



**NOTICE OF A MEETING**  
**Brenham Community Development Corporation**  
**Thursday, April 16, 2026 @ 8:00 a.m.**  
**City Hall - 2<sup>nd</sup> Floor Conference Room**  
**200 W. Vulcan St.**  
**Brenham, Texas**

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1. **Call Meeting to Order**
2. **Discuss and Possibly Act Upon the Minutes from the January 15, 2026 Regular Meeting and the February 5, 2026 Special Meeting**
3. **Discuss and Possibly Act Upon FY2025-26 Second Quarter Financial Reports**
4. **Discuss and Possibly Act Upon Phase 2 of the Three-Year Economic Development Strategic Plan, Business Attraction Consulting and Marketing Initiatives, from Marketing Alliance, Inc. and Authorize the Chairman to Execute Any Necessary Documentation**

**EXECUTIVE SESSION**

5. **Texas Government Code, Section 551.072, Deliberation Regarding Real Property – Deliberation Regarding Real Estate Matters Concerning the Possible Sale, Exchange, Transfer and/or Acquisition of Industrial Park Land in Brenham, Washington County, Texas**

**RE-OPEN REGULAR SESSION**

6. **Board and Staff Updates**
  - **Economic Development**
  - **Parks and Recreation**
  - **Administration**

**Adjourn**

**CERTIFICATION**

*I certify that a copy of the agenda of items to be considered by the Brenham Community Development Corporation (BCDC) on Thursday, April 16, 2026 was posted to the City Hall bulletin board at 200 W. Vulcan St., Brenham, Texas on Friday, April 10, 2026 at 4:10 p.m.*

***Jeana Bellinger, TRMC, CMC***  
*City Secretary/BCDC Secretary*

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) 337-7567 for assistance.

I certify that this notice and agenda of items to be considered by the Brenham Community Development Corporation (BCDC) was removed by me from the City Hall bulletin board on \_\_\_\_\_ at \_\_\_\_\_.

\_\_\_\_\_  
Signature

# MINUTES

## BRENHAM COMMUNITY DEVELOPMENT CORPORATION

January 15, 2026

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A regular meeting of the Brenham Community Development Corporation was held on Thursday, January 15, 2026 at City Hall, Conference Room 2A, 200 W. Vulcan, Brenham, Texas beginning at 8:00 a.m.

Board members present were Charles Moser, John Hasskarl, Darrell Blum, Gary Crocker, Jim Kolkhorst, Wade Seidel, and Ken Miller

Board members absent: None

City of Brenham staff members present were Carolyn Miller, Megan Mainer, Jeana Bellinger, Stacy Hardy, Dane Rau, Julie Flagg, Teresa Rosales, Gabriela Trejo, Casey Redman, Tammy Jaster, Stephanie Doland

Others present: Mayor Atwood Kenjura, Mayor Pro Tem Clint Kolby, Councilmember Paul LaRoche, and Linda Bessmer

- 1. Chairman Charles Moser called the meeting to order.**
- 2. Discuss and Possibly Act Upon the Election of a Chairperson for Term of Two Years Ending on December 31, 2027**

City Secretary Jeana Bellinger presented this item. Bellinger explained that the BCDC bylaws require the Board to appoint a Chairman for a two-year term by January 31<sup>st</sup> of each even numbered year. Bellinger stated that Charles Moser is currently the Chairman.

A motion was made by John Hasskarl and seconded by Wade Seidel to appoint Charles Moser as Chairman for a term of two years, ending on December 31, 2027.

Chairman Charles Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Wade Seidel	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Yes
Board Member Ken Miller	Yes

**3. Discuss and Possibly Act Upon the Minutes from the June 26, 2026 and the November 13, 2025 Regular Meetings**

Board member Seidel stated that the meeting date shown on the last page of the November 13, 2025 minutes was incorrect. The date should be January 15, 2026.

A motion was made by Gary Crocker and seconded by Darrell Blum to approve the minutes from the June 26, 2025, and the November 13, 2025 regular meetings with the correction of the meeting date as stated.

