

TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, October 13, 2022, beginning at 9:00 a.m. in The Barnhill Center, The Bullock Ballroom at 111 West Main, Brenham, Texas

Board Members present:

Scott Atwood
Kirk Hanath
Jean Shoup
Jenny Van Dorf
Stacey Walters
Harrison Williams

Board Member absent:

James Pharaon

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; and Lu Hollander with Visit Brenham.

Visit Brenham Team absent:

Alex Dill, The Barnhill Center
Melinda Faubion
Natalie Lange

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 July 21, 2022, Board Meeting**

A motion was made by Boardmember Shoup and seconded by Boardmember Commissioner Hannath to approve the minutes from July 21, 2022, Board Meeting.

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

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

WORK SESSION

4. Discuss Possibly Act Changes to Short Term Rentals (STRs) Policy

Jennifer Eckermann, Tourism & Marketing Director presented this item. Short Term Rentals are defined as a rental of any residential home unit or accessory building for a period of fewer than 30 days. The STRs have shown steady growth since 2015 and grew with the onset of COVID. The City is moving towards a more compliant policy with an initial letter, then a second letter from the City Attorney if not compliant, and third, it will go to Municipal Court if still not compliant.

5. Report on Wine Press Tour Held October 4 - 6

Hannah Mertz with Group Sales for Visit Brenham presented this item. Visit Brenham partnered with Texas Travel, and the cities of Navasota and Bryan. We hosted writers interested in wine and wineries in the Brazos Valley area. Kathrine Briscoe and Hannah Mertz planned and executed this trip through Brenham and Washington County. Jennifer Eckermann thanked them both for a job well done.

6. Texas Music Friendly Committee Update to Include Texas Music Friendly Conference, Possible Incentive Project for Green Grain Event Venue, Possible Local Gospel Music Show, and On-going Projects

Kathrine Briscoe, Partners & Visitor Experience Manager presented this item. The Texas Music Friendly Committee met to discuss ongoing projects and other goals they would like to accomplish for the last quarter of 2022. Members of the Committee meet with Doug Peck to discuss his plans for the Green Grain Event Venue and gave their insight on what a performer may need to perform in his space. She has been promoting live music on Washington County Live every Thursday on the Radio Station as of today, she had promoted over 780 performances in the City and County. The "What's Happening" flyer is distributed weekly to hotels and sent in an email to all our tourism partners on live music events for the week. Everyone was reminded to check and update the musician database for Brenham. In 2023, there will be a Gospel Show performance of local talent at The Barnhill Center. Kathrine will be attending the Texas Sounds & Cities Conference in Fort Worth in November.

7. Update on upcoming First Round of Tourism Grants for 2023

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The 2023 Grant Funding schedule was presented with dates when applications are due when the Eligibility Committee and Funding Committee will review applications, when it goes to Commissioners Court, and then when Grants will be rewarded. Nancy Joiner will send an email to all prior and current potential applicants as a reminder when the application process begins.

8. Washington County Expo Report

Harrison Williams, Director of the Washington County Expo presented this item. He gave a Third Quarter Report on the Washington County Exp. Visitors are using the Book Now tab on the Expo's website, along with the total pages viewed on the Event Calendar, Book Now, and Venue Pages being the most viewed pages. His report included web traffic broken down by Cities, total visitors for the quarter, and building utilization with the most used building being the Event Center. He also surveyed visitors and placed on the map where they were from. Two events made a big impact on the County and they were American Junior Simbrah Roundup which was a four-day event, and "Where's the Beef" Texas A&M which was a one-day event. Other big events that will be happening this month will be a bull sale, the Lloyd Saunders Cook-Off, and the Make a Wish 9th Annual Barbeque Cookoff. They have a wait list that is up to August 2023. The Expo also installed a Video Wall which has become very popular with those renting spaces.

9. Report on Hotel Occupancy Tax Collections

Jennifer Eckermann, Tourism and Marketing Director presented this item. The report presented was an update of HOT collections by the City of Brenham through October 4, 2022. The FY22 Actual is higher than what was budgeted for 2022. There was a drop in July and August compared to last year, but Texas Travel Alliance has reported that this drop was seen across the board for most Cities.

10. Visit Brenham DMO Q2 Report

Jennifer Eckerman, Director of Tourism and Marketing gave this report. Her report included highlights, shared some updated figures on tourism in our area, and reviewed some top projects and campaigns for the coming year.

11. Administrative Report

Jennifer Eckermann, Director of Tourism and Marketing gave this report. Her report on this was also given in the Visit Brenham DMO Q2 Report.

12. Adjourn

With no further business, Scott Atwood adjourned the meeting.

Scott Atwood

Scott Atwood
Board Chair

1/19/2023

Date

ATTEST:

Nancy Joiner

Nancy Joiner
Tourism & Marketing Coordinator

1/19/2023

Date