



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, JULY 18, 2024, AT 9:00 AM
MORRIS HALL, THE BARNHILL CENTER
106 S DOUGLAS
BRENHAM, TEXAS**

1. Call Meeting to Order

2. Public Comments

[At this time, anyone will be allowed to speak on any matter concerning this Board that is not on the agenda, for a length of time not to exceed three minutes. No Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with the law.]

REGULAR SESSION

3. Discuss and Possibly Act Upon Approval of Minutes from April 18, 2024 Tourism Advisory Board Meeting

WORK SESSION

4. Update on STR's to Include Current Numbers and Recent STR Property Owner Group Meeting

5. Update on MoMS to Include Local Exhibits; Expanded Soundwalk Experience Project; Historical Markers Guide Update and Redesign; and Other Related Projects

6. Report on 2024 Round Two Tourism Grants and Hosting of Recent Workshop

7. Visit Brenham DMO Fiscal Year Q3 Report

8. Washington County Expo Report

9. Administrative Report

10. Adjourn

CERTIFICATION

I certify that a copy of the April 18, 2024, agenda of items to be considered by the Tourism Advisory Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Monday, July 15, 2024, at 8.15 am.

Tourism and Marketing Specialist

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7200 for assistance.

I certify that the attached notice and agenda of items to be considered by the Tourism Advisory Board was removed by me from the City Hall bulletin board on the _____ day of _____, 2024 at _____.

Signature

Title

TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, April 18, 2024, 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

DeWayne Burnett

James Pharaon

Jenny Van Dorf

Harrison Williams

Board Members absent:

Stacey Walters

Visit Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; Lu Hollander with Visit Brenham; Partners & Visitor Experience Manager, Kathrine Briscoe; Manager of The Barnhill Center, Alex Dill; Melinda Faubion, and Natalie Lange.

Citizens Present:

Tiffany Eckhardt

Candice Garner

David Garner

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 January 18, 2024, Board Meeting

A motion was made by Board Member James Pharaon and seconded by Board Member Jenny Van Dorf to approve the minutes from the January 18, 2024, Board Meeting.

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

Scott Atwood	Yes
DeWayne Burnett	Yes
James Pharaon	Yes
Jenny Van Dorf	Yes
Stacey Walters	Absent
Harrison Williams	Yes
Commissioner Kirk Hanath	Yes

WORK SESSION

4. Introduction of New Visit Brenham Team Member Elayne Grisbee

Kathrine Briscoe Tourism & Marketing Manager presented this item. She introduced Elayne Grisbee, and she started on March 5, 2024, before Spring Break. Elayne is a recent graduate of the University of North Carolina at Greensboro where is majored in Economics. We are excited to have her as the newest member of the Visit Brenham team.

5. Update on Hosting of Smithsonian's Museum on Main Street Exhibition

Jennifer Eckermann, Tourism & Marketing Director presented this item. Work on the local exhibits is progressing and our plans with community partners are evolving as we proceed. We are looking at having sound walks around the communities, a volunteer committee chair is being developed, along with a meeting about Camptown tonight at 6 pm. We are working on updating the Washington County Historical Markers Guide and thanks in part to the support of the Washington County Commissioner's Court, developing brochures and rack cards to promote all the activities. We have a marketing plan that is also being developed, fundraising plans, and a timeline and calendar for all projects.

6. Report on Visit Brenham Application for Recognition as an Inaugural Texas Tourism Friendly Community

Jennifer Eckermann, Tourism & Marketing Director presented this item. Travel Texas which is a part of the Office of the Governor's Economic Development and Tourism division. This division is responsible for promoting Texas as a premier travel destination. Visit Brenham submitted a Letter of Intent to apply to become one of the inaugural certified communities, and submitted general information in the first section of the application which was approved. She and Kathrine Briscoe met with Travel Texas concerning the next steps of the application process.

7. Report on Formation of STR Group and Plans for Upcoming Meeting

Jennifer Eckermann, Tourism & Marketing Director presented this item. During a meeting with TH&LA President and CEO Scott Joslove, he encouraged the formation of a STR property owner group that would set up regular meetings and agendas for those meetings. He assigned several owners in attendance to a committee to plan these meetings which will be held bi-monthly and with topics for these. Visit Brenham sent an email from the property owner list and twenty owners came to the meeting. Their first meeting was on Wednesday, April 17, 2024, at the Washington County EMS building where Commissioner Hanath presented about County HOT funds.

8. Report on New Tourism Grant Application Being Developed

Commissioner Kirk Hanath presented this item. The County Tourism Grant Funding committee has updated the Tourism Grant Application by simplifying the application process. It will go before the Commissioners Court on Tuesday, April 23, 2024. The County Attorney's office has reviewed it as well. The next round of funding will begin on May 6, 2024, online.

9. Visit Brenham DMO Fiscal Year Q2 Report

Jennifer Eckermann presented this item, along with Kathrine Briscoe, Partners & Visitor Experience Manager; Alex Dill, Manager of The Barnhill Center; Melinda Faubion, and Natalie Lange. Kathrine Briscoe reported on the DMO and Visitor Center statistics, Spring Break Experiences, Visit Brenham website and wildflower watch page and statistics, E-Newsletter, and "What's Happening this Week." Natalie Lange gave her report on social media's popular posts for communities, Facebook, and Instagram. There will be an Influencer coming next week to Brenham. Melinda Faubion reported on digital marketing with Madden Media, and we are doing a great job per Madden Media. She also talked about our print and digital ads, and bonus media/advertorials. Alex Dill gave her report about The Barnhill on group rentals, the entertainment, the upcoming 2024 Speaker Series Luncheons, and the 100th Anniversary Kick-Off Celebration with the unveiling of the "100 Years of the Simon" Exhibit.

