



**NOTICE OF A MEETING
Brenham - Washington County
Hotel Occupancy Tax Board**



WEDNESDAY, JANUARY 30, 2019

10:00 a.m.

Conference Room 2A

2nd Floor, City Hall

200 W. Vulcan, Brenham, Texas

-
- 1. Call Meeting to Order**
 - 2. Citizen/Visitor Comments**
 - 3. Discuss and Possibly Act Upon the Election of a Board Chairman and Vice Chairman for 2019**
 - 4. Discuss and Possibly Act Upon the Approval of the Minutes from the October 3, 2018 Special Meeting**
 - 5. Discuss and Possibly Act Upon the FY2018-19 First Quarter Financial Report by the City of Brenham**
 - 6. Discuss and Possibly Act Upon the 2018 Fourth Quarter Financial Report by Washington County**
 - 7. Discuss and Possibly Act Upon the Reallocation of Fiscal Year 2018-19 HOT Grant Funding for Independence Historical Society**
 - 8. Presentation of the 1st Quarter Tourism Report and Update from Visit Brenham**

Adjourn

CERTIFICATION

I certify that a copy of the January 30, 2019 agenda of items to be considered by the Hotel Occupancy Tax Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Friday, January 25, 2019 at 1:45 P. M.

Kacey A. Weiss, TRMC

Deputy City Secretary I

Executive Sessions: The Hotel Occupancy Tax Board reserves the right to convene into executive session at any time during the course of this meeting to discuss any of the matters listed, as authorized by Texas Government Code, Chapter 551, including but not limited to §551.071 – Consultation with Attorney, §551.072 – Real Property, §551.073 – Prospective Gifts, §551.074 - Personnel Matters, §551.076 – Security Devices, §551.086 - Utility Competitive Matters, and §551.087 – Economic Development Negotiations.

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) 337-7567 for assistance.

I certify that this notice and agenda of items to be considered by the Hotel Occupancy Tax Board was removed by me from the City Hall bulletin board on _____ at _____ Am/ Pm.

Signature

Title



To: HOT Board Members
From: Jeana Bellinger
Subject: Election of Officers
Date: January 18, 2019

In accordance with the organizational documents for the Brenham-Washington County HOT Board the members must elect, annually, a Chair and Vice Chair to serve as presiding officers.

The Chairperson shall preside at all meetings of the Board and shall perform such duties as may be assigned by the Board, or by the City Council and the Commissioners Court.

In the event there is a vacancy in the Chairperson position, or the Chairperson is otherwise unable to act, the Vice Chairperson shall perform the duties of Chairperson until such time as a Chairperson is elected by the members of the Board.



Brenham - Washington County Hotel Occupancy Tax Board



A special meeting of the **Hotel Occupancy Tax Board** was held on **Wednesday, October 3, 2018**, beginning at **2:00 p.m.** in the **Washington County Annex Building, 100 S. Park Street, Brenham, Texas.**

Board Members Present: Keith Hankins, Sharon Brass, Al Patel, James Chisholm, Susan Cantey, Senecca McAdams, Stacey Walters and Melinda Faubion.

Board Members Absent: Byron Davis

City Staff Present: Carolyn Miller, Jeana Bellinger and Jennifer Eckermann

Others Present: Joshua Blaschke, Cyndee Smith, Ginger Moreland, Joel Romo, Ash Patel, Jill Bearden, D. Meschwitz, Larissa Dieterich, Leslie Wood and John Wick.

1. Chairman Keith Hankins called the meeting to order.

Chairman Hankins welcomed everyone to the meeting and explained that there would be a total of \$613,000 available for funding this year broken down as follows:

City of Brenham HOT Revenues	\$ 493,000
Washington County HOT revenues	<u>120,000</u>
Total to be Allocated by HOT Board	\$ 613,000

2. Presentation, Discussion and Review of Each Request for FY2018-19 Hotel Occupancy Tax Funding

TEXAS HOTEL & LODGING ASSOCIATION

A motion was made by Senecca McAdams and seconded by Susan Cantey to fund the Texas Hotel & Lodging Association in the amount of \$10,110 for membership dues for all lodging properties in Washington County and the City of Brenham.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

CITY OF BRENHAM

Promotions, Advertising, Social Media & Website

A motion was made by Susan Cantey and seconded by Sharon Brass to fund \$199,085 to the City of Brenham for the promotion of Brenham and Washington County as a tourist destination.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Abstain
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

Destination Marketing Organization (DMO) Staffing

A motion was made by Susan Cantey and seconded by James Chisholm to fund \$293,915 to the City of Brenham for the tourism and destination organization staffing (Visitor's Center).

