will be required.

SECTION 3. **RECRUITMENT**

Advertising of scheduled board vacancies for terms expiring on December 31st will begin on or near September 1st.

Advertisement for board volunteer recruitment may be conducted in a variety of ways including, but not limited to:

- posting of notice on official City bulletin board
- press releases
- utility billing inserts
- website advertisements
- social media resources
- nomination by invitation

SECTION 4. **APPLICATION PROCESS**

On or before September 1st of each year, the City Secretary will post information on the City's website and social media sites encouraging qualified people to fill out an application to serve. The City Secretary's office will mail and/or e-mail reappointment application forms to all current board members with an expiring term.

The "Request for Appointment" application will solicit information about the applicant's background, including current and past occupations and involvement in and knowledge of issues related to the subject of the board to which they are applying. In addition to the completed application, applicants are encouraged to submit a short bio or resume. Persons may apply for more than one board.

A shorter "Request for Re-appointment" form will be used for incumbent board members seeking another term. Incumbents will also be required to submit their request to serve another term to the City Secretary's office.

All requests for appointment must be returned to the City Secretary no later than October 1st. Any applications received after the deadline may not be considered.

Applications are considered current for one (1) year from submittal date, after which the application will be removed from consideration. In order to be considered in the next recruitment period, the applicant will be required to submit a new application.

SECTION 5.

SELECTION PROCESS

The City Manager and City Secretary, along with a subcommittee of the Council, will review all submitted applications. Additional information that could be used in reviewing applications include information from the staff liaison, attendance records, and training records. The subcommittee may also consider past applications submitted by an applicant and previous experience on other boards.

In December, the Council subcommittee will make a recommendation of appointments to the full Council for consideration. In the event appointments are not made in December, all members with expiring terms will continue to serve until their successor is appointed by Council.

SECTION 6.

TERM OF OFFICE

Board members serve for three (3) year, staggered, terms unless a shorter term is required by law or is necessary to facilitate even staggering of terms among members of a board. All terms expire on December 31. In the event an appointment is not made prior to the expiration of a member's term the board member shall continue to serve until their successor is appointed by Council.

No board member shall be appointed to more than three (3) consecutive terms on any single board. After a minimum absence of one (1) year from a board, the Council may choose to reappoint the member back to the board on which they previously served. If a member is appointed to a term of less than three (3) years, the incomplete term will not be counted as a term for purposes of calculating eligibility under this Section. The term limit provisions of this Section shall not apply to members of board for which a term of less than three (3) years is required by a law that supersedes this policy.

The Council retains the right to replace any appointed member at any time and for any reason. Board members are appointed for a limited purpose and time, and once the assigned term of office is completed and Council has appointed their successor, they are excused from service on the board unless the Council selects them for another term of service in accordance with this Policy.

SECTION 7.

MID TERM APPOINTMENTS

Occasionally, a board member may be unable to finish his or her term or will be removed by the Council prior to his or her term ending. In such cases, the vacant position may be filled by a mid-term appointee who will serve out the remainder of the other member's term.

Instead of soliciting applicants for the vacancy, the Council subcommittee may refer to the previously submitted applications kept by the City Manager's Office. If there are no appropriate open applications for the vacant position(s), a new application solicitation campaign could take place in the same manner as the typical annual recruitment process.

SECTION 8.

NEW MEMBERS

After appointment by Council, all new members should make every effort to become as familiar as possible with all aspects of his or her particular board. To aid in the process, new members will be furnished with the contact information of the other members, as well as applicable information and regulations that govern that board.

Members of all boards shall complete board training within ninety (90) days of their appointment by Council. The training will include the Texas Open Meetings Act, basic Robert's Rules of Order, and applicable ethics training. The training course will be free to all attendees and will be conducted by the City Secretary. Board members must complete this training at least once every three (3) calendar years. A board member who does not comply with the training requirements may not be eligible for re-appointment.

Members of the Historic Preservation Board, Tourism Advisory Board, Planning and Zoning Commission and the Brenham Community Development Corporation Board will be required to complete additional training specific to the duties and responsibilities of these boards. This training will be selected by the City Manager and must be completed at least once every three (3) years.

Members of the Building and Standards Commission, the Planning and Zoning Commission, and the Board of Adjustments must complete and execute the written Statement of Appointed Officer and take the Oath of Office upon appointment. These members must sign the Oath and it must be notarized and kept in the City Secretary's Office. Persons authorized to administer the statement and the oath are the City Secretary, and any notary public.

SECTION 9.

GENERAL DUTIES AND RESPONSIBILITIES OF BOARDS AND COMMISSIONS

Most boards and commissions shall act in an advisory capacity and make recommendations to the Council on issues specific to each respective board's duties and responsibilities; however, actions taken by the Building Standards Commission, the Board of Adjustments, the Planning and Zoning Commission, and the Brenham Community Development Corporation are final, unless required by state law to be approved by the City Council.

No member of a board or commission shall become involved in the daily operation of the City or in personnel/employment matters. The general duties and responsibilities of each advisory board or commission is as follows:

Animal Services Advisory Board

The purpose and responsibility of the Animal Services Advisory Board shall include, but not be limited to, the following:

- To review and recommend procedures for the care and maintenance of the animal shelter facility and impounded animals to ensure compliance with state law, and
- To periodically review the City's animal control ordinances and make recommendations to Council for revisions as needed.

As mandated by State law, the Board must be comprised of one (1) licensed veterinarian, one (1) county or municipal official, one (1) person whose duties include the daily operation of an animal shelter; and one (1) representative from an animal welfare organization. This Board also has one (1) citizen representative.

Board of Adjustments

The Board of Adjustments hears and decides appeals where it is alleged there is error of law in any order, requirement, or decision made by the City's Zoning Administrator, including appeals alleging error in the interpretation of the classification of any zoning use, and hears and decides special exceptions and variances as provided for in the City's zoning ordinance.

The Board consists of five (5) members. The Board may have up to four (4) alternate members who serve in the absence of one or more regular members when requested to do so by the Staff Liaison.

Brenham Community Development Corporation

The Brenham Community Development Corporation (BCDC) promotes economic and community development within the city and on behalf of the city by developing, implementing, providing, and financing projects as defined in Section 4B of the Development Corporation Act (Article 5190.6 V.T.C.S.), currently codified in Chapter 501 et seq. of the Texas Local Government Code. The Board is operated according to state law and its own Articles of Incorporation and Bylaws.