10. Washington County Expo Report

Harrison Williams, Director of the Washington County Expo presented this item. He gave an overview of what has been happening at The Expo. It's been quiet due to the Stock Shows, and they also hosted the Fortnightly Annual Book Sale. They received their 130-plus pages of the Feasibility Study and are still going through it. It does have some good plans and ideas in it so far. The Commissioners and the Washington County Fair Association will have a meeting on how to proceed. There are a lot of opportunities for The Expo. One recommendation was to expand the old Road and Bridge building during the Washington County Fair. They are busy at The Expo with events, and they are having people stay in hotels and short-term rentals with an occasional group staying in Bryan/College Station.

11. Administrative Report

Jennifer Eckermann presented this report, along with Scott Atwood and Commissioner Kirk Hanath. Jennifer Eckermann reported that TAMF won the Texas Travel Award for best art festival for the small/medium category, we will re-elect a Chair and Vice Chair at the next quarterly meeting, and HOT figures for the City are down for January and February and are waiting to see the figures for March. Hotels are impacted by economic development, and we are lacking quality hotels. We do have two new hotels coming and they are a dual-brand hotel of La Quinta/Hawthorn and Marriott Townplace. She will have a report on this in the next quarterly meeting. Scott Atwood reported that there will be a meeting with TxDOT about the intersection at Highway 290 and Chappell Hill today at 2 pm. TxDOT already has plans to move forward with the project without the knowledge of the Chappell Hill residences. Commissioner Hanath reported that the Grant Eligibility Committee needs two people for this committee. If anyone would like to serve, please let him know before May 20, 2024. On Thursday, April 25 at 5:30 pm, there will be a prayer vigil for those who were injured and lost their life at the DPS office on April 12, 2024.

With no further business, Scott Atwood adjourned the meeting.

Scott Atwood
Board Chair

Date

ATTEST:

Nancy Joiner
Tourism & Marketing Specialist

Date



AGENDA ITEM 4

To: Tourism Advisory Board

From: Nancy Joiner, Tourism & Marketing Specialist

Subject: Update on STR's to Include Local Current Numbers and Recent STR Property Owner Group Meeting

Date: July 12, 2024

We have 90 STRs that are active as of July 10. Out of the 90:

1. 5-Municipal Court for nonpayment of HOT and 3 new ones going to Municipal Court this week or next
2. 3-New that opened since the April TAB meeting
3. 2-That are delinquent and will receive a friendly letter
4. 2-Properties that are either up for sale or going to be leased long-term soon

Two properties have closed since the April TAB meeting and are not included in the count.



AGENDA ITEM 5

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Update on MoMS to Include Local Exhibits; Expanded Soundwalk Experience Project; Historical Markers Guide Update and Redesign; and Other Related Projects

Date: July 12, 2024

LOCAL EXHIBITS:

Work is progressing on the three local exhibits being developed in conjunction with Brenham's hosting of the Smithsonian's Museum on Main Street (MoMS) program.

A Century of Simon Exhibit:

See the attached exhibit description.

Washington County Freedom Colonies Exhibit in Belle's Alley:

- 5 panels are at approximately 90% completion; 1 panel is at around 70%, and the Introductory panel at around 50%
- A scavenger hunt is being developed for use by schools, other groups and individuals

Camptown Soundwalk Experience:

- Research work and oral histories are still in progress but will start to come together as the exhibit in Belle's Alley nears completion.
- Preliminary Soundwalk script is under consideration.

EXPANDED SOUNDWALK EXPERIENCE:

Thanks to James's idea at the last meeting, we are approaching our partner communities about expanding the idea of soundwalks throughout the county.

- Independence has a walking tour with panels, and James, Kathrine and I met with them once we learned of their interest in creating a soundwalk.
- Melinda Faubion found out that Burton used to have a walking tour brochure, and it is being updated, redesigned and plans are to develop a soundwalk that would be available through a QR code printed on the brochure.
- Chappell Hill is now also working on an updated brochure that can be used as the basis to develop a soundwalk.

HISTORICAL MARKERS GUIDE UPDATE:

This project became much more of a commitment than first anticipated, but the guide will be an excellent resource and very user-friendly.

The history of each community is highlighted, along with the markers in each area. We also gave each community the opportunity to include other historical sites important to the community that may not have a marker.

OTHER PROJECTS:

- Photography Contest and Exhibit
- Passport Program being developed with partner communities utilizing the Markers Guide
- Tours of the exhibits for school groups
- Volunteer Committee

Simon Museum Exhibits

Welcome & main message	Brief summary of Simon importance and value Survived through many changes, now important again
Timeline	Milestone dates graphically displayed with images
Vaudeville Wall	Vaudeville origins & popularity Black artists, minstrel shows Acts that performed here: Opera House & Simon
1,2,3: Simon family, Opera House, Synagogue	Simon family, Jewish community Acts that performed at Opera House Simon Store
5,6,7: Building the Simon, Finn, Crumpler Hotel	Alfred Finn story Simon located on Crumpler Hotel site Companies that contributed to construction
8,9,10,11: Grand Opening: Nov 27, 1925	Building features, technologies Event agenda, speakers, dance Merry Widow – 1st Movie Sweet Shop
12,13,14,15,16: Golden Era thru WW II	George White Scandals, Hasskarl story 1st talkie, Fox Movietone Follies Depression, wartime & censorship eras Vaudeville shows & movies 1925 - 1947
17,18: Stuckert years	Ownership & family management Liquor store opens, gets smashed up Several Simon stories, segregation stories Remodeling project, Downtown decline Highlight major movies 1947 - 1978
19: Jaster/Chen years	Use of building, offices, living quarters Restaurant, grocery store, personal stories Downtown decline, closing of building Last movie?
Renovation	Story of non-profit group and fundraising efforts The Barnhill/Simon Connection Story of each room's buildout/donors/opening Hasskarl Auditorium Grand opening
Photo booth with historical theme	Backdrop, costumes for photos, staffer
Photo accessories	Clothes rod, display of hats (for use in photo booth)
In Hall outside the main room:	
Display of current uses	Photos of concerts and events
Invitation/call to action	A counter to write notes with wall above for posts

Special treatments needing technology

Throughout: Various clips of major movies, displayed with their posters, ads and Simon dates?