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

Assistant City Manager Carolyn Miller advised the Board that the City of Brenham will pick up the cost of billboards so that the HOT funds allocated to them can be distribute

BRENHAM HOTEL ASSOCIATION

A motion was made by Susan Cantey and seconded by Melinda Faubion to fund \$10,000 to the Brenham Hotel Association for billboard advertising.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

CHAPPELL HILL CHAMBER OF COMMERCE

Craft Beer & Artisan Invitational

A motion was made by Melinda Faubion and seconded by Susan Cantey to fund \$10,000 to the Chappell Hill Chamber of Commerce for their Craft Beer & Artisan Invitational.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Abstain
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

Advertisement, Website Updates and Billboards

A motion was made by Susan Cantey and seconded by Stacey Walters to fund \$8,000 to the Chappell Hill Chamber of Commerce for advertisement, website updates and billboards.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Abstain
Byron Davis	Absent
Melinda Faubion	No
Keith Hankins	Yes
Senecca McAdams	No
Al Patel	Yes
Stacey Walters	Yes

July 4th Parade & Car Show

A motion was made by Susan Cantey and seconded by Al Patel to fund \$2,500 to the Chappell Hill Chamber of Commerce for their July 4th Parade & Car Show.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Abstain
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	No
Al Patel	Yes
Stacey Walters	Yes

CHAPPELL HILL HISTORICAL SOCIETY

A motion was made by James Chisholm and seconded by Susan Cantey to fund \$10,000 to each of the following events:

- Cultural Series
- Scarecrow Festival
- Bluebonnet Festival

A request for wayfinding signage was withdrawn.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

THE INN AT DOS BRISAS

A motion was made by Susan Cantey and seconded by Sharon Brass to not fund The Inn at Dos Brisas.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

HERITAGE SOCIETY OF WASHINGTON COUNTY

A motion was made by Susan Cantey and seconded by Sharon Brass to fund \$7,500 to the Heritage Society of Washington County for their renovation of the historical Giddings Wilkins House.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

INDEPENDENCE HISTORICAL SOCIETY

A motion was made by Senecca McAdams and seconded by Al Patel to fund \$8,000 to the Independence Historical Society for the Visitor’s Center.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Abstain
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

UNITY THEATRE

A motion was made by Melinda Faubion and seconded by Sharon Brass to fund \$15,500 to the Unity Theatre for advertising.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

WASHINGTON ON THE BRAZOS

A motion was made by Susan Cantey and seconded by James Chisholm to fund \$23,000 to Washington-on-the-Brazos for advertising and marketing of the park.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Abstain
Al Patel	Yes
Stacey Walters	Yes

Chairman Hankins advised the Board that they would need to revisit all of the funding recommendations made and recommend revisions to get within the allocated funding amount of \$613,000.

Assistant City Manager Carolyn Miller advised the Board that the City of Brenham will pick up the cost of the billboard for the Brenham Hotel Association so that those funds could be allocated to other entities.

After further discussion by the Board, a motion was made by Susan Cantey and seconded by James Chisholm to increase funding by thirteen percent (13%) for the following events:

- Chappell Hill Chamber of Commerce, July 4th Parade: Increase recommended funding amount from \$2,500 to \$2,840.
- Chappell Hill Historical Society, Cultural Series: Increase recommended funding amount from \$10,000 to \$11,350.
- Chappell Hill Historical Society, Scarecrow Festival: Increase recommended funding amount from \$10,000 to \$11,350.
- Chappell Hill Historical Society, Bluebonnet Festival: Increase recommended funding amount from \$10,000 to \$11,350.
- Heritage Society of Washington County, Restoration of Giddings Wilkins House: Increase recommended funding amount from \$7,500 to \$8,500.