Brenham Police Citizen Advisory Board

The Brenham Police Citizen Advisory Board (CAB) was created to act as a community resource for the Police Chief in the formation of strategies, development of community policing concepts and programs, to serve as an advisory body on certain police matters, fostering and enhancing public transparency and trust, and increasing public awareness.

Building Standards Commission

The Building Standards Commission hears and determines cases concerning alleged substandard buildings and structures. It also grants or denies requests for variances from the building code of the City of Brenham. The Board consist of five (5) members and each member must be a resident of the City.

Historic Preservation Board

The Brenham Historic Preservation Board was organized in 2021 and is charged with the responsibility of assuring that the integrity of designated Historic Landmarks and properties within the city's Historic Districts are protected.

The Board shall be composed of seven (7) voting members appointed by the City Council. A minimum of four (4) Board members shall be property owners within a Historic District, or an owner of a Historic Landmark. The other members should be appointed, to the extent possible, from the following categories: architect with historic preservation experience; planner; design professional; historian; licensed real estate broker; attorney; or member of a historic preservation society. All Board members shall have a known and demonstrated interest, competence, or knowledge of historic preservation.

Library Advisory Board

The Library Advisory Board plans for future development of the Nancy Carol Roberts Memorial Library which may include establishing, reviewing and updating policies; monitoring existing operations; making recommendations regarding fee schedules for services, and considering ways to better utilize library facilities.

The Board consists of nine (9) members. Five (5) members are nominated by the Brenham Fortnightly Club from its membership.

Main Street Board

The Main Street Board develops plans and programs to stimulate both historic preservation and economic vitality for downtown Brenham, according to the Texas Historical Commission's criteria for Main Street Communities.

The Board consists of eleven (11) members. The members shall be knowledgeable about downtown Brenham, marketing, financing, and historic preservation.

Parks and Recreation Advisory Board

The Parks and Recreation Advisory Board assists in the planning and operation of the parks and recreations system and reviews and monitors existing operations and considers ways to better utilize existing facilities. The Board consists of nine (9) members with the majority of members being City residents.

Planning and Zoning Commission

As provided by the laws of the State of Texas and ordinances of the City of Brenham, the Planning and Zoning Commission approves or disapproves land subdivision plat or re-plats; vacates plats or re-plats; holds public hearings and makes recommendations to the Council relative to creation, amendment and implementation of zoning regulations, use classifications and districts; recommends to the Council plans, programs, policies related to future growth and development of the City; and performs other duties and responsibilities as may be referred to the Commission by the Council. The Commission consists of seven (7) members and each member must be a resident of the City.

Tourism Advisory Board

The Tourism Advisory Board was organized in 2021 to replace the Hotel Occupancy Tax Board. The Board's purpose and responsibility is to advise and support the Brenham/Washington County Destination Marketing Organization (DMO) and to advocate for the continued development of tourism and cultural assets.

The Board shall be composed of seven (7) voting members; all being residents of Washington County. Five (5) members shall be appointed by the City Council and two (2) members shall be designated by the Washington County Commissioners. The members designated by Washington County shall be (1) the Washington County Tourism Liaison; (2) a member of the Washington County Commissioners Court; or (3) the Washington County Expo Director.

SECTION 10. **ATTENDANCE AT MEETINGS**

The Council is most appreciative of the dedication and contribution by those who are willing to donate their time to community service. Any decision reached by any of these boards has an impact on the entire community. Therefore, if a quorum is not present because of habitual absenteeism by certain members, the integrity of the whole board is affected.

Therefore, it is imperative that members maintain regular attendance. Members who cannot attend a meeting should contact the chairman or staff liaison concerning his or her absence prior to the meeting.

Two (2) consecutive absences from a board's regular meeting, or absences from more than 25% of the board's meeting in a six (6) month period shall be deemed as neglect and may be cause for removal, unless such absences were due to unusual circumstances beyond the member's control such as sickness of the member or someone within the member's immediate family. The City Secretary's Office shall track and report any excessive absences to the City Manager. The City Manager will review each situation and determine if the board member should be recommended to the Council subcommittee for removal.

SECTION 11. **ROLE OF STAFF LIAISON**

A staff member shall be assigned as a liaison to each board to perform support services, provide technical data, prepare agendas, post notices of meetings, prepare minutes of the meetings, and other related functions. The staff liaison will ensure that the board understands Council's goals and vision for the community. The staff member is an ex officio member of the board but is not entitled to vote or preside over meetings.

The staff liaison will act as a communication conduit between the Council subcommittee and the board. The liaison shall attend all meetings, of their respective board, on behalf of the City and present and discuss facts pertinent to matters listed on the agenda and being considered.

The staff liaison may arrange a meeting with all new members prior to their first meeting for briefings on procedures, legal responsibilities, duties of the board, and background information on items that may be considered at the next meeting.

At least once per year, in a regular meeting of City Council, the staff liaison or Chair for each board shall provide an update for Council regarding the activities of the Board.

SECTION 12. **CONFLICTS OF INTEREST**

Members of the Planning and Zoning Commission, Board of Adjustments, and Building Standards Commission shall comply with the requirements of Chapter 171 of the Texas Local Government Code and Article III, Sec. 6 of the Brenham City Charter with respect to conflicts of interest. It is the responsibility of each member of these boards to file a "Conflict of Interest" affidavit (Exhibit A) with the City Secretary's Office when a conflict exists because he or she has a substantial interest in a matter being considered by the board. Substantial interest means the individual:

- Owns 10% or more of the voting stock or shares of the business;
- Owns either 10% or more than \$15,000 of the fair market value of the business;
- Receives funds from the business that exceeds 10% of the person's gross annual income for the preceding year;
- Ownership in real property with a fair market value of \$2,500 or more, or
- Relative within the first degree of consanguinity or affinity has a substantial interest.

Advisory board members shall abstain from participation in a matter when a personal interest creates or gives the appearance of being a conflict of interest. However, if the majority of members of the same advisory board have similar conflicts of interest in the same matter under consideration by the board, such members are not required to abstain from participating or voting on the matter.

SECTION 13. **MEMBERSHIP ON MULTIPLE BOARDS**

If a member is serving on more than one board, the member, before discussing and/or voting on a decision that involves funding which impacts matters specific to another board's duties and responsibilities on which said member serves, shall verbally disclose his/her membership on any other board impacted by the funding decision to the other board members in attendance at the meeting. Said member may fully participate in the discussion and vote on the decision involving funding after disclosing his/her membership on any other board impacted by the funding decision.