Chairman Charles Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Wade Seidel	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Yes
Board Member Ken Miller	Yes

**4. Discuss and Possibly Act Upon FY2024-25 Fourth Quarter Financial Reports**

Finance Director, Stacy Harcy, presented this item. Hardy explained that sales tax revenue for FY25 ended the year at \$2,667,165, which is \$44,068 or 1.6% behind budget but \$153,364 or 6.1% above the prior year.

The Economic Development operations report shows a surplus of \$589,602 for FY25. Significant transactions for the year include: \$649,688 proceeds from the sale of land in SWIP to CGG, repurchase of land from Welcome Group for \$319,059, Downtown Parking Shade Structure for \$49,690, 2nd year incentive payment to Academy for \$42,780 and the completion of the Brenham Business Center sewer extension for \$602,360.

The **Recreation** side ended the year with an operating deficit of \$380,855 for FY25. Although we had planned to utilize \$77,171 of reserves in the adopted budget, this increased by \$282,000 due to the additional funding approved during the year for the Jackson St. Park Improvement project. All thirteen (13) parks and recreation projects funded in the FY25 budget were completed as of year-end except for the Jackson St. Park project which carried over and was completed in the first quarter of FY26.

The BCDC Capital Projects Fund includes engineering work for Phase I(a) for the Brenham Family Park. Year to date, \$55,864 was paid to Quiddity Engineering and \$17,900 was paid to Terracon Consultants for geotechnical engineering services related to the pedestrian bridges. A fund balance of \$947,062 remains for Brenham Family Park project expenditures. Because BCDC has not actually received the funds for the \$750,000 Texas Parks and Wildlife Grant, it is not yet reflected in this financial statement.

A motion was made by Jim Kolkhorst and seconded by John Hasskarl to approve the FY2024-25 fourth quarter financial reports as presented.

Chairman Charles Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Wade Seidel	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Yes
Board Member Ken Miller	Yes

**5. Discuss and Possibly Act Upon the Award of Bid No. 2025-12-23 Related to the Brenham Family Park and Authorize the President to Execute Any Necessary Documentation**

Director of Public Works, Dane Rau, presented this item. Rau explained that on November 21, 2025, city staff along with representatives from Quiddity and several Parks Board members opened bids on the construction of the 32-acre Brenham Family Park project. We received bids from five (5) reputable companies and broke them into base bid and seven (7) alternates. Rau explained that the key elements of this 32-acre park include an amenity pond ranging from 2.5-3.5 acres, a 10-foot walking and biking trail encompassing one mile which can be extended in future phases, a pedestrian bridge, wildflower areas, up to 32 parking spaces, a bathroom facility, and numerous lighting options. Rau stated that most of the Alternates relate to deductions except for Alternate R, which consists of path markings throughout the one-mile concrete path indicating bike and walking lanes.

Rau explained that MBC Management was the lowest bidder with a base bid for the project of \$4,121,965 and \$15,000.00 for Alternate R. Rau stated that staff is very excited about this project, as it has been 26 years since a new park opened in Brenham.

A motion was made by Wade Seidel and seconded by John Hasskarl to award the base bid, plus Alternate R, to MBC Management in the amount of \$4,136,965.00, for the Brenham Family Park and authorize the President to execute any necessary documentation.

Chairman Charles Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Wade Seidel	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Yes
Board Member Ken Miller	Yes

## 6. Board and Staff Updates

- Economic Development
  - Washington County Commissioners were provided with an overview of the Strategic Plan. Phase 2 of the plan is moving forward.
- Parks and Recreation
  - Jackson Street Park renovations are completed – final payment will be going to City Council in February
  - LED lighting in the parks and BBAC parking lot lights are completed
  - Will be bringing capital plans and budget items to the Board in June
  - Expecting a full tournament year in 2026 – lots of tournament directors have already reached out to schedule dates
- Administration
  - 2026 meeting dates

The meeting was adjourned.

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Charles Moser  
Chairman

**ATTEST:**

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Jeana Bellinger, TRMC, CMC  
City Secretary/BCDC Secretary

## MINUTES

### BRENHAM COMMUNITY DEVELOPMENT CORPORATION

February 5, 2026

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A special meeting of the Brenham Community Development Corporation was held on Thursday, February 5, 2026 at Morriss Hall at The Barnhill Center, 106 S. Douglas Street, Brenham, Texas beginning at 3:00 p.m.

