

TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, January 20, 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
Kirk Hanath
James Pharaon
Jean Shoup
Jenny Van Dorf
Harrison Williams

Board Member absent:

Stacey Walters

City of Brenham Staff present:

Director of Tourism and Marketing Jennifer Eckermann; Main Street Coordinator Kathrine Briscoe; Tourism and Marketing Coordinator Nancy Joiner; Alex Dill, The Barnhill Center; Hannah Mertz, Group Sales with Visit Brenham; Lu Hollander with Visit Brenham; Natalie Lange, and Melinda Faubion.

Media Present:

Brenham Banner Press

- 1. Call Meeting to Order**
Karen Stack, Legal and Legislative Manager called the meeting to order at 9:00 am.
- 2. Public Comments**
There were no public comments.

REGULAR SESSION

- 3. Discuss and Possibly Act Upon the Election of a Chairperson and Vice-chairperson, for the 2022 Calendar Year**

Karen Stack, the Legal and Legislative Manager, presented this in Section 14 of the Brenham Policies and Procedures for Boards and Commissions reads in part "Each Board shall, in its first meeting of each calendar year, elect a Chair and Vice-Chair to serve for one term. The Chair of each board shall call the meeting to order and preside at the meetings. In the absence of the Chair, the Vice-Chair shall preside." The individuals selected will serve terms that begin immediately upon their selection,

and end on December 31, 2022. Any board member can nominate, and any board member can be nominated. A board member may also nominate themselves.

A motion was made by James Pharaon and seconded by Kirk Hanath to elect Scott Atwood as Chair of the Tourism Advisory Board.

Karen Stack called for a vote. The motion passed with voting as follows:

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

A motion was made by Jean Shoup and seconded by Scott Atwood to elect Jenny Van Dorf as Vice-Chair for the Tourism Advisory Board.

Karen Stack called for a vote. The motion passed with voting as follows:

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

Scott Atwood lead the meeting after all Board members introduced themselves.

4. Discuss and Consider Approval of 2022 Quarterly Board Meetings

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The proposed dates for the quarterly Board meeting for 2022 are as follows: Thursday, January 20; Thursday, April 21; Thursday, July 21; Thursday, October 20, 2022, starting at 9 am.

A motion was made by Jean Shoup and seconded by James Pharaon to accept the quarterly Board meeting dates for 2022.

A motion was made by James Pharaon and seconded by Kirk Hanath to elect Scott Atwood as Chair of the Tourism Advisory Board.

Karen Stack called for a vote. The motion passed with voting as follows:

Scott Atwood	Yes
Kirk Hanath	Yes
James Pharaon	Yes

Jean Shoup	Yes
Jenny Van Dorf	Yes
Stacey Walters	Absent
Harrison Williams	Yes

5. Review of Tourism ILA, Tourism Advisory Board By-Laws, and City of Brenham Board and Commissions Policies

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Tourism ILA and Advisory Board By-Laws were approved by the Brenham City Council and Washington County Commissioners Court. Review the highlights of each meeting, including current staggered terms for board members. In addition, we will review the City of Brenham Boards and Commissions Policies and Procedures. There have been two rounds of funding so far. The next funding for 2022 will be in May of 2022. The dates will change to give the Eligibility Committee time to meet. \$50,000 goes to the County Expo Center and \$50,000 goes to funding requests. Kirk Hanath will get a list of the Funding Committee to give to the Tourism Advisory Board. Jennifer Eckermann, Scott Atwood, and Kirk Hanath will meet about the Texas Music Friendly Board. Also, Jennifer went over the Policies and Procedures for Boards and Commissions. New members will have to have the training, so dates will be sent to see what date works best for the Board.

WORK SESSION

6. Discuss and Consider Appointments to Committees

Jennifer Eckermann, Director of Tourism and Marketing presented this item. Jennifer Eckermann, Scott Atwood, and Kirk Hanath will meet about getting the committees filled in February. Which are the Texas Music Friendly, Eligibility Committee for Tourism Grants, and the Expo.

7. Quarterly Report by Visit Brenham DMO Team

Members of the Visit Brenham DMO Team which includes Jennifer Eckermann, Kathrine Briscoe, Hannah Mertz, Natalie Lange, Melinda Faubion, Lu Hollender, and Alex Dill. They gave reports on the following; IDSS, VisitBrenham website, the Visitor Center, What's Happening page that is sent out weekly, Social Media, Digital Marketing, Ads and Outreach, Visitor Guides, the E-Newsletter, The Barnhill Center, Group Sales. Each reported on data collected for October, November, and December of 2021. They will provide at each quarterly meeting information and data on their perspective roles with the DMO.

8. Adjourn

With no further business, Scott Atwood adjourned the meeting at 11:30 am.

Scott Atwood

Scott Atwood
Board Chair

4/23/2022

Date

ATTEST:

Nancy Joiner

Nancy Joiner
Tourism & Marketing Coordinator

4/23/2022

Date