SECTION 14.
CONDUCT OF MEETINGS

- A. Each Board shall, in its first meeting of the calendar year, elect a Chair and Vice-Chair to serve for a one (1) year term. The Chair of each board shall call the meeting to order and preside at the meetings. In the absence of the Chair, the Vice-Chair shall preside. If both the Chair and Vice-Chair are absent from a meeting, the members in attendance shall elect a member to serve as a presiding officer during the meeting.
- B. The Chair shall address the posted items on the agenda in any order he or she chooses as long as every item is addressed.
- C. A motion may be made by any member other than the presiding officer. A second to the motion is required before a vote can be taken. Any motion dies from a lack of a second.
- D. Roberts Rule of Order shall be used as a guideline to conduct meetings.
- E. All meetings will be held in compliance with the Open Meetings Act ("The Act") and shall be open to the public, except for those items considered at a meeting which are authorized by the Act to be discussed in Executive Session. Items not on a properly posted meeting agenda may not be debated or discussed. The Chair or staff liaison shall have the authority to immediately adjourn the meeting without a vote if necessary to prevent violation of the Act.
- F. The conduct of board members reflects upon the full City Council; therefore, it is expected that board members conduct themselves in an orderly and civil manner during meetings. Board members shall not use aggressive or profane language, interrupt, or insult others, raise their voices, or in any other way detract from the professional decorum of a meeting. If a board member engages in inappropriate conduct that cannot be controlled by the Chair or staff liaison, the Chair or liaison may immediately adjourn the meeting without a vote. Any board member that acts in an inappropriate way in such that a meeting must be adjourned, said board member will be reported to the City Manager.

SECTION 15.
RECORDS OF MEETINGS

The City Secretary's Office shall maintain the official record of all board and commission meetings, which will include:

- **AGENDA:** The agenda will serve as the order of business and provide the form for posting of the notice of meetings. The official posting of the agenda must be at least 72 hours in advance of the meeting in a place readily accessible to the public. The agenda must also be posted on the City's website. A copy of the agenda should also be made available to local news media. In the event a regularly scheduled meeting is cancelled, notices should be posted stating that the meeting has been cancelled.
- **AGENDA PACKET:** Copies of the agenda, along with all supporting documentation, shall be provided to each member in advance of the meeting date. This information shall also be made available in advance of the meeting on the City's website.

- **MINUTES OF MEETING:** The staff liaison will be responsible for keeping an accurate record of all proceedings. The minutes shall include a record of attendance, summary of the discussion, recommendations, and a record of the Board's voting. The minutes shall also be available on the City's website.

Approved by City Council: December 16, 2021 (R-21-036)



AGENDA ITEM 7

DATE OF MEETING: October 16, 2025		DATE SUBMITTED: October 9, 2025
DEPT. OF ORIGIN: Tourism & Marketing		SUBMITTED BY: Kathrine Briscoe, Tourism & Marketing Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
☒ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING
☐ SPECIAL	☐ CONSENT	☐ 2 ND READING
☐ EXECUTIVE SESSION	☐ REGULAR	☐ RESOLUTION
	☒ WORK SESSION	
AGENDA ITEM DESCRIPTION: Visit Brenham Staff will present the DMO Fiscal Year Q4 Report.		
SUMMARY STATEMENT: Visit Brenham staff will present highlights of the fiscal Q4 Report on the work of the Visit Brenham DMO during June, July, and August of 2025.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS: Visit Brenham Q4 Presentation		
RECOMMENDED ACTION:		
APPROVALS:		

Visit Brenham DMO Fiscal Q4 Report

Presented to:
Tourism Advisory Board
October 16, 2025

DMO & Visitor Center Updates

Partnership Meetings

- Met with Blue Bell to discuss new Visitor Center merchandise
- Met with Placer.ai for a demo on tourism data analytics
- Collaborated with Madden Media on strategies for Nextdoor, Google SEM, and City Cast Austin
- Met with Washington County officials regarding bylaws and the interlocal agreement
- Worked with the Washington County Wedding Group and hosted a booth at the September Wedding Show

Blog Content

- **New Posts:**
 - 8 Ways to Stay Cool Around Brenham,
 - Explore Downtown Brenham
- **Updated Posts:**
 - Washington County Fair, Where to Watch Game Day, Fall Happenings Around Brenham, Texas Arts & Music Festival

Professional Development

- KB and EG attended Destination Texas (TACVB Conference) in Fort Worth
- KB attended management training on emotional intelligence



DMO & Visitor Center Updates

Fire Museum visitors:

- **July:** 249 visitors (↑ from 138 in 2024)
- **August:** 210 visitors (↑ from 193 in 2024)
- **September:** 137 visitors (↓ from 182 in 2024)

Tours:

- 4 - Fire Museum Private Tours

Visitor Bags:

- 7 groups / 933 bags

Visitor Center

- Updated marquee and installed new Blue Bell mural behind Visitor Center
- Added a seasonal coloring station
- Hired two new part-time employees



DMO & Visitor Center Updates

Events & Engagements

- Successfully hosted and ran four Summer Showcase concerts preceding Hot Nights, Cool Tunes - Distributed free Blue Bell ice cream floats
- Continued promotion of Ice Cream Capital of Texas designation
- Attended Ant Street Inn's 30th Anniversary Celebration

Projects & Collateral Updates

- Finalized and mailed 2026 Visitor Guide participation forms
- Collected partner listings and payments; finalized design
- Completed FY26 budget
- Continued work with the Ice Cream Capital Task Force



Pinterest

IMPRESSIONS

18.62K

ENGAGEMENTS

824

TOTAL AUDIENCE

12.56K

OUTBOUND CLICKS

27

SAVES

95

ENGAGED AUDIENCE

609

PINTEREST



Visitor Center

	July 2025 / 2024	August 2025 / 2024	September 2025 / 2024	Q4 TOTALS 2025 / 2024
Walk-Ins	649 / 485	425 / 302	384 / 278	1,458 / 1,065
Visitor Guides Mailed	172 / 170	148 / 149	98 / 148	418 / 467
Phone Calls	87 / 176	177 / 157	127 / 123	391 / 456

Visit Brenham/WC Website



Visit Brenham/WC Website

	Views 2025 / 2024	Users 2025 / 2024	Views Per User:	Avg. Time of Engagement
July	141,639 / 95,335	22,237 / 36,155	6.37 / 2.64	1m 16s / 52s
August	100,261 / 65,569	16,653 / 29,761	6.02 / 2.20	1m 13s / 43s
September	83,044 / 59,690	14,293 / 26,297	5.81 / 2.27	1m 15s / 47s
Q4 TOTALS	324,944 / 220,594	53,183 / 92,213	6.06 / 2.37	1m 14s / 47s

Top Pages Viewed

	First Views / Users	Second Views / Users	Third Views / Users
July	Homepage 13,306 / 4,656	Event Calendar 12,983 / 3,140	Things to Do 6,028 / 2,170
August	Homepage 11,599 / 3,663	Event Calendar 8,567 / 2,205	Summer Fun Blog 4,391 / 2,084
September	Event Calendar 9,854 / 2,604	Homepage 8,420 / 3,232	Washington County Fair Blog 2,759 / 860

E-Newsletter



Celebrate National Ice Cream Month in the Ice Cream Capital of Texas - Brenham!