#### Members' Present

Charles Moser, Chairman  
Darrell Blum, Vice-Chairman  
Gary Crocker  
John Hasskarl  
Jim Kollkhorst  
Ken Miller  
Wade Seidel

#### Members Absent:

None

#### City of Brenham Staff Present:

City Manager Carolyn Miller, Assistant City Manager Megan Mainer, City Secretary/ Director of Administrative Services Jeana Bellinger, General Manager of Public Utilities William Bissette, Chief Financial Officer Julie Flagg, Development Services Director Stephanie Doland, Economic & Community Development Director Teresa Rosales, Shauna Laauwe, and Gabriela Trejo

#### Citizens/ Others Present:

City of Brenham City Council: Mayor Atwood Kenjura, Clint Kolby, Leah Cook, Paul LaRoche, Steve Soman and Albert Wright

Planning and Zoning Commission Members: Keith Behrens, Darren Heine, Deanna Alfred and Calvin Kossie

Citizens: Mary K. Maxwell and Jared Engelke

Media: Jason May, Brenham Banner Press, Josh Blaschke, KWHI

#### **1. Chairman Charles Moser called the meeting to order.**

## WORK SESSION

### 2. Discussion and Presentation on Special Utility Districts, Including Public Improvement Districts and Municipal Utility Districts

Stephanie Doland, Director of Development Services, presented this item. Doland explained that during the development review process, staff has received inquiries about the availability of special utility districts (SUDs) within the City. At this time, no SUDs exist within either the City or Washington County. Doland stated that special utility districts such as public improvement districts (PIDs) and municipal utility districts (MUDs) are increasingly common as financing mechanisms for development. These districts are regulated by the Texas Commission on Environmental Quality (TCEQ) and the Texas Water Code, and they may be used to finance public improvements such as water, sewer, drainage, streets, and parks.

Doland introduced Naina Magon, David Hawes and Scott Bean from Hawes Hill & Associates, LLP, a consulting firm with experience in creating development financing tools, to provide information on special districts. They presented the following:

- Municipal Management Districts
  - Purpose/ Use
  - Eligibility Criteria
  - Powers and Duties
  - Services and Projects
  - Revenue
  - Creation Process
- Public Improvement Districts (PID)
  - Purpose
  - Creation Process
  - Revenue
  - Eligible Projects
  - Services and Assessment Plan
  - Administration
  - Development and Financing Agreements
  - Benefits to the City
  - Benefits to the Developer
  - Benefits to the Property Owner
  - PID Assessments
  - Special Assessment PID Bonds
  - Flow of Bond Proceeds
- Municipal Utility Districts (MUD)
  - Legislative Authority
  - Creation Process
  - TCEQ Evaluation
  - Established with a Temporary Board
  - Benefits to the Developer
  - Consideration for the City

- Special Utility Districts
  - Legislative Authority
  - Creation Process
- Layering of Tools
- Choosing the Right Tools

The meeting was adjourned.

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Charles Moser  
Chairman

**ATTEST:**

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Jeana Bellinger, TRMC, CMC  
City Secretary/BCDC Secretary



**MEMORANDUM**

To: BCDC Board  
From: Stacy Hardy, Director of Finance  
Subject: BCDC 2nd Quarter FY25-26 Financial Statements  
Date: April 8, 2026

Attached are the second quarter FY25-26 financial statements for BCDC. Notable trends or transactions are discussed below.

**Sales Tax Revenue**

For FY26, sales tax revenue was budgeted at a 2.5% increase over FY25 projections, after adjusting for a one-time FY25 collection. With five months of collections received and using an estimate for March, FY26 sales tax revenue is trending slightly ahead of budgeted levels. October through February actual collections were \$22,309 above budget, and with the March estimate \$6,094 above budget.