Chairman Hankins called for the vote. The motion passed with the Board voting as follows:

Sharon Brass	Yes
Susan Cantey	Yes
James Chisolm	Yes
Byron Davis	Absent
Melinda Faubion	Yes
Keith Hankins	Yes
Senecca McAdams	Yes
Al Patel	Yes
Stacey Walters	Yes

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A final overview of the funding amounts for fiscal year 2018-19 are as follows:

<i>Brenham Hotel Association</i>	\$ **
Chappell Hill Chamber of Commerce (Craft Beer)	\$ 10,000
Chappell Hill Chamber of Commerce (Advertising)	\$ 8,000
Chappell Hill Chamber of Commerce (July 4 th Parade)	\$ 2,840
Chappell Hill Historical Society (Cultural Series).....	\$ 11,350
Chappell Hill Historical Society (Scarecrow Festival)	\$ 11,350
Chappell Hill Historical Society (Bluebonnet Festival)	\$ 11,350
Chappell Hill Historical Society (Wayfinding Signage)	\$ 0
City of Brenham (Promotions, Advertising, Social Media & Website).....	\$199,085
City of Brenham (DMO Staffing).....	\$ 283,915
The Inn At Dos Brisas.....	\$ 0
Heritage Society of Washington County	\$ 8,500
Independence Historical Society (CVB Personnel)	\$ 8,000
Independence Historical Society (Restoration)	\$ 0
Unity Theater (Advertising)	\$ 15,500
Washington on the Brazos	\$ 23,000
Texas Hotel Lodging Association.....	\$ 10,110

*** The billboard requested by the Brenham Hotel Association are being paid by the City of Brenham*

The meeting was adjourned.

Keith Hankins
Chairman

ATTEST:

Jeana Bellinger, TRMC, CMC
City Secretary
HOT Board Staff Liaison



MEMORANDUM

To: Hotel Occupancy Tax Board
From: Carolyn D. Miller, Assistant City Manager-Chief Financial Officer
Subject: First Quarter FY18-19 Financial Report
Date: January 25, 2019

Attached are the first quarter FY18-19 financial reports for the Hotel Occupancy Tax Fund. For each report, significant activity or trends are discussed below.

HOT Receipts by Month

This report shows the receipts by property for each month. Due to the timing of this meeting and the January 31st due date for December collections, not all of the payments have been received from collecting properties for the first quarter. However, even though we are missing several payments (highlighted in yellow), quarter-to-date collections of \$149,119 already exceed the FY18 quarter-to-date collections of \$145,976. The column to the far right shows percentage increases and decreases for each property comparing collections for the current and prior fiscal years. As of the date of this memo (with payments still to be received from 10 properties), we have experienced a cumulative increase of \$3,143 from FY18, and compared to FY17, collections are up \$19,401.

Line Chart of HOT Tax by Month

For the first quarter, FY19 actual collections exceeded FY18 actuals in October and November and December actuals should also exceed the prior year once all payments have been received. As of the date of this memo, for the first quarter, HOT tax revenue is exceeding our quarter-to-date cumulative budget by \$11,195.

Activity for Organizations

This report shows the organizations that were allocated HOT funds in FY19. The amount funded is shown along with the year to date disbursements. We have processed \$175,160 in HOT Fund requests for the period ending December 31, 2018.