Make plans ahead of time to enjoy the best ice cream in the state! Please check the following information for the most up-to-date information about these events and more!

| Featured Events |

July 4th Celebrations
Celebrate the 175th anniversary of the 4th of July with a "Brenham County" celebration.

Chaparral Hill Independence Day Parade and Festivities
Independence Celebration in Independence
Fourth of July Celebration at the Brenham County Club

Hot Nights, Cold Tunes
Downtown Brenham's Hot Nights, Cold Tunes event is a fun, free, outdoor concert series that takes place in downtown Brenham. The event is held on the first Friday of each month and features live music, food, and fun activities for the whole family.

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| Celebrate National Ice Cream Month |

What better place to celebrate National Ice Cream Month than Brenham—the "Ice Cream Capital of Texas"? The Ice Cream Capital of Texas is a title that has been bestowed upon Brenham for its long history of ice cream making. The town is home to several ice cream shops, including the famous Brenham Ice Cream Company, which has been making ice cream since 1904.

Ice Cream Social
Celebrate the month of July with a special ice cream social. The event is held on the first Friday of each month and features live music, food, and fun activities for the whole family.

Ice Cream Social
Celebrate the month of July with a special ice cream social. The event is held on the first Friday of each month and features live music, food, and fun activities for the whole family.

| Mark your calendar for more fun! |

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| July Local Spotlights |

Each month, we feature fun national holidays and highlight outstanding local businesses related to that topic!

National Strawberry Sundae Day
July 7th
Brenham County Club

National Ice Cream Day
July 10th
Brenham County Club



Cool Off and Make the Most of Summer in Brenham & Washington County!

Make plans ahead of time to enjoy the best summer events in the state! Please check the following information for the most up-to-date information about these events and more!

| Featured Events |

Summer Music & Cheese Cook
Downtown Brenham's Summer Music & Cheese Cook event is a fun, free, outdoor concert series that takes place in downtown Brenham. The event is held on the first Friday of each month and features live music, food, and fun activities for the whole family.

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| Featured Blog Post |

ICE CREAM • BREWSIES and GENERAL GOODS

Looking for a place to grab a cold one and a cold treat? Look no further than Brenham's Ice Cream • Brewsies and General Goods. The shop is a fun, free, outdoor concert series that takes place in downtown Brenham. The event is held on the first Friday of each month and features live music, food, and fun activities for the whole family.

| Mark your calendar for more fun! |

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| August Local Spotlights |

Each month, we feature fun national holidays and highlight outstanding local businesses related to that topic!

National Strawberry Sundae Day
July 7th
Brenham County Club

National Ice Cream Day
July 10th
Brenham County Club



You'll Never Want to Leave Brenham & Washington County!

Make plans ahead of time to enjoy the best summer events in the state! Please check the following information for the most up-to-date information about these events and more!

| Featured Events |

Washington County Fair
The Washington County Fair is a fun, free, outdoor concert series that takes place in downtown Brenham. The event is held on the first Friday of each month and features live music, food, and fun activities for the whole family.

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| September Local Spotlights |

Each month, we feature fun national holidays and highlight outstanding local businesses related to that topic!

National Strawberry Sundae Day
July 7th
Brenham County Club

National Ice Cream Day
July 10th
Brenham County Club

E-Newsletter

	July	August	September
Sent/ Successful	14,413/ 13,807	14,474/ 13,849	14,511/ 13,829
Open Rate*	44.2%	42.4%	37.8%
Click Rate**	2.9%	2.6%	2.2%
Top Clicks	• Event Calendar • Chappell Hill Independence Parade • 4th Celebration at Country Club • Independence Celebration in Independence • Home Page	• First Friday Farmer & Artisan Market • Hummingbird Hill Open House • Event Calendar • Mini Cow Cuddles at Milk & Honey Ranch • Home Page	• Event Calendar • Washington County Fair Blog • Chappell Hill Scarecrow Festival • The Laundry Open House • Texas Arts & Music Festival Blog

"What's Happening"



HAPPENING THIS WEEK
JULY 23 - JULY 27, 2020

WEDNESDAY

- Trivia Night at 30 North Gastropub

THURSDAY

- Trivia and Nacho Night at Brazos Valley Brewing Co.
- Open Mic Night at Burton Short Stop Ice House
- Unity Theatre Presents: Snow White Goes West

FRIDAY

- Unity Theatre Presents: Snow White Goes West
- Fred Lowery Live at Grapevine on Main
- Movie Night at Antique Rose Emporium - Emporium's New Grove
- Cathay Bolin Live at The White Horse Tavern
- David Johnson Live at Floyd's Lounge
- Bronco Junior Live at Burton Short Stop Ice House
- Rob Moorman Live at HSF Biergarten
- Chris Helms Live at Haak Wines

SATURDAY

- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum Open
- DIY Tote Workshop at Board and Brush
- Candle Making Wine Bottle Edition at Chappell Vineyards
- Unity Theatre Presents: Snow White Goes West
- Kyle Martin Live at 36 North Vineyards
- Summer Showcase in Alamo Alley—Cathay Bolin
- Hot Nights, Cool Tunes in Downtown Brenham—The Spicoli's
- Ronny & Rob Live at The White Horse Tavern
- Cody Taylor Live at Burton Short Stop Ice House
- Buenos Diaz Live at HSF Biergarten

SUNDAY

- Cade Bocous Live at HSF Biergarten
- Unity Theatre Presents: Snow White Goes West



