



**NOTICE OF A REGULAR MEETING
THE BRENHAM CITY COUNCIL
THURSDAY, FEBRUARY 20, 2025 AT 1:00 PM
SECOND FLOOR CITY HALL
COUNCIL CHAMBERS
200 W. VULCAN STREET
BRENHAM, TEXAS**

- 1. Call Meeting to Order**
- 2. Invocation and Pledges to the US and Texas Flags - City Attorney Cary Bovey**
- 3. Proclamations**
 - ◆ Sharon Brass Appreciation Day**
- 4. Citizen Comments**

CONSENT AGENDA

5. Statutory Consent Agenda

The Statutory Consent Agenda includes non-controversial and routine items that Council may act on with one single vote. A councilmember may pull any item from the Consent Agenda in order that the Council discuss and act upon it individually as part of the Regular Agenda.

- 5.a. Approve the Minutes from the February 6, 2025 Regular City Council Meeting**
- 5.b. Approve the Use of Seized Narcotic Funds in the Amount of \$3,762.90 for the Purchase of Surveillance Equipment from B&H Photo and Electronics Corp and Authorize the Mayor to Execute Any Necessary Documentation**
- 5.c. Approve a Recommendation from the Tax Increment Reinvestment Zone (TIRZ) No. 1 Board to Approve TIRZ Funding Corrections, in the Amount of \$399,949.99, for Fiscal Years 2020-2024 Due to Revised Property Valuations and Authorize the Mayor to Execute Any Necessary Documentation**

PUBLIC HEARING AND ASSOCIATED ACTION ITEM

- 6. Public Hearing, Discussion and Possible Action on an Ordinance on Its First Reading for the Creation of Reinvestment Zone Number 53 Requested by Del Sol Food Company, Inc. for Commercial Tax Phase-In Incentive on a Certain 29.153 Acre Tract or Parcel of Land Being Comprised of Lot 1A of the Brenham Business Center, Phase 1 in Brenham, Washington County and Being Located at 3015/3151 S. Blue Bell Road, Brenham, Texas with Boundaries Further Described in Exhibit "A" of the Ordinance Creating Reinvestment Zone Number 53, and Designating This Property as Qualifying for Tax Phase-In**

WORK SESSION

- 7. Discussion and Presentation for the Visit Brenham First Quarter FY2025 Report**

REGULAR SESSION

- 8. Administrative/Elected Officials Report**

Administrative/Elected Officials Reports: Reports from City Officials or City staff regarding items of community interest, including expression of thanks, congratulations or condolences; information regarding holiday schedules; honorary or salutary recognitions of public officials, public employees or other citizens; reminders about upcoming events organized or sponsored by the City; information regarding social, ceremonial, or community events organized or sponsored by a non-City entity that is scheduled to be attended by City officials or employees; and announcements involving imminent threats to the public health and safety of people in the City that have arisen after the posting of the agenda.

EXECUTIVE SESSION

- 9. Section 551.071, Texas Government Code - Consultation with Attorney - Consultation with City Attorney Concerning City of Brenham's Police Department Operations, Personnel, and Associated Matters**
- 10. Section 551.071, Texas Government Code - Consultation with Attorney - Consultation with City Attorney Regarding Demand Letter Received by City of Brenham, and Associated Matters**
- 11. Section 551.072, Texas Government Code - Deliberation Regarding Real Property - Discussion Regarding the Purchase, Exchange and/or Acquisition of Real Property for City of Brenham Sanitary Sewer Improvements and Facilities**
- 12. Section 551.071, Texas Government Code - Consultation with City Attorney -**

**Consultation with City Attorney Concerning the Brenham Municipal Airport,
Its Operations and Services, and Associated Matters**

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 Monday, February 17, 2025 at 12:30 p.m.

Jeana Bellinger, TRMC, CMC
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 _____, 2025 at _____ a.m./p.m.