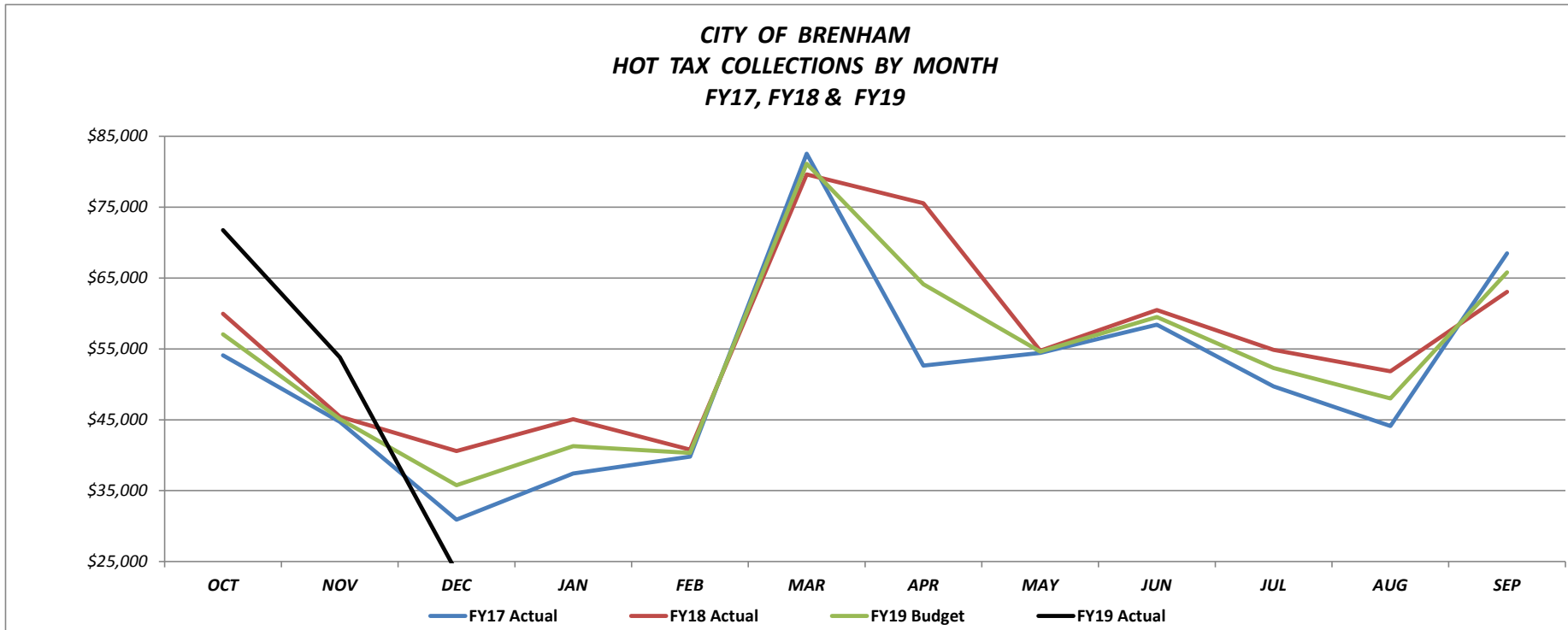
Should you have any questions prior to the meeting, please do not hesitate to contact me directly at 979-337-7566.

HOTEL/MOTEL TAX RECEIPTS BY MONTH
FISCAL YEAR ENDING 9/30/19
As of December 31, 2018

ACTUAL

	Oct-18	Nov-18	Dec-18	Y-T-D FY 19 12/31/2018	Y-T-D FY 18 12/30/2017	PERCENT INCR/DECR
AMANDA'S PLACE	29	14		43	\$ -	n/a
AMERICA'S BEST VALUE INN	1,933	1,086		3,019	\$ 2,751	9.76%
ANT STREET INN	3,531	2,367		5,898	\$ 7,402	-20.32%
BAYLOR HOUSE	76	115	40	231	\$ -	n/a
BAYMONT INN & SUITES (formerly La Quinta)	3,444	2,753		6,196	\$ -	n/a
BEST WESTERN	8,768	7,266		16,033	\$ 18,900	-15.17%
BRENHAM CRAFTSMAN CHARMER	55	-	-	55	\$ -	n/a
THE BRENHAM HOUSE	687	538	206	1,430	\$ 1,227	16.58%
COACH LIGHT INN	2,126	1,385	989	4,500	\$ 4,929	-8.71%
COMFORT SUITES	8,059	6,307		14,366	\$ 18,140	-20.81%
DIXIE MOTEL	41	-	-	41	\$ 72	-43.11%
FAR VIEW B&B	1,003	570		1,573	\$ 1,663	-5.45%
FLEUR DE LIS	11	-	-	11	\$ 67	-84.38%
HAMPTON INN	12,566	10,512	8,403	31,482	\$ 28,091	12.07%
HISTORIC HOLLE HOUSE	417	394		812	\$ 305	166.20%
PALACE INN (formerly Holiday Inn)	<i>RE-BRANDED</i>			-	\$ 6,173	n/a
HOLIDAY INN	12,404	10,476	9,207	32,088	\$ 25,063	28.03%
JENN'S BUNGALOW	145	82	45	272	\$ 468	-41.88%
KNIGHT'S INN	4,415	2,546	1,434	8,395	\$ 6,514	28.86%
LAQUINTA INN	<i>RE-BRANDED</i>			-	\$ 13,973	n/a
MAIN STREET HOUSE	815	510		1,325	\$ 867	52.87%
MOTEL 6 (formerly Palace Inn)	3,815	2,000	2,602	8,417	\$ -	n/a
OLD REX BED AND BATH	84	105	-	189	\$ -	n/a
REGENCY INN	906	342	370	1,617	\$ 1,508	7.22%
SUPER 8	6,006	4,248		10,253	\$ 7,640	34.19%
SYCAMORE COTT	-	-	-	-	\$ -	n/a
ST. CHARLES PLACE	-	-	65	65	\$ -	n/a
VAL VERDE HOUSE	167	186	144	497	\$ -	n/a
VINTAGE SOUTHERN COMFORT	-	-	-	-	\$ -	n/a
505 ALMA ST.	66	21	34	122	\$ -	n/a
807 WEST MAIN STREET	100	-	-	100	\$ 37	174.30%
OTHER	91	-	-	91	\$ 186	-51.22%
TOTAL FY2018	\$ 71,758	\$ 53,823	\$ 23,539	149,119	\$ 145,976	2.15%
FY2018 By Month	<u>\$ 59,952</u>	<u>\$ 45,435</u>	<u>\$ 40,589</u>			
DIFF (FY19 vs. FY18)	\$ 11,806	\$ 8,387	\$ (17,050)	Cumm diff	\$ 3,143	
FY2017 By Month	<u>\$ 54,084</u>	<u>\$ 44,724</u>	<u>\$ 30,910</u>			
DIFF (FY19 vs. FY17)	\$ 17,674	\$ 9,098	\$ (7,371)	Cumm diff	\$ 19,401	