MARK YOUR CALENDAR FOR
FUTURE FUN!
VISITBRENHAMTEXAS.COM

JULY

- Speaker Series Event at Brenham Heritage Museum

AUGUST

- Brenham First Fridays Farmer & Artisan Market
- Movies in The Park at Fireman's Park - Moons 2
- Burton Farmers & Artisans Market
- Movie Night at Antique Rose Emporium - Finding Nemo
- 4th Annual Chappell Hill Wine & Cheese Stroll
- Leather Stamping at Chappellon Vineyards
- Bee Gees Gold at The Barnhill Center
- READ Public Book Talk at Main Street House
- Friends of the Bluebonnet Opry at Silver Wings Ballroom
- Speaker Series Event at Brenham Heritage Museum
- Live Demonstrations at Barrington Plantation

SEPTEMBER

- Brenham First Fridays Farmer & Artisan Market
- Burton Farmers & Artisans Market
- Pains & Sips at Chappellon Vineyards
- Washington County Fall Wedding Show at The Barnhill Center
- Annual Airing of the Quilt in Downtown Chappell Hill
- Marty Stuart & His Fabulous Superlatives at The Barnhill Center
- Plates in the Vineyard at Chappellon Vineyards
- Washington County Fair at the Washington County Expo
- Washington County Fair Parade in Downtown Brenham
- Texas Unlimited Band Live at Washington County Fair
- Grupo Secreto with Grupo Zentao Live at Washington County Fair
- Ty Myers with Tyler Halverson Live at Washington County Fair
- Randall King with Cameron Sady Band Live at Washington County Fair
- Gary Allen with Glen Templeton Live at Washington County Fair
- Speaker Series at Brenham Heritage Museum
- Live Demonstrations at Barrington Plantation

FOR MORE UPCOMING EVENTS IN

BRENHAM AND WASHINGTON COUNTY, SCAN HERE!



HAPPENING THIS WEEK
SEPTEMBER 16 - SEPTEMBER 21, 2020

TUESDAY

- Washington County Fair & carnival at Washington County Expo

WEDNESDAY

- Washington County Fair & carnival at Washington County Expo
- Trivia at 30 North Gastropub

THURSDAY

- Washington County Fair & carnival at Washington County Expo
- Friends of the Bluebonnet Opry perform at Silver Wings Ballroom
- Karaoke with Wawa at Burton Short Stop Ice House

FRIDAY

- Washington County Fair & carnival at Washington County Expo
- September Farm Feast at Deeply Rooted Ranch
- Karissa Presley Live at Brazos Valley Brewery
- Robert Zienick & Friends Live at Nathan's BBQ
- Kevin Lamar Live at Grapevine on Main
- Bronco Junior Live at Burton Short Stop Ice House
- Eli Reid Live at Floyd's Lounge

SATURDAY

- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum is Open
- The Joy of Painting Masterclass at Antique Rose Emporium
- Culinary Class at Deeply Rooted Ranch
- Washington County Fair & carnival at Washington County Expo
- Jack Carr Live at Grapevine on Main
- Auburn McCormick Live at Floyd's Lounge
- Orion Burroughs Live at Burton Short Stop Ice House
- Sam Houston Traveling Exhibit at Brenham Heritage Museum

SUNDAY

- The Joy of Painting Masterclass at Antique Rose Emporium
- Sunday Brunch at Deeply Rooted Ranch
- The Laundry Event Hall Open House
- Don-DOSE Live at HSF Biergarten

FOR MORE UPCOMING EVENTS IN

BRENHAM AND WASHINGTON COUNTY

SCAN HERE!



MARK YOUR CALENDAR FOR
FUTURE FUN!
VISITBRENHAMTEXAS.COM

SEPTEMBER

- Speaker Series at the Brenham Heritage Museum
- Mitchell Crain Live at Grapevine on Main
- Amanda Adams Live at Floyd's Lounge
- Henry Williams Live at Burton Short Stop
- Culinary Class at Deeply Rooted Ranch
- Houseplants: Free Monthly Garden Meeting Antique Rose Emporium
- Free Fall Movie Night at Antique Rose Emporium
- Sam Houston: Texas Icon Traveling Exhibit at Brenham Heritage Museum

OCTOBER

- Unity Theatre Presents: The Foreigner
- Brenham First Fridays Farmer & Artisan Market
- Burton Fall-O-Ween
- Burton Farmers & Artisans Market
- A Neil Diamond Tribute by Keith Allyn at The Barnhill Center
- Poles & Pears at Chappellon Vineyards
- Speaker Series at The Barnhill Center
- Washington County READ at Unity Theatre
- La Bahia Antique Fall Antique Show
- Annual Scarecrow Festival in Downtown Chappell Hill
- Burton Wine & Wander
- Dolly Parton Night at Onie's Hall
- Texas Arts and Music Festival in Downtown Brenham
- Little Dogs of Horrors at Puppy Dawg & Cat Tails
- Mask-erade on Main! Trick-or-Treat in Downtown Brenham
- Burton Trick or Treat Trail
- Gunhill Carling, Queen of Swing at The Barnhill Center
- Chappell Hill Trick or Treat on Main

NOVEMBER

- Agave Nights at The Laundry Event Hall
- Hermann Furniture presents Christmas Magic
- Brenham First Fridays Farmer & Artisan Market
- Burton Farmers & Artisans Market
- Big Star: Texas Night at La Bahia Turn Verein Dance Hall
- A Glamorous Evening at the Brenham Heritage Museum
- Unity Theatre Presents: Address Unknown
- The Sixties Show at The Barnhill Center
- Cocco Crawl in Downtown Brenham