Movie Booth: Trailers shown for Merry Widow and Fox Movietone. Posters, articles, ads for both movies.

Vaudeville Wall: 2 screens for vaudeville clips (silent)

Display 2 or 3: 1 screen for vaudeville clips (silent)

Display 6: 1 screen for John & Jane Barnhill video about Alfred Finn

Display 12: George White Scandals video

Displays 13-16: 2 screens for Simon stories (from Recollections) and movie clips

Displays 17-19: 1 screen for movie trailers

100th Anniversary Kick-off Event

Roaring 20's theme and attire

Costumed characters & staff

Full concert/show with Roaring 20s theme

Speakeasy room with bar, gambling & entertainment

Photo Booth

Roaming servers and performers

Giveaways for attendees: Movie tokens? Poker chips?

Partner with Unity for costumes, props & staffing ideas

Light globe

Closets behind wall

Features, Navritil,
Sweet Shop

Stuckerts, Liquor Store, Segregation Jasters, Chen, Decline

Opening,

Seat
Seat

Display cases: token, tickets, programs
(Can be against display wall if designed for it.)

Renovation

Simon Stories throughout,
where relative to content

Movie posters— later eras

Movie posters – early

Bench

Screen:
Merry Widow
MT Follies
(low sound)

Photo
Booth

Merry Widow & MT Follies
posters, photos, ads,

Welcome

Vaudeville

Screen:
Vaudeville
Shows
(silent)

Black Artists

Bench

Bench

Grand Entrance

Current Uses

Timeline

Counter for writing notes

Welcome

Grand Entrance

Surface for notes, feedback



AGENDA ITEM 6

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Report on 2024 Round Two Tourism Grants and Hosting of Recent Workshop

Date: July 12, 2024

See attached information on grants awarded for Round Two.

HOT GRANT FUNDING FALL 2024

Organization	Request	Purpose Of Funding	Award
Texas Arts & Music Festival	\$27,000.00	Advertising	\$4,000.00
Brenham Heritage Museum	\$8,850.00	Billboard	\$3,000.00
Chappell Hill Historical Society	\$5,000.00	Scarecrow	\$2,000.00
Burton Chamber Of Commerce	\$6,320.00	Wayfinder Signage	\$6,320.00
Burton Beatification Assoc.	\$11,048.00	Granite Sidewalks	\$0.00
Texas Ten Historical Explorers	\$5,000.00	Panels	\$0.00
Burton Heritage Society	\$2,528.00	Walking Tour Signage	\$0.00
Unity Theatre Company	\$7,100.00	Promotion Of The Arts	\$0.00
TOTAL	\$72,846.00		\$15,320.00



AGENDA ITEM 7

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Visit Brenham DMO Fiscal Year Q3 Report

Date: July 12, 2024

See attached a **PRELIMINARY** Visit Brenham DMO Q3 Report.

Visit Brenham DMO Fiscal Q3 Report

PRELIMINARY

Presented to:
Tourism Advisory Board
July 18, 2024

DMO & Visitor Center Updates

- Kickoff interview with Travel Texas –Texas Tourism Friendly Certification
- Updated blogs:
Cotton Gin Festival; Maifest
BBQ Trail; Summer Fun; HNCT
- New blogs:
Gift Ideas for Him (Father's Day)
Foodies Guide to Brenham & WC
- Added QR code to What's Happening section to direct to Event Calendar



DMO & Visitor Center Updates

- Ribbon-Cuttings/Open House:
The Charcuterie Shop
The Laundry
- Fire Museum visitors:
April: 165 (103 in '23)
May: 260 (115 in '23)
June: 182 (123 in '23)
- Tours:
6 - Fire Museum Private Tours
Step on Bus Tour for wildflowers
and history

Visitor Bags:

April – 6 groups/160 bags



DMO & Visitor Center Updates



- Room Blocks:
three weddings
TAMF attempt...
- Meetings/Trainings:
E/S Regional Meeting of TMF
- Working to be more active on linkedIn
- MoMS meetings continue
School Trip/Tours; Volunteers;
Photo Contest; exhibits/brochures
Markers Guide; Soundwalks
- Kathrine graduated from Leadership WaCo

DMO & Visitor Center Updates

- Met with Debbie Geiger about possible FAM Tour
- TMF committee hosting Summer Showcase 4 nights before HNCT
- Started work on 2025 Visitor Guide
- Interviewed for Part-Time position
- Training on Meltwater and Datafy
- Replaced two panel graphics in VC