**Financial Statements – Fund 250**

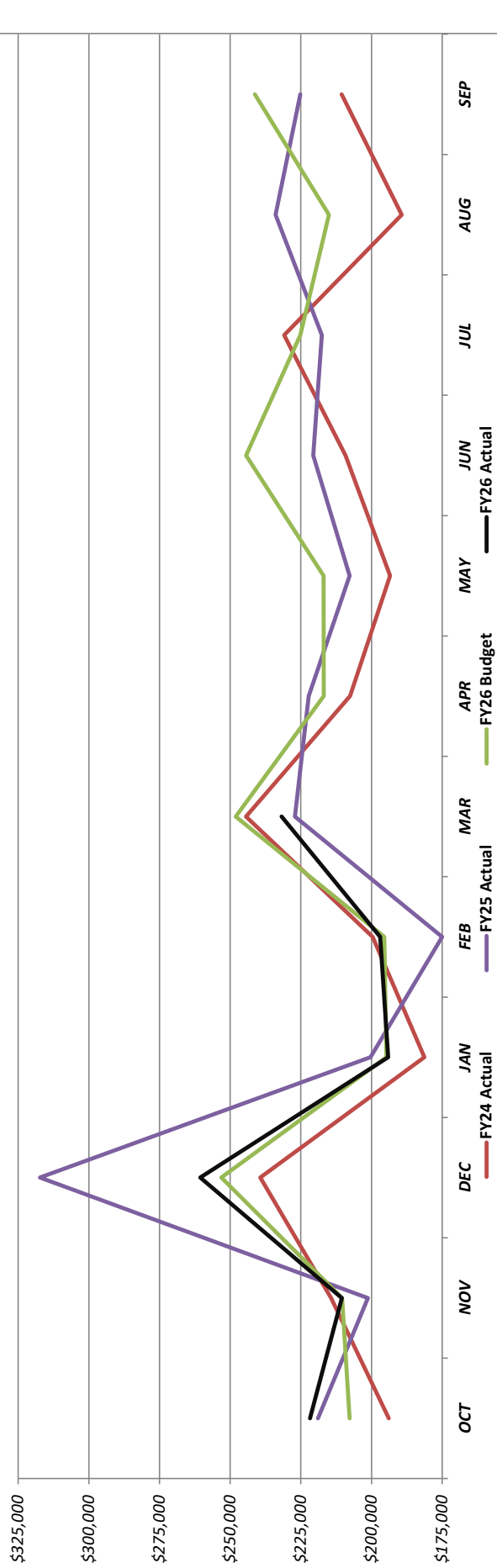
The ***Economic Development*** operations report shows a deficit of \$95,417 for the second quarter of FY26. This deficit is due to the funding of the \$570,000 internal loan to the Recreation side for Phase I construction of Brenham Family Park (BFP) which was approved at the January BCDC meeting. All operating expenses are within budget.

The ***Recreation*** side shows a deficit of \$467,855 for the second quarter of FY26. This deficit is a due to the timing of funded projects being completed in the first and second quarters with only 6 months of sales tax collections received and the transfer of \$939,903 of fund balance to the BCDC Capital Projects Fund for the construction of Phase I of BFP. This fund balance transfer was approved at the January BCDC meeting. Five (5) of the seven (7) parks and recreation projects funded in the FY26 budget were completed as of March 31, 2026. This includes the budgeted \$500,000 that was transferred to the BCDC Capital Projects Fund for Brenham Family Park along with several Aquatic Center projects and turf rehab at five baseball fields. The lighting upgrades at Fink and Korthaurer fields were completed in March, but the final payment was not made until April so this project will be included in the third quarter report along with the annual funding for Movies in the Park.

**BCDC Capital Projects – Fund 252**

The contract for construction of Phase I of Brenham Family Park was awarded to MBC Management for \$4,136,965 at the February 5, 2026 City Council meeting. Both the budgeted transfer of \$500,000 and the additional transfer of \$939,903 from BCDC Recreation fund balance, which were mentioned above, are reflected in the available fund balance of \$2,423,558. Because BCDC has not actually received the funds for the \$750,000 Texas Parks and Wildlife Grant and the \$1M funding from the TIRZ Fund has not been made yet, these two items are not reflected in this financial statement.