**CITY OF BRENHAM
HOT TAX COLLECTIONS BY MONTH
FY17, FY18 & FY19**



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY17 Actual	54,085	44,724	30,910	37,408	39,799	82,542	52,643	54,432	58,422	49,710	44,136	68,480	617,292
FY18 Actual	59,953	45,435	40,589	45,081	40,795	79,620	75,552	54,733	60,498	54,869	51,831	63,042	671,998
FY19 Budget	57,051	45,104	35,769	41,267	40,319	81,126	64,133	54,613	59,493	52,318	48,010	65,797	645,000
FY19 Actual	71,758	53,823	23,539										149,120

partial

Budget vs. Actual Based on Allocated Budget

Difference	14,707	8,719	(12,230)
Cumulative	14,707	23,425	11,195

FY18 Actual vs. FY17 Actual as Shown in Chart

Difference	11,805	8,388	(17,050)
Cumulative	11,805	20,193	3,143

CITY OF BRENHAM AND WASHINGTON COUNTY
 ORGANIZATIONS FUNDED WITH HOTEL MOTEL TAXES
 ACTIVITY FOR THE PERIOD ENDING DECEMBER 31, 2018

ORGANIZATION	FY2018-19		
	AMOUNT FUNDED	YTD REQUESTED	BALANCE
City of Brenham-Destination Marketing Organization Staffing	199,085	49,771	149,314
City of Brenham-Promotion/Advertisement/Social Media/Website	283,915	70,979	212,936
City of Brenham-Simon/Barnhill Center	77,200	19,300	57,900
City Parks & Recreation Programs	60,000	15,000	45,000
City Parks & Rec. Prog.-Promotion/Advertising	1,800	-	1,800
City Parks & Rec. Prog.-Hot Nights Cool Tunes	4,000	-	4,000
City Parks & Rec. Prog.-Community Event Promotion	2,000	-	2,000
City Parks & Rec. Prog.-Tournament Incentives	8,000	-	8,000
Brenham Hotel Association	10,000	10,000	-
Total Funded by City HOT Tax Collections	646,000	165,050	480,950
Chappell Hill Chamber of Commerce-Craft Beer	10,000	-	10,000
Chappell Hill Chamber of Commerce-Advertisement	8,000	-	8,000
Chappell Hill Chamber of Commerce-4th of July Parade	2,840	-	2,840
Chappell Hill Historical Society-Cultural Series	11,350	-	11,350
Chappell Hill Historical Society-Scarecrow Festival	11,350	-	11,350
Chappell Hill Historical Society-Bluebonnet Festival	11,350	-	11,350
Heritage Society of Washington County	8,500	-	8,500
Independence Historical Society-CVB Personnel	8,000	-	8,000
Unity Theater	15,500	-	15,500
Washington on the Brazos	23,000	-	23,000
THL&A Membership	10,110	10,110	-
Total Funded by County HOT Tax Collections	120,000	10,110	109,890
Total Amount	766,000	175,160	590,840



To: HOT Board Members
From: Jeana Bellinger
Subject: 4th Quarter Financial Report by Washington County
Date: January 28, 2019

The 4th Quarter Financial Report from Washington County will be distributed via e-mail to the Board on Tuesday, January 29 2019 and hard copies will be provided at the meeting.



