



**NOTICE OF A SPECIAL MEETING
THE BRENHAM CITY COUNCIL
MONDAY, JULY 22, 2024 AT 8:30 AM
SECOND FLOOR CITY HALL
COUNCIL CHAMBERS
200 W. VULCAN STREET
BRENHAM, TEXAS**

1. Call Meeting to Order

EXECUTIVE SESSION

- 2. Section 551.071, Texas Government Code - Consultation with City Attorney - Consultation with City Attorney Concerning Petition Received from Property Owner Roger D. Chambers Requesting that 24.391 Acres be Released from the City of Brenham's Extraterritorial Jurisdiction (ETJ)**
- 3. Section 551.071, Texas Government Code - Consultation with City Attorney - Consultation with City Attorney Concerning Texas Attorney General Open Records Ruling OR2024-024526**

REGULAR SESSION

- 4. Discuss and Possibly Act Upon a Media Marketing Agreement Between the City of Brenham and Geiger and Associates Public Relations Related to Visit Brenham Media Marketing and Authorize the Mayor to Execute Any Necessary Documentation**

WORK SESSION

- 5. FY2024-25 Proposed Budget Discussions**

ADJOURN

Executive Sessions: The City Council for the City of Brenham 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 Negotiation

CERTIFICATION

I certify that a copy of the agenda of items to be considered by the City of Brenham City Council was posted to the City Hall bulletin board at 200 W. Vulcan St., Brenham, TX on Thursday, July 18, 2024 at 4:00 p.m.

Robin Hutchens

Deputy City Secretary

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 the attached notice and agenda of items to be considered by the City Council was removed by me from the City Hall bulletin board on the _____ day of _____, 2024 at _____ a.m./p.m.

Signature

Title



City Council Special Meeting
AGENDA ITEM 2

Agenda Item: **Section 551.071, Texas Government Code - Consultation with City Attorney
- Consultation with City Attorney Concerning Petition Received from
Property Owner Roger D. Chambers Requesting that 24.391 Acres be
Released from the City of Brenham's Extraterritorial Jurisdiction (ETJ)**

Meeting Date: July 22, 2024

Department: Administration

Staff Contact: Carolyn Miller, City Manager

SUMMARY STATEMENT:

To be discussed in Executive Session.

ATTACHMENTS:

None

RECOMMENDATION:

No action - Executive Session discussion only.



City Council Special Meeting
AGENDA ITEM 3

Agenda Item: Section 551.071, Texas Government Code - Consultation with City Attorney
- Consultation with City Attorney Concerning Texas Attorney General Open
Records Ruling OR2024-024526

Meeting Date: July 22, 2024

Department: Administration

Staff Contact: Carolyn Miller, City Manager

SUMMARY STATEMENT:

To be discussed in Executive Session.

ATTACHMENTS:

None

RECOMMENDATION:

No action - Executive Session discussion only.



City Council Special Meeting **AGENDA ITEM 4**

Agenda Item: Discuss and Possibly Act Upon a Media Marketing Agreement Between the City of Brenham and Geiger and Associates Public Relations Related to Visit Brenham Media Marketing and Authorize the Mayor to Execute Any Necessary Documentation

Meeting Date: July 22, 2024

Department: Tourism & Marketing

Staff Contact: Jennifer Eckermann, Director of Tourism & Marketing

SUMMARY STATEMENT:

Our goal to provide a well-balanced approach to marketing Brenham and Washington County for visitors has included digital marketing, print advertising, social media, and public relations efforts.

One area that has not been pursued since Tourism & Marketing became a city department is the strategy of additional media marketing to encourage consumers to visit Brenham and Washington County; to stay in area lodging properties; to do business with area service providers, merchants and restaurants; to visit commercial attractions, historic sites and scenic areas; to attend festivals and events; and to influence those respective purchasing decisions through favorable editorial coverage of the area's tourism offerings.

In the proposal included in the packet from Geiger & Associates Public Relations, you will find long-term objectives along with a variety of media that would be utilized on our behalf, and target markets and key messages. Geiger has a successful history here, having worked with the CVB for several years in the past. The success of their clients is undeniable and includes such long-term Texas partners as Fredericksburg and San Antonio.

Debbie Geiger came through Brenham recently and shared how happy she was to see the vibrancy of Brenham – and expressed her desire to work with us again. That is evident in her maintaining the cost at the same level as when she worked with the CVB in the early 2000s.

We are requesting your approval of this agreement with Geiger & Associates Public Relations utilizing funding from HOT revenues.

