

TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, October 26, 2023, 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
Commissioner Kirk Hanath
Jean Shoup
Harrison Williams

Board Members absent:

James Pharaon
Jenny Van Dorf
Stacey Walters

Visit Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; Lu Hollander with Visit Brenham; Melinda Faubion, and 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 13, 2023, Board Meeting**

A motion was made by Board Member Shoup and seconded by Board Member Commissioner Hanath to approve the minutes from the July 13, 2023, Board Meeting.

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

Scott Atwood
James Pharaon

Yes
Absent

Jean Shoup	Yes
Jenny Van Dorf	Absent
Stacey Walters	Absent
Harrison Williams	Yes
Commissioner Kirk Hanath	Yes

WORK SESSION

4. Washington County Expo Report

Harrison Williams, Director of the Washington County Expo presented this item. This item was moved above number four on the agenda due to Williams and Hanath participating in the GMA14 meeting next door. He reported that the Washington County fair went well, and attendance was done from last year. On Friday, the Expo will host the 52nd Cow/Calf Clinic by the Texas AgriLife Agents. Next weekend HLS&R will have a cattle show at the Expo. The Expo committee is working on a Master Plan and there are ten members to this committee, and someone will be appointed to this committee from the City of Brenham. There will be a meeting on November 17 for public engagement of what individuals would want in a new facility or facility. All data from the past events are on paper and all of this had to be inputted into the computer. Once the data is complete, they will know whether the Expo will stay at the current location or move. There will most likely be smaller committees from the City of Brenham, BISD, and possibly help from the boys at Miracle Farms. There is a networking meeting once a month with commissioners to help finish projects. The Expo has lost some events because those events have outgrown the facilities. They are looking at possibly building some new barns and capital improvements could be done once the Master Plan is complete.

5. Visit Brenham Staff Update

Jennifer Eckermann, Tourism & Marketing Director presented this item. Hannah Mertz, Group Sales Manager, will be leaving Visit Brenham and her last day will be November 3. She is working with HR to refine the job description which was posted on October 25. We have budgeted to hire additional part-time help to fill in on weekends as needed.

6. Update on Hosting of the Smithsonian's Museum on Main Street Participation

Jennifer Eckermann, Tourism & Marketing Director presented this item. Planning is underway for our hosting of the Smithsonian's *Crossroads: Change in Rural America* exhibit along with local exhibits and cultural programming and activities that are part of our participation in the Museum on Main Street (MoMS) program. We are in partnership with the Smithsonian, and we will focus on the 100th anniversary of the Simon Theatre, share under-told stories of our history, and increase heritage tourism in the City of Brenham and Washington County. There is a meeting today with the Washington County Ministerial Alliance Association which she will be attending to give this information to area ministers and have them and their churches involved if they wish to do so. Kathrine Briscoe will head up our Community Partner Committee and Brooke Trehan and Bonnie Brinkmeyer will head up the BISD committee.

7. Texas Music Friendly Update

Jennifer Eckermann, Tourism and Marketing Director presented this item. We will be short-staffed in November until the end of the year, our last program will be after the Texas Arts and Music Festival. We will continue it again once fully staffed. Reached out to KWHI to let them know and they suggested that they would continue gathering the information and we would continue to promote it.

8. Report on Hotel Occupancy Tax Collections

Jennifer Eckermann, Tourism and Marketing Director presented this item. Reported that HOT collections remained steady through hot and dry summer. Commissioner Hanath reported that the county is up as well and continues to find new properties listed.

9. Visit Brenham DMO Fiscal Year Q4 Report

At this point in the meeting, Commissioner Hanath and Harrison Williams left the meeting and therefore, we no longer had a quorum. The meeting was adjourned.

10. Administrative Report

No report was given due to a lack of quorum.

With no quorum, Scott Atwood adjourned the meeting.

Scott Atwood

Scott Atwood
Board Chair

ATTEST:

Nancy Joiner

Nancy Joiner
Tourism & Marketing Coordinator