**BCDC SALES TAX BY MONTH  
FY24, FY25 & FY26**



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY24 Actual	193,922	214,286	239,312	181,295	199,577	244,396	207,590	193,436	209,199	230,885	189,346	210,557	2,513,801
FY25 Actual	218,926	201,266	317,298	200,333	175,008	227,092	222,191	207,767	220,600	217,554	233,971	225,160	2,667,165
FY26 Budget	207,767	210,403	253,138	194,716	195,457	248,018	216,853	216,940	244,389	225,194	215,053	241,289	2,669,217
FY26 Actual	221,728	210,481	260,578	194,105	196,898	231,803	216,853	216,940	244,389	225,194	215,053	241,289	1,315,593

**Budget vs. Actual Based on Allocated Budget**

Difference	13,961	78	7,440	(611)	1,441	(16,215)							6,094
Cummulative	13,961	14,039	21,480	20,868	22,309	6,094							

**BRENHAM COMMUNITY DEVELOPMENT CORPORATION**  
**ECONOMIC DEVELOPMENT**  
**YEAR TO DATE PRO FORMA PERFORMANCE**  
**FOR THE PERIOD ENDING MARCH 31, 2025 AND 2026**

	<u>YTD Actual</u> 3/31/2025	<u>YTD Actual</u> 3/31/2026	<u>Percent</u> <u>Incr (Decr)</u>
<u>Revenues</u>			
Sales Tax	680,016	667,884	-1.78%
Washington County Eco. Dev. Contribution	50,000	50,000	0.00%
Lease of Land - Hay Production	4,654	3,323	-28.60%
Interest	37,062	34,646	-6.52%
	<u>771,732</u>	<u>755,853</u>	<u>-2.06%</u>
<u>Expenditures</u>			
Economic Development Operations	130,049	118,932	-8.55%
Economic Development Incentives	307 A	42 B	-86.32%
Lawn Maintenance	7,530	5,165	-31.41%
Services - Street Lights Electrical	2,962	2,962	0.00%
Legal Fees	3,700	-	-100.00%
Notes Payable to City - Principal & Interest	110,677 C	112,121 C	1.30%
Main Street - Downtown Parking Shade Structure	49,690	-	n/a
Land Repurchases	5,000 D	-	n/a
Total Expenditures	<u>309,915</u>	<u>239,222</u>	<u>-22.81%</u>
Revenues Over (Under) Expenditures from Operations	461,817	516,631	
<u>Other Financing Sources (Uses)</u>			
Internal Transfer to Rec.- BFP Phase I	-	(570,000) E	
Repayments to Recreation for FY20 Internal Transfer	(42,047) F	(42,047) G	
Total Other Financing Sources (Uses)	<u>(42,047)</u>	<u>(612,047)</u>	
Total Surplus (Deficit)	<u>419,770</u>	<u>(95,417)</u>	
Beginning Fund Balance	1,583,000	2,172,602	
Ending Fund Balance	<u><u>2,002,770</u></u>	<u><u>2,077,186</u></u>	

A - FY25 Economic Incentive Payments

\$ 307 Adjustment to FY24 payment to Academy per terms of Oct. '23 Performance Agreement.

B- FY26 Economic Incentive Payments

\$ 42 Adjustment to FY25 payment to Academy per terms of Oct. '23 Performance Agreement.

C - Notes Payable to the City consist of :

2010 Note Payable - \$1M for SWIP III (Weige tract) 122 acre land purchase; matures 9/1/2029; remaining principal balance at 9/30/25 \$160,981, approximately \$183,000 accrued interest balance.

2017 Note Payable - \$500,000 for SWIP IV (Gurrech tract) 44.9 acre land purchase; matures 8/15/2026; remaining balance at 9/30/26 \$0.

D - \$5,000 Earnest Money deposit made for repurchase of 6.3632 acres from Welcome Land Development.

E - \$570,000 Interfund loan to Recreation for Phase I Construction of Brenham Family Park. To be repaid over a period of 6 years with the first payment beginning in FY27; approved at 1/15/26 BCDC meeting.

F- Year 6 of 10 - Repayment of Internal Transfer (Loan) from Recreation for construction of detention ponds.

G - Year 7 of 10 - Repayment of Internal Transfer (Loan) from Recreation for construction of detention ponds.