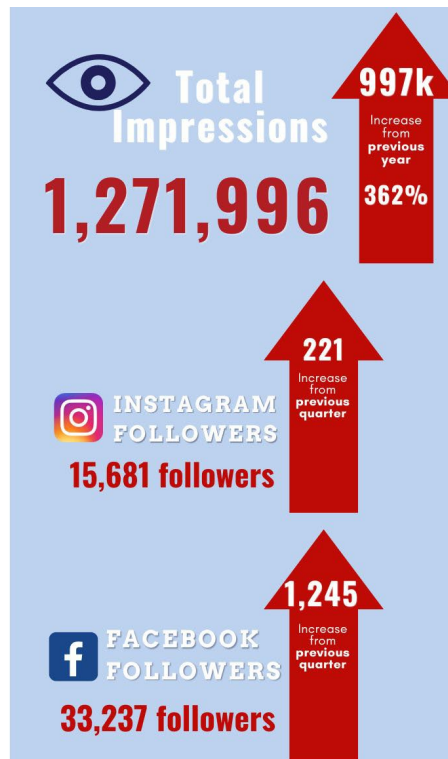


Social Media

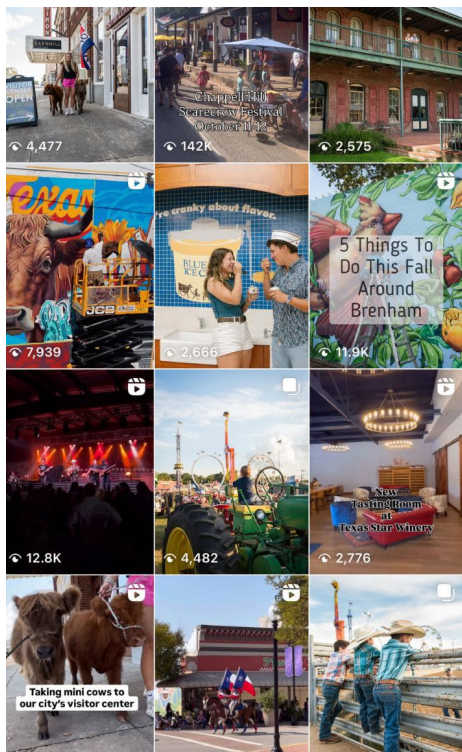
SOCIAL MEDIA QUARTERLY REPORT



JULY 2025 - SEPTEMBER 2025



Social Media



SOCIAL MEDIA QUARTERLY REPORT



INSTAGRAM

Most Popular Post



870 Likes
154,359 Plays
5.7 Hrs Watchtime

Social Media

SOCIAL MEDIA QUARTERLY REPORT

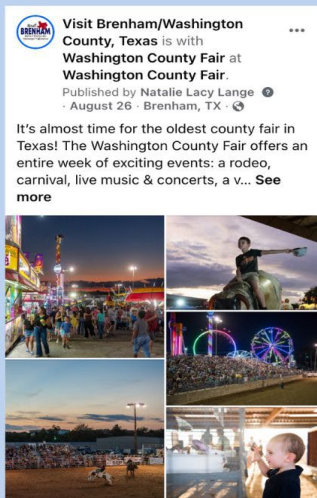


JULY 2025 - SEPTEMBER 2025



FACEBOOK

Most Popular Post



180,876 Views



731 Likes/Reactions



90 Shares

Digital Marketing

VISIT BRENHAM

Q3 (July -Sept) QUARTERLY PERFORMANCE

October 9, 2025



Digital Marketing

TACTICS AT A GLANCE



01 AWARENESS

PROGRAMMATIC DISPLAY

WHY: Programmatic Display reaches audiences across millions of websites, videos, and apps where potential customers are likely to be browsing, thereby increasing the visibility and recognition of Visit Brenham.

02 INSPIRATION

GOOGLE VIDEO & META VIDEO

WHY: Video leverages engaging content to connect emotionally with viewers, showcase Brenham's attractions, and spark interest, which in turn creates a stronger desire to visit.

03 CONSIDERATION

META REMARKETING

WHY: Designed to re-engage users who have interacted with previous ads or visited the website, Remarketing campaigns serve ads that remind and persuade these users to reconsider and take action, effectively nurturing them through the decision-making process towards conversion & planning.

04 CONVERSION

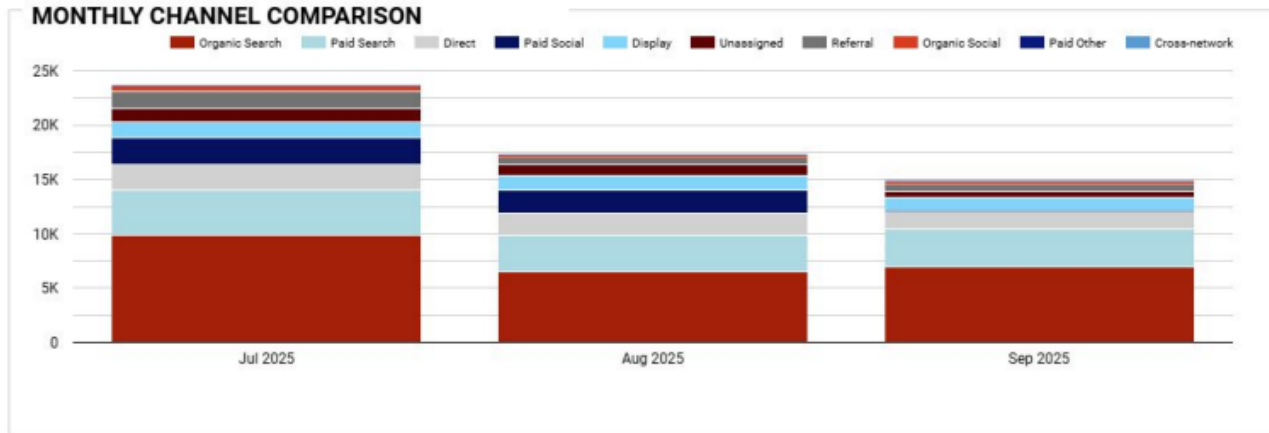
GOOGLE SEM & META PROSPECTING

WHY: These campaigns are focused on driving conversions by capturing high intent users. By targeting these users with specific ads that lead to a site or landing page, these campaigns aim to directly increase time and engagement on site.

Digital Marketing



WEBSITE ANALYSIS



While Organic Search has started to decline in recent months, Paid Search continues to provide steady traffic and visibility in a rapidly evolving search landscape. Furthermore, Paid Social has added valuable support by bringing in traffic from a different channel, helping you diversify and sustain your audience.

Digital Marketing

PERFORMANCE AT A GLANCE

& Year-Over-Year Comparison



1,949,293

Q3 Total
Impressions

24,199

Q3 Total Clicks

9,881,681

YTD Total
Impressions

142,735

YTD Total Clicks

SEM

- 123,047 impressions
(122.25% increase YoY)
- 13,621 clicks
(34.46% increase YoY)
- 11.07% CTR
(Benchmark: 9.40%)

Programmatic Display

- 705,324 impressions
- 4,401 clicks
- 33,497 conversions
- 0.62% CTR
(Benchmark: 0.62%)

META Prospecting

- 369,790 impressions
- 6,075 clicks
*(74.53% decrease YoY)
- 184,313 reach
- 1.64% CTR
(Benchmark: 1.75%)

META Video

- 751,132 impressions
**(-54.09% decrease YoY)
- 102 clicks
- .01% CTR
- 264,378 reach
- 3,120 ThruPlays
(Benchmark: *N/A)
- *Awareness Based Tactic

*2025 Meta ran 2 months vs 2024 ran 3 months.

