

Brenham City Council Minutes

A workshop meeting of the Brenham City Council and the Brenham Community Development Corporation was held in joint session on January 26, 2022 beginning at 8:30 a.m. in Morris Hall at the Barnhill Center, 111 W. Main Street, Brenham, Texas.

City of Brenham City Council Members present:

Mayor Milton Y. Tate, Jr.
Councilmember Leah Cook
Councilmember Atwood Kenjura
Councilmember Albert Wright

Members Absent:

Mayor Pro Tem Clint Kolby
Councilmember Shannan Canales
Councilmember Adonna Saunders

Brenham Community Development Corporation Members present:

John Hasskarl
Bill Betts
Jim Kolkhorst
Kenneth Miller
Gary Crocker

Members absent:

Charles Moser
Darrell Blum

City of Brenham Staff present:

City Manager Carolyn Miller; City Secretary Jeana Bellinger; Economic Development Director Susan Cates and Monique Breaux.

Citizens present:

Judge John Durrenberger, Commission Candice Bullock, Commissioner Joy Fuchs, Commissioner Don Kester, Commissioner Kirk Hanath, Mike Hopkins, Dr. Tylor Chaplin, Dr. Jon Turner, Melissa McCune, and Blake Brannon.

Media Present:

None

1. **Call Meeting to Order**
2. **Presentation and Discussion on Economic Development Issues Impacting Rural Texas Communities, Including the City of Brenham and Washington County, and Other Associated Issues**

Economic Development Director Susan Cates introduced speaker Lorie Vincent with Acceleration by Design. Cates explained that Vincent has more than 29-years' experience in economic development and that her knowledge and perspective of economic trends will be very beneficial to the City and Washington County.

Vincent presented the following topics for discussion among attendees:

- Why Economic Development?
 - Future planning is key
 - You can't change what you don't recognize
 - Take destiny into your own hands
- Current Trends
 - Disparity in rural America continues to grow
 - Social medial marketing grows
 - Growing investment opportunities in rural America
 - Industry diversification vs. commodity or single-employer dependence
- National Trends
 - National programs are being recognized
 - Influx of new industries
 - Corporate America is shifting away from a traditional work environment
 - Remote works are a new category for population growth
- Regional and State Trends
 - The region is ripe for collaboration
 - State economic development tools are in danger of reduction or dissolution
 - Growing interest in rural communities is strong – Texas is strong
- How to Ensure Basic Needs
 - Creating true livability
 - Windshield tour components
 - Successful cities
- Discussion Topics
 - Purpose, funding, and sustainability
 - Assets, barriers, and opportunities
 - Prioritize growth initiatives

- Tools, Partners, and Programs
 - Local, State and Federal tools
 - Collaborative marketing
- Thoughts To Take-Away
 - Brenham has great bones and rich heritage
 - Take advantage of your proximity
 - Targeted marketing
 - Celebrate each victory, bid and small
 - Tell your story
- Mission: Possible
 - Doing nothing is not an option
 - Resources and assistance are available
 - Citizen engagement is imperative
 - No one group can go it alone
 - Sustainable growth does not happen overnight
 - Honor your history but build it for the future

The meeting was adjourned.

Milton Y. Tate, Jr.

Mayor

Jeana Bellinger, TRMC, CMC

City Secretary



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