**BRENHAM COMMUNITY DEVELOPMENT CORPORATION**  
**RECREATION**  
**YEAR TO DATE PRO FORMA PERFORMANCE**  
**FOR THE PERIOD ENDING MARCH 31, 2025 AND 2026**

	<u>YTD Actual</u> 3/31/2025	<u>YTD Actual</u> 3/31/2026	<u>Percent</u> <u>Incr (Decr)</u>
<u>Revenues</u>			
Sales Tax	659,906	647,710	-1.85%
Interest	37,061	34,646	-6.52%
	<u>696,967</u>	<u>682,356</u>	<u>-2.10%</u>
<u>Expenditures</u>			
Aquatic Center Door Replaster Therapy Pool	22,700	-	
Aquatic Center Roof Access Improvements	14,246	-	
Aquatic Center Ductwork	29,240	-	
Aquatic Center Leisure Pool Float Rehabilitation	-	38,000	
Aquatic Center Slide Tower Repairs	-	24,586	
Aquatic Center Parking Lot Light Replacements	-	19,800	
Hohlt Park - Master Turf Rehab (Pflughaupt)	-	7,384	
Hohlt Park - Turf Mounds & Home Plate Area	13,885	-	
Hohlt Park - Material Bins	20,652	-	
Jackson St. Park Improvements Phase I	782,000	-	
Linda Anderson - Turf Mounds & Home Plate Area	24,951	-	
Linda Anderson - Master Turf Rehab (Schroeder & Dallmeyer)	-	12,888	
Brenham Family Park - Site Amenities	300,000	1,439,903	
Henderson Park - Windscreen	12,164	-	
Henderson Park - Master Turf Rehab	-	16,696	
Admin & Operations Support for City Parks & Recreation	203,000 A	203,000 A	
Total Expenditures	<u>1,422,838</u>	<u>1,762,257</u>	
Revenues Over (Under) Expenditures from Operations	(725,871)	(1,079,902)	
<u>Other Financing Sources (Uses)</u>			
Internal Transfer from Eco Dev. - BFP Phase I	-	570,000 B	
Repayments to Recreation for FY20 Internal Transfer	42,047 C	42,047 D	
Total Other Financing Sources (Uses)	<u>42,047</u>	<u>612,047</u>	
Total Surplus (Deficit)	<u>(683,824)</u>	<u>(467,855)</u>	
Beginning Fund Balance	1,239,407	858,552	
Ending Fund Balance	<u>555,583</u>	<u>390,698</u>	

A - Annual amount of \$400,000 for operational support & \$6,000 for administrative support related to City Parks & Recreation activities.

B - \$570,000 Interfund loan to Recreation for Phase I Construction of Brenham Family Park. To be repaid over a period of 6 years with the first payment beginning in FY27; approved at 1/15/26 BCDC meeting.

C - Year 6 of 10 - Repayment of Internal Transfer (Loan) from Recreation for construction of detention ponds.

D - Year 7 of 10 - Repayment of Internal Transfer (Loan) from Recreation for construction of detention ponds.