ATTACHMENTS:

1. Geiger Proposal for Media Marketing

RECOMMENDATION:

Approve a Media Marketing Agreement between the City of Brenham and Geiger and Associates Public Relations related to Visit Brenham Media Marketing with HOT fund revenues in an amount not to exceed \$40,000.00 and authorize the Mayor to execute any necessary documentation.

Geiger & Associates

public relations

Media Marketing Proposal

City of Brenham (and Burton, Chappell Hill, Independence and Washington)

May 2024



OBJECTIVES

The purpose of the media marketing activities in this proposal is to encourage U.S. and Canadian consumers to visit Brenham; to stay in area lodging properties; to do business with area service providers, merchants and restaurants; to visit commercial attractions, historic sites and scenic areas; to attend festivals and events; and to influence those respective purchasing decisions through favorable editorial coverage of Brenham's tourism offerings. Special emphasis will be placed on in-state markets and those of contiguous states.

Long-term objectives include generating positive publicity about Brenham and the city's offerings in consumer travel, travel trade, meeting trade, cuisine, garden, lifestyle publications, as well as all other appropriate U.S. media outlets in order to:

Ensure high visibility for Brenham and pursue new story angles for editorial coverage in media outlets that may have featured the area in the past.

Introduce new components of the area's tourism offerings on a regional and national level.

Increase tourism business for Brenham during off-peak times by placing publicity about the city during appropriate consumer travel planning periods and by publicizing its off-season advantages, packages and promotions, and encouraging consumers to view the area as a four-season destination.

Provide ongoing publicity for the city and its tourism industry in order to offset the exposure of competing destinations.

Capitalize on the current consumer interest in heritage tourism, cultural tourism, nature-based tourism and agricultural tourism by positioning Brenham as a destination with appealing offerings in those areas.

Encourage visitors traveling through the region en route to other final destinations to get off the highway and experience the offerings of Brenham.

Take advantage of current economic trends favoring more affordable domestic destinations by positioning Brenham as having great value for visitors.

Broaden the city's reach into relatively untapped U.S. geographic and demographic markets, and those that might be too expensive to reach via paid advertising.

Educate potential visitors about the scope and diversity of Brenham's offerings for visitors to encourage them to increase their length of stay and spend more money there.

Increase inquiries that can be directly tracked to this media marketing program.

Generate editorial coverage that will support the city's goals in increasing occupancy, length of stay, revenue per available room and lodging tax collections.

Augment and lend credibility to other marketing efforts undertaken by the city and local tourism industry businesses.

Lay the groundwork for ongoing publicity and media relations campaigns.

MEDIA MARKETS

In order to accomplish the objectives listed above, Geiger & Associates would target the following media markets on behalf of the City of Brenham:

- Daily newspaper travel/features/lifestyle/cuisine sections in all appropriate city markets.
- Syndicated columnists who specialize in travel for syndicates such as **Creators, Scripps Howard, McClatchey, New York Times, Hearst, Gannett, Universal Press and Associated Press**
- National consumer travel publications such as **Travel & Leisure, Conde Nast Traveler, Global Traveler, National Geographic Traveler, TravelGirl and Afar**
- City and regional magazines such as **Austin Monthly, Austin Magazine, Texas Highways, Louisiana Life, Oklahoma Today, Texas Parks & Wildlife, Texas Co-Op Power and Texas Monthly**
- Lifestyle and interior design publications such as **Better Homes and Gardens, Southern Living, House Beautiful, Traditional Home, Houston House & Home, Cowboys & Indians, Country Living and Veranda**
- Auto travel, motorcycle travel and AAA publications such as **Texas Journey, Going Places, Car & Travel, Home & Away, Ride Texas, Motorcycle Travel & Adventure, AAA Journeys, and AAA Today**
- Senior publications such as **AARP-The Magazine, Mature Life Syndicate, Reunions, Active Years and Where To Retire**
- Women's publications such as **Redbook, Good Housekeeping, Family Circle, San Antonio Woman, Houston Woman and Ladies' Home Journal**