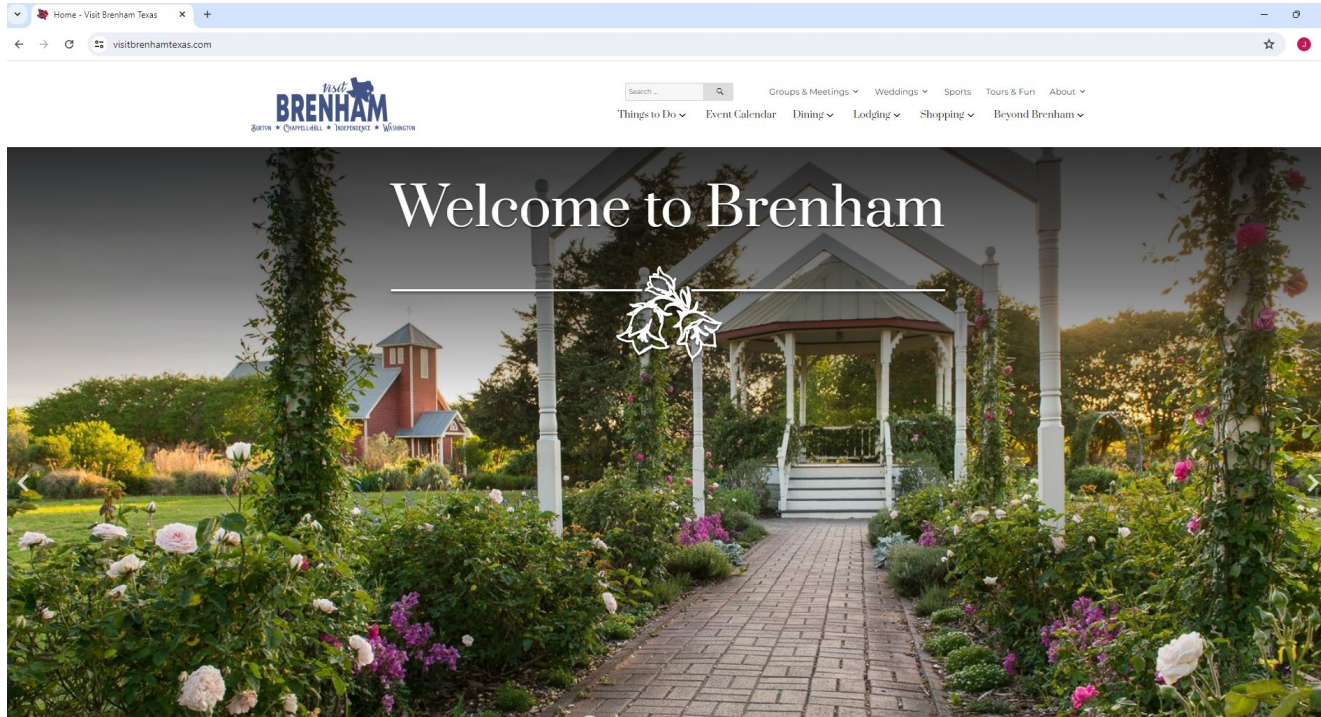
Visitor Center Fun Fact!

- **International visitors welcomed Q3 from:**
 - Germany
 - Sweden
 - India
 - The Netherlands
 - England
 - Scotland
 - China
 - Canada
 - Belgium

Visitor Center

	April 2024 / 2023	May 2024 / 2023	June 2024 / 2023	Q3 TOTALS 2024 / 2023
Walk-Ins	834 / 890	315 / 415	340 / 554	1,489 / 1,859
Visitor Guides Mailed	265 / 266	207 / 218	212 / 120	684 / 604
Phone Calls	181 / 197	143 / 143	123 / 123	447 / 463

Visit Brenham/WC Website



Visit Brenham/WC Website

	Views	Users	Views Per User:	Avg. Time of Engagement
April	109,186	40,195	2.72	58s
May	74,632	32,725	2.28	47s
June	85,221	31,287	2.72	1m 2s
Q3/Q2 TOTALS	269,039 / 261,319	104,207 / 88,106	2.57	56s

Website - Most Viewed Pages

	April	May	June
1st	Homepage	BBQ Trail Blog	Homepage
2nd	Wildflower Watch	Homepage	Event Calendar
3rd	Spring Happenings Blog	Event Calendar	Things to Do
4th	Event Calendar	Attractions	Attractions

E-Newsletter



Bloom into Spring in Brenham & Washington County!

Please check VisitBrenhamTexas.com for the most up-to-date information about these events and more!

| Featured Events |

Official Bluesonnet Festival of Texas
Downtown Chappell Hill | April 13 & 14

The Chappell Hill Historical Society will once again be hosting the "Official State of Texas Bluesonnet Festival" April 13-14, 2024 in downtown historic Chappell Hill, Texas. The Festival boasts more than 250 juried exhibitors (home decor, gardening, artists, craftsman, jewelry, clothing, etc.), delicious country-style food, live entertainment and music, and tours of the historic community.

Burton Cotton Gin Festival
Texas Cotton Gin Museum | April 20

Join the Texas Cotton Gin Museum for their 35th Annual Burton Cotton Gin Festival! This is a FREE, family friendly event featuring a day full of fun and history! The day begins with a parade through Burton, and continues at the grounds of the Texas Cotton Gin Museum. Shop and eat in their Arts & Crafts Vendor Area, and Food Court, watch ribbonable skills demonstrating like Blacksmithing and butter churning, and spoon carving.

Big Little Block Party 2024
Burton of the Hill Hwy | April 26

Come on down for some fun! There will be 180s, great music, fun portrait drawings, and of course hot mopping! Located on the street between 1894 Liquor and Ball of the Bird dog. Come join us for a party 11am-4pm, we will see you there.



Discover the Vibrance of Brenham & Washington County!

Please check VisitBrenhamTexas.com for the most up-to-date information about these events and more!

| Featured Events |

Brenham Market
Premier's Park | May 5

The Brenham Market was first established in 1980 making it the Oldest Festival in Texas today. This year, Brenham celebrates Market May 5th and 6th at Premier's Park beginning Friday at 5:00 pm with music, a carnival, festival food and drinks. Don't miss the highlight of the Market - the Senior Convention at 7pm on Friday and the Junior Convention at 7pm on Saturday! The Market Parade will be in downtown Brenham on Saturday morning at 10:30am!