**2025 Meta Video ran 2 months vs 2024 ran 3 months.

Digital Marketing

PERCENTAGE TO GOAL (CAMPAIGN TOTAL)



TACTIC	ACTUAL	GOAL	% TO GOAL
SEM	60,343 Clicks	24,444 Clicks	247%
YOUTUBE	168,626 Views	50,000 Views	337%
PROGRAMMATIC DISPLAY	3,028,872 Imps	2,142,857 Imps	141%
META PROSPECTING	58,265 Clicks	20,667 Clicks	282%
META VIDEO	3,016,854 Imps	1,125,000 Imps	268%

Digital Marketing

TOP PERFORMERS

Meta Prospecting



- 238,286 impressions
- 3,868 clicks
- 1.62% CTR

Meta Video



- 617,477 impressions
- 225,232 reach
- 2,507 ThruPlays

Programmatic Display



- 289,344 impressions
- 1,736 clicks
- .6% CTR

Digital Marketing

PAID SEARCH

WHAT WORKED

- The Google SEM campaign continued to perform strongly, with the "Things to Do" and "Events" ad groups leading performance in Q3.
- July produced the most clicks with over 5k in the single month with a CTR of 13.80%
- Three of the top six performing keywords originated from the "Things to Do" ad group. Keywords such as 'what to do in Brenham TX' align closely with natural search behavior of travelers actively planning their trips, demonstrating strong relevance and intent.

KEY LEARNINGS

- SEM remains the top-performing tactic in terms of engagement and conversions. Brenham's audience continues to engage most with ads centered on things to do and local events, particularly among mobile users and high-income women aged 45+.
- The Houston, Waco, and Beaumont-Port Arthur DMAs produced the highest CTR in Q3.
- The "History" ad group had the lowest performance, garnering less than 200 clicks in all of Q3, signaling a need to pause or revise its targeting or messaging.

123,047

impressions

13,621

clicks

11.07%

ctr

104.50%

conversion rate

14,234.20

conversions

Digital Marketing

PAID SEARCH – Top Keywords



Overview: Search Engine Marketing are text ads that appear on Google's search results page when people search for specific keywords.

→ **What it tracks:** Clicks, impressions, click-through rate, conversions, cost per click, and cost per acquisition.

→ **Why it matters:** Captures users with high intent who are actively searching for what you offer.

☐		Keyword	Match type	Ad group	Status	↓ Clicks	Impr.	CTR
☐		what to do in brenham tx	Broad match	things to do	<u>Eligible</u>	1,755	6,900	25.43%
☐		things to do brenham tx	Broad match	things to do	<u>Eligible</u>	1,743	7,568	23.03%
☐		brenham calendar of events	Broad match	events	<u>Eligible</u>	1,630	6,987	23.33%
☐		restaurants in brenham tx	Broad match	eat	<u>Eligible</u>	1,426	8,390	17.00%
☐		kid friendly things to do in brenham tx	Broad match	things to do	<u>Eligible</u>	787	3,355	23.46%

Digital Marketing

DISPLAY

WHAT WORKED

- The Programmatic Display tactic proved effective in introducing new users to the Brenham brand. In Q3, 61.54% of tracked conversions were classified as “First” conversions, indicating these ads were often the first exposure visitors had to the destination.
- Notably, a majority all clicks came from the 336x280 ad size, with placements on high-profile sites such as CNN, ESPN, and The New York Times contributing to strong visibility.

KEY LEARNINGS

- This tactic is effectively capturing first-time visitors while driving meaningful upper-funnel awareness. The campaign delivered over 3,000 additional conversions in Q3 compared to Q2—measured primarily through time-on-site engagement—signaling that the initiative is maturing and successfully fostering deeper audience interest.

705,324

impressions

4,401

clicks

0.62%

ctr

33,497

conversions



genius monkey

Overview: Programmatic Display & Video uses algorithms to buy and place display and video ads across a network of websites and apps, targeting specific audiences.

→ **What it tracks:** Clicks, impressions, view-through conversions (users who saw an ad and later converted without clicking), reach, frequency.

→ **Why it matters:** Extends reach beyond search to users based on their demographics, interests, and online behavior. View-through conversions help understand the impact of brand awareness efforts.

Digital Marketing

META PROSPECTING

WHAT WORKED

- The Meta Prospecting campaign only ran in the months of July and August in Q3. While July had a CTR below benchmark (1.46%), the campaign was able to bounce back and produce a CTR of 1.98% in August– 13% higher than the benchmark of 1.75%.

KEY LEARNINGS

- In Q3 the final CTR was 1.64%, slightly below benchmark. There was a decrease in CTR and Clicks quarter over quarter– however, additionally, there was a decrease in spend of over 30% as well, explaining the decrease in delivery.
- Post engagement was largely driven by females aged 55+. They were primarily located in the Houston, DFW and Austin DMAs.

369,790

impressions

6,075

clicks

1.64%

ctr

184,313

reach



Meta

Overview: Meta Prospecting & Video allow us to reach our audiences based on their profiles, interests, and behaviors.

- **What it tracks:** Clicks, impressions, click-through rate, engagement, video views, conversions, reach, frequency.
- **Why it matters:** Leverages rich user data for precise targeting to build brand awareness, generate interest, and drive conversions within a highly engaged environment. Video is particularly effective for storytelling.

Digital Marketing

META VIDEO

WHAT WORKED

- The 30s video reached over 225,000 users, more than triple the reach of the 15s video. Both versions delivered similar numbers of completions, which is notable given the longer duration of the 30s ad.
- Overall, the 30s version slightly outperformed the 15s version in completions. However, both videos had the same average view time.
- There was a total of 34k post engagements, including 8 shares, 257 reactions, 5 saves and 4 comments.

KEY LEARNINGS

- While the Meta Video campaign achieved strong reach and decent engagement, the average view time remained around 1 seconds — due to the campaign being optimized for reach rather than video completions.
- Like the Meta Prospecting campaign, this campaign was only live 2 of the 3 months in the quarter.

751,132

impressions

102

clicks

.01%

ctr

264,378

reach

3,120

ThruPlays



Ads



TexasHighways.com



Texas Highways
November



Texas Monthly
December

Bonus Media/Advertorial

Southern Living

This Classic Texas County Is A Must-Visit For Blue Bell Fans, Wine Lovers, And History Buffs

Experience history, culture, and small-town charm in Washington County, Texas, home to scenic wineries, historic landmarks, and unforgettable local flavors.

By Gabi De la Rosa | Published on September 20, 2025 |  28.03M Reach



This cotton gin has stood for over 100 years.
The connected museum tells the cotton story.