MEMORANDUM

To: Hotel Occupancy Tax Board

From: Carolyn D. Miller
Assistant City Manager-Chief Financial Officer

Subject: Request to Reallocate FY18-19 HOT Funds

Date: January 22, 2019

During the October 13, 2018 HOT Board meeting, the Board approved \$8,000 for Independence Historical Society (IHS). Part of the grant was for staffing their tourist attractions on more weekends.

Based on the feedback from Cygnet Strategies, the consultant performing a Tourism Strategic Action Plan, the IHS urgently needs a new or updated website. With this priority, they are reevaluating the projects approved for HOT funding and are proposing to reallocate funding from staffing to website development. The amount of the reallocation will be discussed at the meeting.

This memo will serve as their formal request to the HOT Board for approval of this reallocation of FY18-19 budgeted funds. For your review and information, I have attached the worksheet from the October 13, 2018 HOT Board meeting showing the approved budgeted funds for all entities.

**BRENHAM-WASHINGTON COUNTY
HOTEL OCCUPANCY TAX
ALL FUNDING REQUESTS FOR FY2018-19**

	FY2017-18 APPROVED FUNDING	FY2018-19 AMOUNT REQUESTED	FY2018-19 RECOMMENDED FUNDING
<i>Requests for Funding **</i>			
<i>Brenham Heritage Museum</i>	\$ -	\$ -	\$ -
1. Brenham Hotel Association - Advertising	10,000	10,000	10,000
<i>Brenham Maifest Association</i>	-	-	-
2. (a) Chappell Hill Chamber of Commerce - Craft Beer	-	10,000	10,000
(b) Chappell Hill Chamber of Commerce - Advertisement	-	8,000	8,000
(c) Chappell Hill Chamber of Commerce - July 4th Parade	-	5,000	2,840
<i>(a) Chappell Hill Chamber of Commerce - Car Show</i>	-	-	-
<i>(b) Chappell Hill Chamber of Commerce - Experience CH</i>	-	-	-
3. (a) Chappell Hill Historical Society-Cultural Series	5,000	33,000	11,350
(b) Chappell Hill Historical Society-Scarecrow Festival	5,000	25,000	11,350
(c) Chappell Hill Historical Society-Bluebonnet Festival	5,000	25,000	11,350
(d) Chappell Hill Historical Society-Wayfinding Signs	-	10,000	-
4. Dos Brisas	-	100,000	-
<i>Friendship Quilt Guild</i>	1,000	-	-
5. Heritage Society of Washington County	5,000	11,400	8,500
6.(a) Independence Historical Society - CVB Personnel	4,000	9,500	8,000
(b) Independence Historical Society - Restoration	4,000	6,000	-
7.(a) Unity Theater - Advertising	13,000	15,500	15,500
(b) Unity Theater - Theater Presentations	-	-	-
<i>8.(a) Washington Co. C of C - Simon Center Operating Costs</i>	20,500	20,500 *	-
<i>(b) Washington Co. C of C - Conv/Bureau-Admin</i>	172,500	176,500 *	-
<i>(c) Washington Co. C of C - Promotion/Advertisement</i>	265,800	296,100 *	-
8. (a) City of Brenham - Visitor's Center Operating Costs	-	-	-
(b) City of Brenham - Destination Marketing Organization Staffing	-	199,085	199,085
(c) City of Brenham - Promotion/Advertisement/Social Media/Website	-	293,915	283,916
9. Washington on the Brazos State Park	15,000	26,600	23,000
**TH&LA Membership (actual)	9,200	10,110	10,110
TOTALS:	\$ 535,000	\$ 798,110	\$ 613,000

* - Amounts shown for representation only; not included in FY2018-19 requested of \$798,110.

Memo

To: Hotel Occupancy Tax Board
From: Jennifer Eckermann
Tourism & Marketing Director
Date: 1/28/2019
Re: Visit Brenham Tourism Update

Your meeting this Wednesday will include an update on the work of Visit Brenham – the official Destination Marketing Organization (DMO) for Brenham and Washington County.

The update will include the following:

- Continuing work with Vicky Soderberg of Cygnet Strategies on development of a Strategic Action Plan for tourism.
- Reports from our digital marketing and social media partners.
- Report on Quarterly Tourism Partner meeting, scheduled for January 29 in the Bullock Ballroom at The Barnhill Center.
- Update on work at the Visitor Center, and media coverage/interest.

I look forward to sharing this information with you at the meeting.