Chappell Hill Annual Art Walk
Downtown Chappell Hill | May 15

Chappell Hill will have artists creating their masterpieces live at around town. Come meet these talented folks, browse their completed art pieces and vote for your favorite! A number of different mediums will be available to see and vote on. Don't miss this fun day in Chappell Hill!

Local Farmers & Artisans Markets
Stop at any of our wonderful local Farmer & Artisan Markets coming up this month!

Brenham First Fridays Farmer & Artisan Market
May 3

Burton Farmers & Artisans Market
May 4

"El Mercado" Latin (Chappell Hill) Market
May 5



Experience the Summer Charm of Brenham & Washington County!

Please check VisitBrenhamTexas.com for the most up-to-date information about these events and more!

| Featured Events |

8th Annual Cotton Gin Classic Car
Texas Cotton Gin Museum | June 8

Please join us for our 8th Annual Classic Car Show. Held in the shadow of the iconic operating cotton gin in downtown Burton, TX. The registration fee is \$15 for up to 2000 and also \$100 and more.

Admission is Free to the public. Limited seating, vehicles must be available. All show proceeds will benefit the Texas State Museum project, P.O. Box 100, Burton, TX.

Summer Sip & Art Walk
Downtown Brenham | June 8

Grab a group of friends and enjoy an afternoon of shopping, dining, and drinking!

Stop in variety of specialty cocktail drink through our historic Glenhurst District and enjoy a variety of beautiful art along the way in the historic downtown and down to the historic downtown and down to the historic downtown.

Summer Sip & Art Walk
Downtown Brenham | June 8

June/June Celebrations
Downtown Brenham | June 8

June/June Celebrations
Downtown Brenham | June 8

June/June Celebrations
Downtown Brenham | June 8

E-Newsletter

	April	May	June
Sent/ Successful	11,418 / 11,206	11,648 / 11,401	12,040 / 11,720
Open Rate*	37.3%	31.5%	34.1%
Click Rate**	3%	2%	2.3%
Top Clicks	<ul style="list-style-type: none"> • Bluebonnet Festival • Homepage • Events Calendar • Picnic Blog • Blogs Page 	<ul style="list-style-type: none"> • BBQ Trail Blog • Events Calendar • The Barnhill Center:Elvis • Maifest • Homepage 	<ul style="list-style-type: none"> • FFFarmer & Artisan Market • Cotton Gin Car Show • Calendar • Homepage • HNCT

"Happenings This Week"

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FUTURE FUN!

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APRIL 3 - APRIL 7, 2024

WEDNESDAY

- Whiskey Wednesday at Brown Water Cigar Bar
- Wine Down Wednesday at HSF Biergarten
- Whiskey Wednesday at Floyd's Lounge
- Wine Down Wednesday at Main Street Uncoorked
- Happy Hour Wednesday at Brazos Valley Brewing Company
- Trivia Night at 30 North Gastropub

THURSDAY

- Martini Thursdays at Main Street Uncoorked
- Night School at Floyd's Lounge
- Open Mic Karaoke Night and Healthcare Happy hour at The Southern Folly
- Trivia Night at Burton Short Stop Ice House
- Trivia & Nachos Night at Brazos Valley Brewing Company
- Unity Theatre Presents Dancing Lessons

FRIDAY

- First Friday Farmer & Artisan Market in Downtown Brenham
- Kevin Lamar Live at Grapevine on Main
- Cathey Bolin Live at Burton Short Stop Ice House
- Richard Watson Live at Floyd's Lounge
- James Garland Live at Brazos Valley Brewing Company
- Unity Theatre Presents Dancing Lessons
- Trey Yanger Live at HSF Biergarten

SATURDAY

- Museum Scavenger Hunt at Brenham Heritage Museum
- Spring Cleaning at Barrington Plantation State Historic Site
- Burton Farmers & Artisan Market at Texas Cotton Gin Museum
- One Pot Showdown Cookoff at Brazos Valley Brewery
- Unity Theatre Presents Dancing Lessons
- Duane Vincent Live at Grapevine on Main
- Erik Flores and David Johnson Live at Brazos Valley Brewing Company
- Kevin Lamar Live at Main Street Uncoorked
- Kory Quinn Live at Floyd's Lounge
- Bluggards Live at HSF Biergarten

SUNDAY

- Spring Cleaning at Barrington Plantation State Historic Site
- Antique Carousel Rides at Fireman's Park
- Jared Trahan Live at HSF Biergarten
- Music Brigs at Brazos Valley Brewing Company
- Unity Theatre Presents Dancing Lessons

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APRIL

- Unity Theatre Presents Dancing Lessons
- Cuddle-A-Cow Day at Milk & Honey Ranch (Sold Out)
- 25th Anniversary Main Street Brenham at The Barnhill Center
- Keenan Houchins Live at Burton Short Stop Ice House
- Paper Bomb Peonies Class at Flown the Coop
- Official Bourbonfest Festival Of Texas in Chappell Hill
- Forever Simon and Garfunkel: A Tribute at The Barnhill Center
- Mahjong at the Brenham Heritage Museum
- Bumpers & Bluebonnets at Brazos Valley Brewing Company
- Burton Cotton Gin Festival at Texas Cotton Gin Museum
- Brews and Brushes at Brazos Valley Brewing Company
- Chase Kiney Live at Main Street Uncoorked
- Burrito Seagull Live at Floyd's Lounge
- Cooking in the Quarter at The Barrington Plantation State Historic Site
- Big Little Block Party at Ballad of the Bird Dog
- Cooking in the Kitchen at Barrington Plantation State Historic Site
- Antique Carousel Rides at Fireman's Park

