

THE BARNHILL CENTER ADVISORY BOARD

A regular meeting of the City of Brenham's The Barnhill Center Advisory Board was held on Monday, April 13, 2026, beginning at 4:00 p.m. in Morriss Hall at the Barnhill Center at 106 South Douglas Street, Brenham, Texas.

Board Members present:

Jane Barnhill
Tom Bullock, Jr.
Jennifer Eckermann
Tiffany Morisak
Traci Pyle
Margie Routt Young

Board Members absent:

Tee Dippel
Jon Hill
Hal Moorman

The Barnhill Center Team presents:

Megan Mainer, Assistant City Manager; Tourism and Marketing Specialist Nancy Joiner; and Manager of The Barnhill Center, Alex Dill

Community present:

Barry Brass
Sharon Brass

Media Present:

No media present

1. Call Meeting to Order

Jennifer Eckermann, board chair, called the meeting to order.

2. Public Comments

There were no public comments.

REGULAR SESSION

3. Discuss and Possibly Act Upon Approval of Minutes from March 31, 2026, The Barnhill Center Advisory Board Meeting

A motion was made by Board Member Margie Routt Young to approve the minutes for March 31, 2026, and seconded by Board Member Traci Pyle.

Chair Jennifer Eckermann called for a vote. The motion passed with the following votes:

Jane Barnhill	Yes
Tom Bullock, Jr.	Yes
Tee Dippel	Absent
Jennifer Eckermann	Yes
Jon Hill	Absent
Hal Moorman	Absent
Tiffany Morisak	Yes
Traci Pyle	Yes
Margie Routt Young	Yes

WORK SESSION

4. Review and Discuss Concert Series Reporting, including Entertainment Strategies, Show Rankings by Net Revenue, Show Cost Estimating, and Show Financials

Megan Mainer, Assistant City Manager, introduced Barry and Sharon Brass, who will be presenting this information. Sharon Brass went through TBC programming, such as the goals, the demographics they target, tourists we are attracting, what kinds of shows we offer, and how she decided which performers to book by working with her Texas Routing Partners on artists that are in the area performing at venues that are close to dates we have selected for performances. Suggestions for a specific artist are made by audience members who receive an email to participate in a brief questionnaire. Some artists have a high price tag and are not within our financial reach. Tribute bands are booked, and she is very careful to make sure they sound like the original artists. Programming changes will stay the same unless the crowds stop coming. Barry Brass presented how ticket prices are determined. With only 317 seats to sell, it's sometimes a challenge to cover the expenses while keeping tickets affordable for our patrons. Attached are comparisons starting in 2023 through the 2026 season. Also, revenue comparison, where patrons came from in 2025, a survey chart comparison from 2023 through 2025, shows rankings on which shows did well, 2026 target pricing at 80% house, and cost recovery sheets on the show from October 2025 to February 2026

5. Review and Discuss an Update from the Programming Committee Regarding Project Priorities, Including FY26 Program Reports, Concert Season Ticket Holder Discounts, Memberships, Concert Sponsorships, FY27 Cultural Arts Programming, Annual Fundraiser, and Improvement Fund

Megan Mainer, Assistant City Manager, presented this item. The Programming Committee met on January 28, 2026, to discuss the goals of the committee, including program budgetary shortfalls (FY25 - \$71,293), future programs, fundraiser events, sponsorships, and memberships. Cost recovery sheets were attached for the Speaker Series, Polar Express movie, and the Simon Improvement Fund.

Barry Brass assessed the last fourteen concerts that were sellouts or sold between 310 and 317 seats. He compared seats sold at full ticket price versus the actual ticket revenue. It showed that by offering discounted ticket prices, approximately \$17,976 of loss revenue.

The Committee discussed the opportunity to promote membership as an alternative to discounted concert tickets. Sharon Brass and Alex Dill have proposed various membership structures. Also, sponsorship packages for concerts help increase overall cultural arts revenue to minimize budgetary shortfalls. They also discussed future cultural arts programming extending beyond concert entertainment and will discuss programming and

events ideas at a future meeting, which they set for Tuesday, April 21, 2026, at 10:30 am in preparation for the FY 27 budget requests. It was also discussed about an annual fundraiser or adding entertainment to the concert, other than what is advertised.

6. Review and Discuss an Update from the Venue Preservation Committee Regarding Project Priorities, Including a Facility Assessment, Recorded Texas Historical Landmark (RTHL) Application, and Urns

Megan Mainer, Assistant City Manager, presented this item. The Venue Preservation Committee met on January 28, 2026, to discuss the goals of the committee, including ensuring the continued preservation of the facility. Staff presented a facility assessment, allowing committee members to assess the facility's condition by completing a facility assessment survey. Also discussed was having members of the community who may be considered for joining the committee. Jennifer Eckermann stated she has begun working on a Recorded Texas Historical Landmark application for the facility.

Staff continue to communicate with the Center for Heritage Conservation with the Department of Architecture, College of Architecture at Texas A& M University, regarding the urn replacements on The Barnhill Center. We invited a group of professors for a site visit and assessment of the preserved urns. They came on Friday, March 6, to assess the condition and design of the urns. We met again on Thursday, April 9, to discuss potential avenues for moving forward with this project, including developing a cost estimate for the different levels of projects discussed. Such as documentation of urns, documentation of the Barnhill Center, Barnhill Center programming, etc. Our next step is to draft a Memorandum of Understanding between the City of Brenham and The Center for Heritage Conservation with the Department of Architecture, College of Architecture at Texas A&M University, outlining a scope of work and an approved timeline.

7. Review and Discuss an Update from the Strategic Planning Committee Regarding Project Priorities, Including the Development of a Strategic Plan

Megan Mainer, Assistant City Manager, presented this item. The Venue Preservation Committee met on January 27, 2026, to discuss the goals of the committee, including the development of a Strategic Plan. Staff reviewed the Parkhill proposal and components of a strategic plan. They identified areas that could be completed by committee and staff and specified areas that may require a consultation. Staff created a strategic plan working document and shared it with the committee. They are working on the purpose statement and historical narrative, identifying stakeholders, gathering documents, including city plans and the capital improvement program, to help develop a proposed timeline for the document. Staff continue to communicate with Texas A&M University regarding opportunities related to strategic planning assistance.

8. Administrative Report to Include The Barnhill Center Programming

Alexandra Dill, Manager of The Barnhill Center, presented this item. Dr. James Allison was here on April 7, 2026, and 77 tickets were sold. Ben & Noel Haggard will be here on April 18, and only 262 tickets have been sold. The Oak Ridge Boys have rescheduled for November 20, 2026. Only 38 requested refunds, one donated their ticket to The Barnhill Center, two requested TBC gift cards for future shows, and 98 rolled their tickets over to the new show date. As of April 3, 2026, we have sold 302 out of 317 tickets for The Oka Ridge Boys.

There were five TBC rentals since our last meeting on March 31, 2026: Carolyn Miller's retirement party, Leadership Washington County Tourism, the 7th Economic Development Day, Easter Service, C12 Forum meeting, and a graduation party. Other updates include camera installation on the third-floor interior landing, backstage of the theatre, theatre (main floor and balcony), and back door entrance exterior. A part-time manager position was

offered to John Turner, a longtime volunteer at TBC. If he accepts, then he will take Jessie Baldwin's place.

9. Adjourn

Jennifer Eckermann
Board Chair

June 8, 2026
Date

ATTEST:

Nancy Joiner
Tourism & Marketing Specialist

June 8, 2026
Date