- Bridal publications such as **Bride's, Destination I Do, For the Bride, Destination Weddings & Honeymoons, the Knot** and **Southern Bride**
- Family publications such as **FamilyFun, Parents, Family Circle, Texas Family,** and **Working Mother**
- In-flight publications for airlines with service into the Houston and Austin Airports
- Culinary publications such as **Taste of Home, Food & Wine, My Table, Bon Appetit, Cooking Light** and **Saveur**
- Gardening and agricultural lifestyle publications such as **Garden Design, Texas Gardener, Progressive Farmer, Garden & Gun** and **Organic Gardening**
- Group tour publications such as **Group Tour, Bus Tours, Byways, Courier, Groups Today, Destinations, Student Traveler** and **Group Travel Leader**
- Professional specialty publications such as **Bank Travel, Diversion, Forbes FYI** and **Physician's Travel & Meeting Guide,**
- Large circulation digital outlets such as **USA Today, Budget Travel, CNN, NPR, Fodor's, Huffington Post, MSN, Yahoo!, Thrillist, BuzzFeed** and **Style Blueprint**

GEOGRAPHIC MARKETS

We would target all ADIs (areas of dominant influence) that:

- Are within 50 miles of a major highway leading into Washington County.
- Are within traditional geographic markets (as defined by the city's tourism office).
- Are within emerging geographic markets (as defined by the city's tourism office).
- Offer non-stop airline flights into Houston and Austin.

KEY MEDIA MESSAGES

The media marketing program will provide exposure for a broad cross section of the tourism industry in Brenham and Washington County. Many of the visiting journalists will write multiple articles, and many of the articles will cover a diversity of touristic offerings. Among the numerous messages we expect the media to convey are:

- Brenham/Washington County is conveniently located in proximity to Houston, Austin, San Antonio and Dallas with a myriad of offerings (outlined below) for many types of visitors. The area remains an undiscovered destination to many potential visitors.

- Brenham/Washington County is home to unique, visitor offerings and attractions including the Antique Rose Emporium (a nationally recognized retailer of antique roses featuring more than 300 varieties at its store in Independence); Blue Bell Creameries (a historic purveyor of ice creams sold throughout the U.S), Peeka Ranch Alpacas and Flying Horses Antique Carousel.
- Brenham/Washington County is an ideal base for visitors to enjoy offerings within the county and the broader region.
- Brenham/Washington County is home to a variety of agritourism offerings including the Texas Cotton Gin Museum, Saddlehorn Winery, Chapelton Vineyards, Texas Star Winery, Antique Rose Emporium and Chappell Hill Lavender & Berry Farm.
- Brenham offers a broad range of lodging options from unique bed and breakfast properties and country inns to boutique hotels, short terms rentals, limited service properties, small meeting facilities, guest ranches, farm stays, cabins and campgrounds. And two new hotels are set to open shortly.
- Learning about the region is easy since the city and its tourism industry partners publish and distribute vacation planning literature that is sent to consumers upon request and is available on their websites. The Brenham Visitor Center is an excellent resource for in- person information and advice
- Brenham/Washington County offers beautiful scenery with scenic drives featuring farmlands, rivers, quaint towns, wildlife, state parks and natural areas. The area is renowned for its profusion of wildflowers that change with the seasons, and rolling landscape that is popular for birding, horseback riding, bicycling and more.
- Brenham/Washington County has an interesting selection of historic sites including Washington-on-the-Brazos State Historic Site, "Where Texas Became Texas;" Barrington Plantation State Historic Site; Camptown; Texas Cotton Gin Museum; Brenham Heritage Museum; Chappell Hill Historic District; Brenham Fire Museum, the village of Independence, Giddings Stone Mansion and others.
- Brenham/Washington County offers great culinary experiences including the Brenham BBQ Trail, locally grown produce and packaged food products, wineries and breweries.
- A landmark Smithsonian exhibit, Crossroads:Change in Rural America will debut in Brenham during December 2024-January 2025 and provide a reason for first time visitors to discover the county's offerings.
- Other cultural resources include the Simon Theatre's Barnhill Center, Unity Theatre, the galleries and studios of local artists, and eight art events throughout the year.
- Brenham/Washington County has a wide range of interesting festivals and events offered year-round celebrating seasonal, historic, cultural and agricultural offerings.
- Brenham is a certified "Music Friendly Community" with numerous performance venues and live music options year-round.
- Brenham is a charming destination for weddings, family reunions and executive retreats.

- Brenham/Washington County is an affordable destination, allowing visitors to spend more of their vacation budget on things to take home with them. Locally made fine art, crafts, foodstuffs and other products can be found in abundance. Brenham is also known for antiques and pedestrian-friendly shopping and gallery hopping in its nationally recognized main street area.
- Brenham is a dog-friendly destination with many outdoor dining options and walking trails.

RECOMMENDED SERVICES

In order to effectively penetrate the targeted media markets, and to achieve the marketing objectives outlined previously, Geiger & Associates proposes the following activities:

Promotional Projects

1. Plan, coordinate and conduct one comprehensive media tour in September 2024, targeting media outlets reaching appropriate markets for Brenham.