MAY

- First Friday Farmer & Artisan Market in Downtown Brenham
- Brenham Market at Fireman's Park
- Brenham Maifest Parade in Downtown Brenham
- Ricky Skaggs and Kentucky Thunder Performs at The Barnhill Center
- Plows and Petticoats: A Woman's Role at The Barrington Plantation State Historic Site
- Yagup The Making Class at Flown the Coop
- Nine Seven Nine & The Prancy Pony's Epic Mother's Day Event
- Cuddle-A-Cow-Day at Milk & Honey Ranch
- Chappell Hill Art Walk
- Elvis! By Vince King and The Vegas Mafia Band Performs at The Barnhill Center
- Antique Carousel Rides at Fireman's Park

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JUNE 4 - JUNE 9, 2024

TUESDAY

- DIY Children's Workshop at Board & Brush

WEDNESDAY

- Succulent Class at Antique Rose Emporium
- Trivia Night at 30 North Gastropub

THURSDAY

- Trivia & Nachos Night at Brazos Valley Brewing Company
- Karaoke with Kountry Chick Denise at Burton Short Stop Ice House

FRIDAY

- Brenham First Fridays Farmer & Artisan Market
- Amanda Adams Live at Grapevine on Main
- Miles Gallo Live at Floyd's Lounge
- Tim Branch Live at Burton Short Stop Ice House
- Mary-Charlotte Young Live at HSF Biergarten
- David Johnson Live at Brazos Valley Brewing Company

SATURDAY

- 6th Annual Cotton Gin Classic Car & Truck Show at Burton Cotton Gin
- Judge Eddie E. Harrison Juneteenth Heritage Celebration at Washington-on-the-Brazos
- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum is open
- Cuddle-A-Cow-Day at Milk & Honey Ranch
- Summer Sip & Art Walk in Downtown Brenham
- Aaron Stephens Live at Grapevine on Main
- Live Music with Mike Cassey at Main Street Uncoorked
- Briana Adams Live at Floyd's Lounge
- Robert Zientek Live at Burton Short Stop Ice House
- John Egan Live at HSF Biergarten
- Aaron Loesch Live at Brazos Valley Brewing Company

SUNDAY

- Antique Carousel Rides at Fireman's Park
- Donuts and DIY with Dad at Board & Brush
- Wedding Open House at Hummingbird Hill
- MarcusPlayMusic Live at HSF Biergarten

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FUTURE FUN!

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JUNE

- Unity Theatre Presents The Star Spangled Girl
- WCHJA Juneteenth Opening Ceremony & Parade in Downtown Brenham
- Juneteenth Speaker Event Featuring Don Sharp at Brenham Heritage Museum
- Cuddle-A-Cow-Day at Milk & Honey Ranch
- Father's Day in the Gardens at Antique Rose Emporium
- Speaker Series Luncheon with Karl Rove at The Barnhill Center
- Pass the Painting Class at Flown the Coop
- Movies in the Park at Holitt Park
- The Grand Ol' Americana Show at The Barnhill Center at Historic Simon Theatre
- Live Demonstrations at Barrington Plantation State Historic Site

JULY

- Chappell Hill Annual Independence Day Parade and Festivities
- First Friday Farmer & Artisan Market in Downtown Brenham
- Hot Nights, Cool Tunes in Downtown Brenham
- Corks & Canvas at Brenham Boutique
- Flow Fest at Milk & Honey Ranch
- Christmas in July at Floyd's Lounge
- Puppy Pals at The Barnhill Center at Historic Simon Theatre
- Unity Theatre Presents Treasure Island
- Live Demonstrations at Barrington Plantation State Historic Site

FOR MORE UPCOMING EVENTS IN BRENHAM

AND WASHINGTON COUNTY SCAN HERE!



Social Media

SOCIAL MEDIA QUARTERLY REPORT



APRIL 2024 - JUNE 2024



Total
Impressions

514,259



INSTAGRAM
FOLLOWERS

13,996 followers

3.1K

Increase
from
previous
quarter



FACEBOOK
FOLLOWERS

26,113 followers

616

Increase
from
previous
quarter

Social Media

SOCIAL MEDIA QUARTERLY REPORT



APRIL 2024 - JUNE 2024



FACEBOOK

Most Popular Post



♥ 1,303 Likes/Reactions
➤ 70 Shares
👁 83,660 Impressions

Social Media



SOCIAL MEDIA QUARTERLY REPORT



INSTAGRAM Most Popular Post



1,438 Likes
14,191 Impressions

Social Media



SOCIAL MEDIA
APRIL 2024 - JUNE 2024

QUARTERLY REPORT

Worked with
Influencer &
Sponsored
Giveaway in
Partnership With
A Lodging
Partner to Reach
New Audiences



Print Ads

Texas Events Calendar Spring & Summer



Visit **BRENHAM**
BURTON * CHAPPELL HILL
INDEPENDENCE * WASHINGTON

WILDFLOWERS!

FESTIVALS!

FAMILY FUN!

VisitBrenhamTexas.com
979.337.7580

Mark Your Calendar
to Make Great
*Summertime
Memories*

June 8
SUMMER SIP & ART WALK
Downtown Brenham

July 4
INDEPENDENCE DAY PARADE
Chappell Hill

July 6, 13, 20, 27
HOT NIGHTS, COOL TUNES
FREE Outdoor Concerts
Downtown Brenham

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*Real TEXAS
Summer FUN*

Hometown SMILES
Welcome to our little piece
of good, old-fashioned living.
Pack your bags, you're going
to want to stay awhile.