**BRENHAM COMMUNITY DEVELOPMENT CORPORATION**  
**CAPITAL PROJECTS FUND**  
**AS OF MARCH 31, 2026**

<u>Funds Available</u>	Budget	Paid to Date
<b>Brenham Family Park</b>		
FY14 Transfer from BCDC - Brenham Family Park Infrastructure Costs	657,000	657,000
FY14 Transfer from BCDC - Brenham Family Park Title Policy Costs	6,877	6,877
FY15 Contribution from Developer - Road Construction	735,044	735,044
FY17 Transfer from BCDC - Brenham Family Park Master Plan	46,442	46,442
FY19 Transfer from BCDC - Brenham Family Park Grant Match	500,000	500,000
FY21 Transfer from BCDC - Archaeological Study & Addtl Engineering	106,030	106,030
FY21 Transfer from BCDC - Environmental Assessment	17,500	17,500
FY22 Transfer from BCDC - Brenham Family Park Infrastructure Costs	265,000	265,000
FY25 Transfer from BCDC - Brenham Family Park Infrastructure Costs	300,000	300,000
FY26 Transfer from BCDC - Brenham Family Park Infrastructure Costs	500,000	500,000
FY26 Transfer from BCDC - Brenham Family Park Construction Costs	939,903	939,903
FY26 Transfer from TIRZ - Brenham Family Park Construction Costs	1,000,000	1,000,000
Texas Parks & Wildlife Grant	750,000	750,000
<b>Sub Total - Brenham Family Park</b>	<b>5,823,796</b>	<b>4,073,796</b>
Interest Income	71,689	71,689
<b>Total Funds Available</b>	<b>5,895,485</b>	<b>4,145,485</b>
<u>Use of Funds</u>		
<b>Brenham Family Park</b>		
FY14 Land - Title Policy	6,877	6,877
FY15 Road construction to cul de sac - 25% City / 75% Kruse	967,743	967,743
FY15 City Reimb of J&C road construction invoices paid by Developer	17,601	17,601
FY15 Gessner Engineering - soil testing - 25% City / 75% Kruse	12,315	12,315
FY17/FY18 Jones & Carter - Park Master Plan	46,442	46,442
FY21 Archaeological Survey	18,732	18,732
FY21 Environmental Assessment - Wild Associates	24,000	24,000
FY21 Geotechnical Engineering - Terracon Consultants	20,200	20,200
FY23 Quiddity Plat Presentation	10,500	10,500
Creek Crossing Construction - Strand & KRPS Contractor	320,292	320,292
Jones & Carter/Quiddity - Phase I(a) Engineering	294,567	249,373
Geotechnical Engineering-Pedestrian Bridges - Terracon	17,900	17,900
Bridge Abutment Design/Engineering - Contech Engineers	8,000	8,000
Other	1,950	1,950
Construction expenses-Phase I(a) - MBC Management PO#26-Contingency	4,136,965	4,136,965
<b>Sub Total - Brenham Family Park</b>	<b>5,904,085</b>	<b>1,721,926</b>
<b>Total Uses</b>	<b>5,904,085</b>	<b>1,721,926</b>
<b>Fund Balance</b>	<b>(8,600)</b>	<b>2,423,558</b>

**MEMORANDUM**

**To:** Brenham Community Development Corporation (BCDC) Board of Directors

**From:** Teresa Rosales, Economic & Community Development Director

**Subject:** Phase 2 – Economic Development Strategic Plan

**Date:** April 18, 2026

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After several months of review and discussion with local stakeholders, the Brenham City Council formerly adopted the Three-Year Economic Development Strategic Plan via Resolution No. R-26-010. Similarly, the Washington County Commissioner’s Court also adopted the plan at a meeting held on March, 10, 2026. As a reminder, the plan was created by Marketing Alliance, Inc., an organization that was chosen via a competitive bidding process.

With a plan in place, it is now time to begin activating the business attraction portion of services offered by Marketing Alliance, Inc. in order to focus outreach and liaison work toward the targeted industries identified.

Enclosed is a proposal from Marketing Alliance, Inc. dated December 1, 2025 for Business Attraction Consulting for a total of \$29,950. The strategy concentrates on appropriate message development, creation of marketing and outreach materials and specific one-to-one contact with targeted companies and site selectors. Since three of the five targeted industries identified are new, it’s important that the messaging meets the industry based on their vocabulary and expertise. I would like to stress that Marketing Alliance, Inc. will NOT be negotiating on BCDC’s behalf.

We have set aside an appropriate budget item for this work in the last budget cycle.

In addition, they have provided an accompanying proposal dated March 13, 2026 for Marketing Initiatives – V2 for a total of \$29,275. Although this full amount is not included in the current year budget, the majority of line items noted for ED website updates and advertising/ videography is in the current budget and I would like to recommend beginning this process as well. Any remaining funding needed can come out of the FY 2026/2027 budget. In order for our website to meet the new Department of Justice standards for ADA compliance, our existing website must be updated. Our current vendor, EDSuite, has indicated that our website cannot be modified due to its age, therefore, a new website must be constructed.

We have worked closely with Marketing Alliance, Inc. throughout the strategic planning process and believe that they will accommodate all of our desired wants and needs so that they deliver a high quality website that will satisfy our needs for the upcoming years.