Signature

Title

PROCLAMATION

- WHEREAS,** The strength of a community is built upon the dedication, creativity, volunteerism, and passion of its citizens. Sharon Brass has exemplified these virtues for over two decades, making an indelible impact on Brenham and Washington County; and
- WHEREAS,** As a member of the Rotary Club of Washington County, Sharon played a key role in fundraising, earning the Paul Harris Fellow Award and Rotarian of the Year honors. Her passion for local history led her to serve with the Chappell Hill and Independence Historical Societies, and her research on the Burning of Brenham in 1866 resulted in interpretive displays at Toubin Park and her book *The Burning of Brenham – Discovering Washington County's Colorful Past*; and
- WHEREAS,** Sharon significantly contributed to downtown revitalization through Main Street Brenham, earning the Texas Downtown Association's Downtowner of the Year Award in 2013; and
- WHEREAS,** She has been a driving force in elevating arts and culture through her work at The Barnhill Center, bringing top-tier entertainment to our historic Simon Theatre; and
- WHEREAS,** Sharon's assistance in planning and promoting Local History Day brought the past to life for countless 4th-grade students, fostering a deep appreciation for Washington County's history among future generations; and
- WHEREAS,** The City and the people of Brenham and Washington County have been profoundly blessed by Sharon Brass's selfless service, boundless creativity, and unwavering dedication.

NOW, THEREFORE, I, Atwood C. Kenjura, Mayor of The City of Brenham, do hereby proclaim Thursday, February 20, 2025, as

SHARON BRASS APPRECIATION DAY



Atwood C. Kenjura
Mayor

Brenham City Council Minutes

A regular meeting of the Brenham City Council was held on Thursday, February 6, 2025 beginning at 1:00 PM in the Brenham City Hall, City Council Chambers, at 200 W. Vulcan Street, Brenham, Texas.

Members Present:

Mayor Atwood Kenjura
Mayor Pro Tem Clint Kolby
Councilmember Shannan Canales
Councilmember Leah Cook
Councilmember Adonna Saunders
Councilmember Albert Wright

Members Absent:

Councilmember Paul LaRoche

City of Brenham Staff Present:

City Manager Carolyn Miller, Assistant City Attorney Joseph Halbery, City Secretary/Director of Administrative Services Jeana Bellinger, General Manager of Public Utilities William Bisette, Director of Water/Wastewater Bobby Keene, Director of Finance Stacy Hardy, Chief Financial Officer Julie Flagg, Director of HR and Risk Management Susan Nienstedt, Fire Chief Mark Donovan, Assistant Fire Chief David Cella, Police Chief Lloyd Powell, Assistant Police Chief Curtiss Schoen, Development Services Director Stephanie Doland, Economic & Community Development Director Teresa Rosales, Robin Hutchens, Kyle Branham, Shawn Bolenbarr, Shauna Laauwe, Lauren Schulze, Carrie Derowski, Josh Sebastian, Brett Schroeder, James Knipstein, Steven Eilert, Kelvin Raven, James Catchings, Craig Reagan, Casey Redman, Stephen Draehn, Kevin Boggus, and Richard O'Malley.

Citizens/Others Present:

Sireta Cuerington, Gloria Williams, Robert Mabrey, Calvin Kossie, Dalia Vela, Randy Wells, Braxton Zella, Charlie Pyle, Sarah Doyle, Karmen Williams, and Lisa Williams.

Media Present:

Joshua Blaschke with KWHI, and Sarah Forsythe with Brenham Banner Press.

1. Call Meeting to Order

2. Invocation and Pledges to the US and Texas Flags - Mayor Atwood C. Kenjura

3. Proclamations

- ◆ **Reverend Dr. John D. Harris Day**
- ◆ **Sister Helen Harris Day**

4. Police Department Promotion

- ◆ **James Catchings, Corporal**

5. Service Recognitions

- ◆ **James Knipstein, Fire Department - 5 Years**
- ◆ **Steven Eilert, Police Department - 15 Years**
- ◆ **Craig Reagan, Aquatics - 20 Years**

6. Citizen Comments

Braxton Zella with Texas Disposal Systems addressed the council expressing interest in a partnership with the City in solid waste disposal in the future.