Carefree summer days full of simple pleasures like a \$1 ride on our fully restored
antique carousel, creamy scoops of your favorite Blue Bell flavor, easy walks
around historic buildings and bigger than life modern murals ... it makes you slow
down and breathe it all in. Yes, families love it here, but so do ...

- Live Music Enthusiasts
- Foodies
- Beer & Wine Connoisseurs
- BFF Groups & Romantics
- Photographers
- Art Lovers
- History & Museum Buffs
- Shoppers & Just Lookers
- Families with Kids & Pets

Visit **BRENHAM**
BURTON * CHAPPELL HILL
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We have plenty of lodging options to fit every need and every budget —
luxury suites, comfy B&Bs, hotels and new RV parks. Give us a call, we can help!

For a free Visitor Guide or more information, contact us at VisitBrenhamTexas.com | 979.337.7580

Texas Monthly/ Texas Highways June

Digital Ads



TourTexas.com



TexasMonthly.com



Digital Ads



Texas Highways.com



TexasMonthly.com



Bonus Media/Advertorial

NEWNEXT

NEWSWORTHY HAPPENINGS FROM OUR PARTNERS

Brenham, TX.
Wind Down, Wake Up Happy
Wind down in Brenham and wake up to fresh morning air, gentle breezes, quiet strolls, and friendly smiles. Experience lazy mornings, fun-filled afternoons, and cool nights of live music and delicious food. Real, authentic, Texas hometown vibes—you'll love it here.
VISITBRENHAMTEXAS.COM

Roanoke, TX.
Visit the Unique Dining Capital of Texas
Visit Roanoke, the Unique Dining Capital of Texas. Roanoke offers small town charm and a big city taste with over 60 unique dining options, great local retail, and convenience. History buffs, foodies, and families will all appreciate visiting Roanoke.
ROANOKETEXAS.COM



Texas Monthly Bonus: NewNext



Food & Wine Magazine Heather Riske • USA • May 30 • 2:11 pm

13 of Our Favorite Kitchen Tools for Effortless Summer Entertaining

...," says Leonard Botello IV, owner and pitmaster of TRUTH BBQ in Brenham and Houston, Texas. Botello recommends also keeping a few other...

14M Reach


Tag • Translate • Share

HER CAMPUS

CULTURE STYLE WELLNESS LIFE CARE

HC at TAMU

Our Reads Meet The Team Join Us



LIFE • EXPERIENCES
SHORT AND SWEET: 4 STRESS-FREE DAY TRIPS
2 DAYS AGO

reach: 8M

BLUE BELL IN BRENHAM

Just a half-hour drive from College Station (without traffic), you'll find Blue Bell Creameries nestled in Brenham, Texas. You can journey to the heart of Texas' dairy country to enjoy the state's official ice cream. There, you can take a guided tour and witness Blue Bell's process of creating its most iconic flavors. Afterward, indulge in a scoop or two of your favorite flavors at the charming and cute on-site parlor. It's an easy taste of one of Texas' most iconic traditions.

Bonus Media/Advertorial

Golden Glitter




Discover the Top BBQ Joints in Texas: A Meat Lover's Paradise

Golden Glitter · 2024-06-09

Truth BBQ – Brenham and Houston

Truth BBQ, with locations in Brenham and Houston, has quickly risen to prominence in the Texas BBQ scene. Pitmaster Leonard Botello IV's meticulous attention to detail and commitment to quality have earned Truth BBQ a loyal following. The brisket, ribs, and house-made sausages are all must-tries, and the sides, including the tater tot casserole, add an extra layer of deliciousness.

 Southern Living Kaitlyn Yarborough · USA · May 4 · 9:58 am

Visit The Original Blue Bell Creamery In Texas For Your Favorite Scoop

Texas Hill Country . Founded in 1907 in **Brenham**, Texas, the creamery was first dubbed the **Brenham** Creamery Company before being renamed in ...

Reach 11M

Tag • Translate • Share



FOOD & DRINK

Brenham Is the Perfect Stop for Sweets Lovers, and This Chocolate Shop Proves Why

Blue Bell has brought travelers to the small town for decades, but Thomas Craft Confections, known locally for its "Saturday Bakes," is a good reason to stick around.

By Molly Glentzer February 12, 2024 0



The dessert case at Thomas Craft Confections.

Courtesy of Thomas Craft Confections



TexasMonthly

Tourism & Marketing Report

Bonus Media/Advertorial



11 Most Picturesque Towns To Visit In Texas

Texas is the largest American state in the [contiguous United States](#). Within its immense borders, you will find a diverse array of landscapes, cities, and towns, both big and large, and a plethora of things to see and do. The sheer size of Texas makes it an excellent place to take a long road trip through. During your trip, you will probably need to stop once or twice, whether it is to stay the night or simply to find something to eat.

Today, we will cover 11 picturesque small towns that offer more than just roadside amenities. You will discover a number of must-visit destinations in or around these towns that are sure to make your travels in the Lone Star State unforgettable.

Brenham



Exterior view of Dunlap Buildings, dating back to 1870, in Brenham. Image credit Alizada Studios via Shutterstock.

Sitting halfway between [Houston](#) and Austin, [Brenham](#) is possibly best known for its vibrant bluebonnet fields, a brilliant purple flower that grows well in the temperate climate of this area, and as the home of Blue Bell Creameries.