For this media tour Geiger and Associates would assume responsibility for the following activities:

- Target media from master list
- Issue tour invitations to specified media
- Receive RSVPs from journalists who wish to participate and provide that list to the Brenham tourism office
- Plan activities for media participants and produce an itinerary for the tour
- Coordinate ground transportation, accommodations, meals and activities for the tour on a comp basis.
- Negotiate with airlines serving the region for complimentary air transportation for media tour participants (we guarantee to be able to obtain airline sponsorship for journalists that we select to participate in the media tour, or we will pay for it ourselves)
- Plan the travel itineraries for each media participant
- Provide Geiger & Associates staff members to handle airport transportation and to accompany the journalists for the duration of the tour
- Follow up the tour with personal thank you letters to media participants and tourism industry sponsors.
- Conduct additional background research necessitated by inquiries from participating journalists.
- Provide copy verification (as requested) for journalists producing articles about Brenham
- Arrange interviews between journalists and Brenham tourism industry members
- Secure copies of articles produced as a result of the media tours

- Determine the dollar value of publicity generated (as though it had been purchased as advertising) and provide that information, along with copies of the media coverage
- Arrange individual editorial research trips to the region for journalists who have been solicited, but are unable to participate in the organized media tours

Administrative Services

1. Service the Brenham account with a three-person account team (so that someone familiar with the area will be available to the media every day).
2. Be available daily by phone and fax for consultation on matters of public relations and media marketing.
3. Have telephone or in-person meetings with the Brenham tourism office staff during the year for the purposes of defining strategies and reviewing progress.
4. Distribute press releases created by Brenham tourism office staff to appropriate media within our database.
5. Review all available information about existing marketing efforts for Brenham to better understand goals and evaluate successes.
6. Submit regular reports on our activities and their results.
7. Evaluate the program considering how well objectives were met and the amount and quality of publicity generated versus expenditures made. Also make suggestions for future activities.

Measurement & Evaluation

In conjunction with the Brenham tourism office, we would expect to be able to measure the effectiveness of the media marketing program on a number of levels including:

1. Determining which of our targeted media outlets came to visit Brenham/Washington County as a result of this program.
2. Determining how many of those targeted media outlets actually produced articles (or cast digital coverage) as a result of this program.
3. Determining how effective we were at getting specific and desired media messages (from the above media messages section of this proposal) into the editorial content of the coverage.
4. Determining the amount of complimentary goods and services (air transportation, ground transportation, lodging, meals, entrance fees, etc.) donated to the program by major co-sponsors and tourism industry members within the region. These represent expenditures the city did not have to incur to support this program.
5. Determining the advertising equivalency of the editorial coverage generated by this program (as if it had been purchased as paid advertising).

6. Another possible measurement mechanism would be to select a limited number of tourism industry members (lodging properties would be the easiest to do this with) within Brenham Washington County (those who would likely be mentioned in the coverage) and secure a commitment from them from the very start of the program to keep track of reservations and occupancy resulting from the media marketing program.
7. Finally, increases in tax collections related to tourist expenditures should demonstrate the effectiveness of all of your marketing efforts.

Of course, with an increase in travel media coverage you should also see a corresponding increase in the number of consumers who indicate in standard research questionnaires and focus groups that they were influenced by this media coverage.

We are interested in evaluating the success of our efforts on your behalf, and would be interested in any other type of measurement that you feel would be effective.

BUDGETARY CONSIDERATIONS

FEES: \$40,000, payable in two payments - \$20,000 upon signing of the contract and \$20,000 on October 1, 2024.

This amount includes expenses such as postage, telephone charges, photocopying, and express mail costs. Geiger & Associates' staff travel (air travel, van rental, fuel, and tips for comp meals) to participate in the media tours would be billed at cost with no markup or commission added, and with advance approval of the Brenham tourism office. Staff travel expenses to conduct the media tour would not exceed \$5,000.

Air transportation costs to bring participating journalists into Washington County for the media tour are guaranteed to be covered by outside sponsorship and at no cost to the Brenham tourism office.



City Council Special Meeting
AGENDA ITEM 5

Agenda Item: **FY2024-25 Proposed Budget Discussions**

Meeting Date: July 22, 2024

Department: Administration

Staff Contact: Julie Flagg, Chief Financial Officer

SUMMARY STATEMENT:

Chief Financial Officer Julie Flagg will discuss the FY2024-25 budget.

ATTACHMENTS:

None

RECOMMENDATION:

No action - discussion only.