CONSENT AGENDA

7. Statutory Consent Agenda

- 7.a. Approve the Minutes from the January 23, 2025 Regular City Council Meeting**
- 7.b. Approve a Software Renewal Between the City of Brenham and CDW Government LLC (CDWG) for Cybersecurity Software in the Amount of \$76,590.60 Through Texas Department of Information Resources Contract No. DIR-CPO-5303 and Authorize the Mayor to Execute Any Necessary Documentation**
- 7.c. Approve the Use of Seized Narcotic Funds in the Amount of \$4,950.00 for the Purchase of ERAD FCIS Solution Bundle Renewal from ERAD Group, Inc. and Authorize the Mayor to Execute Any Necessary Documentation**

A motion was made by Councilmember Cook and seconded by Councilmember

Wright to approve Consent Agenda Items 7.a. through 7.c. as presented.

Mayor Kenjura called for a vote. The motion passed with Council voting as follows:

Yes: Mayor Kenjura, Mayor Pro Tem Kolby, Councilmember Canales, Councilmember Cook, Councilmember Saunders, Councilmember Wright

No: None

Absent: Councilmember LaRoche

WORK SESSION

8. Presentation and Discussion on the Tax Phase-In Compliance Review Committee

Economic and Community Development Director Teresa Rosales presented this item. Rosales stated that the Joint Compliance Committee for Tax Phase-In made contact with the following companies that currently hold an abatement:

- Blue Bell Creameries
- D Bar B Sausage
- Del Sol
- Double R Brand Foods
- Quest Specialty
- 209 S. Market

Rosales stated that after committee review it was determined that all businesses are in compliance with their respective Tax Phase-In agreements.

REGULAR SESSION

9. Discuss and Possibly Act Upon Ordinance No. O-25-001 on Its Second Reading Ordering a Special Election on May 3, 2025 for the Purpose of Submitting to the Qualified Voters of Brenham Certain Proposed Amendments to the Existing Charter of the City of Brenham, Texas

Discutir y posiblemente actuar sobre la Ordenanza No. O-25-001 en su segunda lectura ordenando una elección especial el 3 de mayo de 2025 con el propósito de presentar a los votantes calificados de Brenham ciertas enmiendas propuestas a la carta constitutiva existente de la ciudad de Brenham, Texas

City Secretary/Director of Administrative Services Jeana Bellinger presented this

item. Bellinger explained that this item is the second reading of an Ordinance to call a Special Election on May 3, 2025, to submit to the voters proposed amendments to the City's Charter. Bellinger advised that at the January 23rd meeting, the City Council requested that a Proposition be added to the Ordinance that, if approved, would require the City Manager to reside within Washington County.

Bellinger explained that due to the addition of the new Proposition related to the City Manager residency requirement, there are now twelve (12) propositions being presented for consideration by the City Council. Bellinger explained that the following Propositions would be submitted to the voters for consideration in May:

1. Proposition A: Grammar, punctuation and spelling corrections, deletion of reserved sections, renumbering, and vocabulary changes.
2. Proposition B: Indicate that the city's boundaries will be determined in accordance with applicable state, federal or other laws.
3. Proposition C: Three-year term limit for the Mayor and City Councilmembers; term limits will not begin until after May 3, 2025.
4. Proposition D: Mayor and City Councilmember qualifications and move conflicts of interest provisions to another section of the Charter.
5. Proposition E: City Council's determination concerning the clarification of its members.
6. Proposition F: Indicate uniform election day instead of a specific day.
7. Proposition G: Indicate that runoff elections will be held in accordance with applicable law.
8. Proposition H: Clarify when City Council should meet after an election.
9. Proposition I: Increase salaries for Mayor and City Councilmembers.
10. Proposition J: Add conflicts of interest provision (companion to Proposition D).
11. Proposition K: Reflect current procedures related to bonds for elected officials and certain city employees.
12. Proposition L: Require that the City Manager reside within Washington County.