SPONSORED

Take a Road Trip to Brenham to Discover the Unique Local Texas BBQ Experience at LJ's BBQ

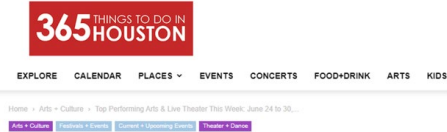
By TM Promotions

July 1, 2024



TexasMonthly

Bonus Media/Advertorial



Top Performing Arts & Live Theater

Top Performing Arts & Live Theater This Week: June 24 to 30, 2024

... more. 8:30pm. Two productions wrap up on Sunday, June 30; Unity Brenham's *Star-Spangled Girl*, and the last shows of Stages' *A Case fo...*

70k Reach

Tag • Translate • Share

Final Performances This Week

Two productions wrap up on Sunday, June 30; Unity Brenham's *Star-Spangled Girl*, and the last shows of Stages' *A Case for the Existence of God*.



CHRON.
Reach: 6M

Just In Time For Summer, Blue Bell Has A New Root Beer Float-Flavored Ice Cream

Grab a chilled mug.

By [Abigail Wilt](#) | Published on May 16, 2024



PHOTO: BLUE BELL

Ask a Southerner about their favorite [ice cream](#) brand, and we'd wager that the majority [would mention Blue Bell](#). Spanning generations of scoops and sundaes, the [Brenham, Texas](#)-based ice cream company has been around since 1907, with ice cream facilities in Broken Arrow, Oklahoma, and Sylacauga, Alabama. You could say Blue Bell's just about as Southern as it gets.

Bonus Media/Advertorial

TexasMonthly

JOIN TM BBQ CLUB

& POLITICS ARTS & ENTERTAINMENT BEING TEXAN FOOD & DRINK BBQ TRAVEL & OUTDOORS TRUE CRIME MAGAZINE

FOOD & DRINK

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Blue Bell has brought travelers to the small town for decades, but Thomas Craft Confections, known locally for its "Saturday Bakes," is a good reason to stick around.

By Molly Glentzer February 12, 2024 0



Bonus Media/Advertorial

- *Explore USA – Travel Guide/Road Trips – the best way to see all the hidden gems Texas has to offer* **Reach 789k**
- *WOAI-AM – Enamored with Silver Wings Skate Rink* **Reach 33k**
- *Her Campus – Short and Sweet: 4 Stress-Free Day Trips* **Reach 978k**
- *Houstonia eNews – Feature about Truth Barbecue* **Reach 300k**
- *Austin Chronicle – Day Trips and Beyond includes Maifest* **Reach 676k**
- *Southern Living magazine – Visit the original Blue Bell* **Reach 11M**
- *Southern Living – Just in time for summer, Blue Bell's new flavor* **Reach 14M**
- *Houstonia magazine – The Houston BBQ Hall of Fame includes Truth BBQ*
 - **Reach 261K**
- *Killeen Daily Herald – Brenham Hosting Impactful Speakers series, Juneteenth Events* **Reach 308 k**
- *Texas Bucket List – mention about the Antique Carousel* **Reach 11k**
- *NewsBreakOriginal – Discover top BBQ Joints in Texas includes Truth BBQ* **Reach 514k**
- *World Atlas – 11 Most Picturesque Towns in Texas* **Reach 5M**
- *365 Things to Do in Houston – includes Unity Theatre production* **Reach 70k**
- *Southern Living – 15 Most Beautiful Rose Gardens in the South includes Antique Rose Emporium* **Reach 14M**

The Barnhill Center - Rentals

Meeting/Conference Rentals:

C12 Group (monthly)

Moser Community Media

LCRA Dinner & Board Meeting

GMA14

Texas Court Clerks Association

Texas Farm Credit Training

St. Paul's Youth Theatre (week-long full facility rental)

**HDL Cinco de Mayo Luncheon,
Juneteenth Luncheon**

Speaker Series:

Rick Perry

Karl Rove



thebarnhillcenter
Barnhill Center at historic Simon Theatre

Proudly Presents Distinguished Guests

			
HON. RICK PERRY Former Governor of Texas Former U.S. Secretary of Energy May 21, 2024	HON. KARL ROVE Senior Advisor and Deputy Chief of Staff to President George W. Bush June 20, 2024	JOHN SHARP Chancellor, The Texas A&M University System September 10, 2024	JOHN L. NAU, III Chairman of the Texas Historical Commission November 22, 2024

Reserved Table of Eight: \$500 | Individual Seats: \$50 | Seating is limited.

The Barnhill Center - Rentals

Weddings, Receptions,
Rehearsal Dinners

Retirement Party

Celebration of Life Event

Hosted HOT Training

Hosted STR Property Owner Group

Baylor S&W Employee
Service Dinner

50th Birthday party Events



The Barnhill Center - Entertainment

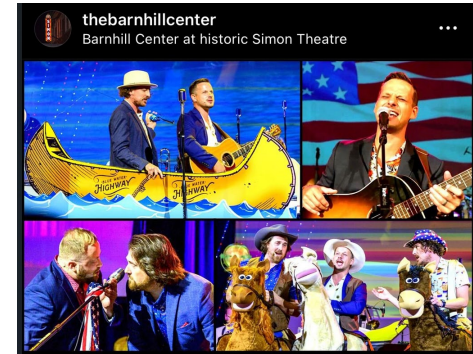


Forever Simon &
Garfunkel

Ricky Scaggs

Elvis

Grand "Ol'
Americana Show





AGENDA ITEM 8

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Washington County Expo Report

Date: July 12, 2024

Expo Director Harrison Williams will have an Expo Report to share at the Thursday meeting.



AGENDA ITEM 9

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Administrative Report

Date: July 12, 2024

The Administrative Report will include an update on HOT collections, any update on prospects for new hotels, and the Brenham Museum on Main Street Site Assessment Report.