 100.27k Reach

 1.27k Views



Photo: Milk & Honey Ranch.
Credit: Milk & Honey Ranch

Bonus Media/Advertorial

C Chron • Andrea Guzmán
News | US | Sep 12, 5:05 AM

The most beloved brand out of Texas just might be locals' favorite dessert

A visitor photographs a display in the ice cream parlor at [Blue Bell Creameries](#), 1101 South Blue Bell Rd., on Tuesday, July 18, 2023 in



Blue Bell Creameries

BE Beaumont Enterprise • Andrea Guzmán
Top Reach: **129.16k** | News | US | Sep 12, 5:05 AM

👁 3.79M Reach 👁 2.88k Views 😊 Neutral 📄 1 Similar 💰 \$ 35.06k AVE

NewsBreak
News | US | Sep 25, 3:55 PM

A wine country escape with seriously good wines just over an hour from Houston? Yes, please!

't have to jump on a plane to Napa for wine country charm - [Chapelton Vineyards](#) in Washington County, Texas, brings that experience to life



Chapelton Vineyards

KPRC-TV • Melanie Camp
Top Reach: **1.95M** | News | US | Sep 25, 3:33 PM

👁 17.99M Reach 😊 Positive 📄 1 Similar 💰 \$ 166.41k AVE

WorldAtlas
News | CA | Aug 22, 2:44 PM

8 Most Charming Town Squares In Texas

[Truth BBQ](#) on the north edge of town, whole briskets are carved to order beside steel smokers that run nearly nonstop. [Blue Bell Creameries](#)



Truth BBQ, Blue Bell Creameries

👁 7.32M Reach 👁 12.75k Views 😊 Neutral 💰 \$ 67.74k AVE

The Barnhill Center - Rentals

Weddings & Receptions x 3

Rehearsal Dinners x 2

Day Conferences x 2

Celebration of Life

Washington County Bridal Show Moms

Unhinged Comedy Show Church Service

**Rental payments in Q4 totaled
over \$26,000**



The Barnhill Center - Entertainment



Summer Showcase

Bee Gees Gold

SOLD OUT

Ticket (gross) – \$25,934

Concessions (gross) - \$1,174

Marty Stuart and his Fabulous Superlatives

ESSENTIALLY SOLD OUT

(1 seat unsold)

Ticket (gross) – \$45,503

Concessions (gross) - \$853



AGENDA ITEM 8

DATE OF MEETING: October 16, 2025		DATE SUBMITTED: October 9, 2025
DEPT. OF ORIGIN: Tourism & Marketing		SUBMITTED BY: Kathrine Briscoe, Tourism & Marketing Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
☒ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING
☐ SPECIAL	☐ CONSENT	☐ 2 ND READING
☐ EXECUTIVE SESSION	☐ REGULAR	☐ RESOLUTION
	☒ WORK SESSION	
AGENDA ITEM DESCRIPTION: Updates on the Washington County Expo will be presented.		
SUMMARY STATEMENT: Director of the Washington County Expo, Harrison Williams, will give updates on the Washington County Expo.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
RECOMMENDED ACTION:		
APPROVALS:		



AGENDA ITEM 9

DATE OF MEETING: October 16, 2025 DEPT. OF ORIGIN: Tourism & Marketing	DATE SUBMITTED: October 9, 2025 SUBMITTED BY: Kathrine Briscoe, Tourism & Marketing Manager															
<table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">MEETING TYPE:</td> <td style="width: 33%;">CLASSIFICATION:</td> <td style="width: 33%;">ORDINANCE:</td> </tr> <tr> <td>☒ REGULAR</td> <td>☐ PUBLIC HEARING</td> <td>☐ 1ST READING</td> </tr> <tr> <td>☐ SPECIAL</td> <td>☐ CONSENT</td> <td>☐ 2ND READING</td> </tr> <tr> <td>☐ EXECUTIVE SESSION</td> <td>☐ REGULAR</td> <td>☐ RESOLUTION</td> </tr> <tr> <td></td> <td>☒ WORK SESSION</td> <td></td> </tr> </table>		MEETING TYPE:	CLASSIFICATION:	ORDINANCE:	☒ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING	☐ SPECIAL	☐ CONSENT	☐ 2 ND READING	☐ EXECUTIVE SESSION	☐ REGULAR	☐ RESOLUTION		☒ WORK SESSION	
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☒ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING														
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☐ EXECUTIVE SESSION	☐ REGULAR	☐ RESOLUTION														
	☒ WORK SESSION															
AGENDA ITEM DESCRIPTION: Administrative Updates Include: - 2026 Round One Tourism Grants - 2026 Tourism Advisory Board Meeting Dates																
SUMMARY STATEMENT: Update from Tourism & Marketing Specialist, Nancy Joiner, Regarding Dates for 2026 Round One Tourism Grants. Tourism & Marketing Manager, Kathrine Briscoe, Proposes Tourism Advisory Board Meeting Dates for 2026.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:																
ALTERNATIVES (In Suggested Order of Staff Preference):																
ATTACHMENTS: Dates for 2026 Round One Tourism Grants Proposed Dates for 2026 Tourism Advisory Board Meetings																
RECOMMENDED ACTION:																
APPROVALS:																

Proposed Dates for 2026 HOT Funding:

2026 Hotel Occupancy Tax Funding
Events/programs/projects occurring January 2026 - June 2026 (Round 1);
and from July 2026 - December 2026 (Round 2)

	Round 1 for 2026	Round 2 for 2026
Application Packet Available Online	October 27, 2025	May 4, 2026
Application Due	November 16, 2025	May 17, 2026
Eligibility Funding Committee	November 17, 2025	
Funding Committee Review	December 1, 2025	May 25 – May 29, 2026
Commissioners' Court Consideration	December 9, 2025	June 2, 2026
Tourism Grant Award Notifications and Funding	December 15-19, 2025	June 8 – 12, 2026

Post Event/Program/Project (E/P/P) Reports are due within 60 days of each funded event.



Memorandum of Proposed 2026 Tourism Advisory Board Meeting Dates

To: Tourism Advisory Board

From: Kathrine Briscoe, Tourism & Marketing Manager

Subject: Administrative Report – Proposed TAB Meeting Dates for 2026

Date: October 9, 2025

Proposed 2026 Tourism Advisory Board Meeting Dates:

- January 15, 2026
- April 16, 2026
- July 16, 2026
- October 15, 2026

All meetings will be at 9am in Morriss Hall at The Barnhill Center.
Calendar meeting requests will be sent out after this meeting.