

TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, July 21, 2022, 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
Jean Shoup
Jenny Van Dorf
Harrison Williams

Board Member absent:

Kirk Hanath
James Pharaon
Stacey Walters

Visit Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; Hannah Mertz, Group Sales with Visit Brenham; Partners & Visitor Experience Manager, Kathrine Briscoe; Lu Hollander with Visit Brenham; and Natalie Lange.

Visit Brenham Team absent:

Alex Dill, The Barnhill Center
Melinda Faubion

Media Present:

none

- 1. Call Meeting to Order**
Chairman Scott Atwood 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 April 18, 2022, Board Training Meeting**

A motion was made by Boardmember Shoup and seconded by Boardmember Van Dorf to approve the minutes from April 18, 2022, Board Training Meeting.

Chair Scott Atwood called for a vote. The motion passed with voting as follows:

Scott Atwood	Yes
Kirk Hanath	Absent
James Pharaon	Absent
Jean Shoup	Yes
Jenny Van Dorf	Yes
Stacey Walters	Absent
Harrison Williams	Yes

4. Discuss and Possibly Act Upon Approval of Minutes from April 21, 2022, Board Meeting

A motion was made by Boardmember Shoup and seconded by Boardmember Harrison to approve the minutes from April 21, 2022, Board Training Meeting.

Chair Scott Atwood called for a vote. The motion passed with voting as follows:

Scott Atwood	Yes
Kirk Hanath	Absent
James Pharaon	Absent
Jean Shoup	Yes
Jenny Van Dorf	Yes
Stacey Walters	Absent
Harrison Williams	Yes

WORK SESSION

5. Consider Timeline for 2023 Tourism Grants

Jennifer Eckermann, Tourism and Marketing Director presented this item. New dates for the 2023 Tourism Grant Application process were given to the Board. It was noted that to change from November 28 to November 29 for the Eligibility Committee Review due to the Thanksgiving Holiday. Jennifer will also check with Commissioner Hanath about the dates presented.

6. Committee Updates

- **Texas Music Friendly** – Kathrine Briscoe, Partner & Visitor Experience Manager presented this item. The committee did not have a meeting during their quarterly meeting but is working towards specific goals for the next meeting. One of these goals included creating a subcommittee to help with specific projects. More businesses are opening that has a live music element, Rob Moorman came up with the idea of being involved in a venue’s process before opening. This would give the prospective new operator a musician/performer’s perspective of what would be helpful to provide on stages. The first business owner we will work with is Doug Peck and the Green Grain Event Space. These meetings with the business owners could lead to a grant if they are open to the needs of performers from the suggestions shared with them.

Starting in August, Scott Hughes will no longer be the one organizing Washington County Live. She will gather the information and get it to the radio station and Banner. She has a meeting with Chip Adams, the Community Relations & Outreach Specialist with the Texas Music Office at the end of this month. The data for Brenham was sent to the TMF Committee for input and has been updated.

- **Expo Committee** – Harrison Williams reported that they are preparing for the Washington County Fair. The Expo is booked until May of 2023. Make-a-wish Foundation is holding a Chili Cookoff soon. He is seeing with events at The Expo that groups want to come but there are not enough lodging places, so they are having to turn large groups away. People are coming from out of state to some of the shows that are at The Expo. They will be doing an impact survey in 2023.

7. Report on Hotel Occupancy Tax Collections

Jennifer Eckermann, Tourism and Marketing Director presented this item. The City of Brenham HOT Collections through May have outperformed the budget each month this year. In the next fiscal year, our optimism for 2023 is mixed with a dash of reality. The city is being conservative in budgeting with signs of a looming recession. It supports a strong tourism budget to continue our work to promote Brenham/Washington County as a destination for visitors.

8. Visit Brenham DMO Q2 Report

Jennifer Eckerman, Director of Tourism and Marketing gave this report. Her report included Website numbers that have been viewed, Book Direct, “Happenings This Week” page, Walk-ins to the Visitor Center and mailing of Visitor Guides, our social media posts, the digital marketing ads, bonus media/advertorial, the e-newsletters, The Barnhill Center rentals, and entertainment, group sales, and what upcoming events that will be happening.

9. Administrative Report

Jennifer Eckermann, Director of Tourism and Marketing gave this report. More than 80,000 of the 113,000 Visitor Guides printed have been distributed and we have begun sign-ups for the 2023 guide and will have this printed and ready for distribution by December. We are working on an itinerary for the press trip in October with a focus on local wine. Sent information on Tourism Recovery Grants from the State of Texas to our partners. Hannah Mertz and Kathrine Briscoe attended Texas Travel & Tourism College. Jennifer Eckermann and Alex Dill attended the League of Historic American Theatres Conference as well. Visit Brenham won Mid-Market Social Media, The Visitor Center won for the best Visitor Center, and Floyd’s Wine Lounge won the best bar.

10. Adjourn

With no further business, Scott Atwood adjourned the meeting.

Scott Atwood

Scott Atwood
Board Chair

10/13/2022

Date

ATTEST:

Nancy Joiner

Nancy Joiner
Tourism & Marketing Coordinator

10/13/2022

Date