A motion was made by Councilmember Canales and seconded by Mayor Pro Tem Kolby to Approve Ordinance No. O-25-001 on its second reading ordering a Special Election on May 3, 2025 for the purpose of submitting to the qualified voters of Brenham certain proposed Amendments to the existing Charter of the City of Brenham, Texas.

Mayor Kenjura called for a vote. The motion passed with Council voting as follows:

Yes: Mayor Kenjura, Mayor Pro Tem Kolby, Councilmember Canales, Councilmember Cook, Councilmember Saunders, Councilmember Wright

No: None

Absent: Councilmember LaRoche

La Secretaria de la Ciudad/Directora de Servicios Administrativos, Jeana Bellinger, presentó este tema. Bellinger explicó que este artículo es la segunda lectura de una Ordenanza para convocar a una Elección Especial el 3 de mayo de 2025, para presentar a los votantes las enmiendas propuestas a los Estatutos de la Ciudad.

Bellinger informó que en la reunión del 23 de enero, el Concejo Municipal solicitó que se agregara una Proposición a la Ordenanza que, de ser aprobada, requeriría que el Administrador Municipal residiera dentro del Condado de Washington.

Bellinger explicó que debido a la adición de la nueva Proposición relacionada con el requisito de residencia del Administrador Municipal, ahora hay doce (12) propuestas presentadas para consideración del Concejo Municipal. Bellinger explicó que las siguientes propuestas se presentarían a los votantes para su consideración en mayo:

1. Proposición A: Correcciones gramaticales, de puntuación y ortografía, eliminación de secciones reservadas, renumeración y cambios de vocabulario.
2. Propuesta B: Indica que los límites de la ciudad se determinarán de acuerdo con las leyes estatales, federales u otras leyes aplicables.
3. Proposición C: Límite de mandato de tres años para el alcalde y los concejales de la ciudad; Los límites de mandato no comenzarán hasta después del 3 de mayo de 2025.
4. Propuesta D: Requisitos para el alcalde y los concejales y trasladar las disposiciones sobre conflictos de intereses a otra sección de la Constitución.
5. Proposición E: Determinación del Concejo Municipal sobre la aclaración de sus miembros.
6. Proposición F: Indicar un día de elección uniforme en lugar de un día específico.
7. Propuesta G: Indicar que las elecciones de segunda vuelta se llevarán a cabo de acuerdo con la ley aplicable.
8. Propuesta H: Aclarar cuándo debe reunirse el Concejo Municipal después de una elección.
9. Proposición I: Aumentar los salarios de los alcaldes y concejales.
10. Proposición J: Agregue la provisión de conflictos de intereses (complementaria a la Proposición D).
11. Propuesta K: Refleja los procedimientos actuales relacionados con los bonos para funcionarios electos y ciertos empleados de la ciudad.
12. Proposición L: Requerir que el Administrador de la Ciudad resida dentro del Condado de Washington.

Aprobar la Ordenanza No. O-25-001 en su segunda lectura ordenando una Elección Especial el 3 de mayo de 2025 con el propósito de presentar a los votantes calificados de Brenham ciertas Enmiendas propuestas a la Carta Constitutiva existente de la Ciudad de Brenham, Texas.

El alcalde Kenjura convocó a una votación. La moción fue aprobada con el voto del Concejo de la siguiente manera:

Si: Alcalde Kenjura, Alcalde Interino Kolby, Concejal Canales, Concejal Cook, Concejal Saunders, Concejal Wright

No: Ninguno

Ausente: Concejal LaRoche

10. Discuss and Possibly Act Upon Resolution No. R-25-007 Authorizing the Acceptance of Certain Public Infrastructure Improvements in the Market Square Brenham Subdivision, Phase 4

Director of Development Services Stephanie Doland presented this item. Doland stated that Phases 1 through 5 of the civil construction development for Brenham Market Square are complete and includes the creation of commercial lots, the development of two public streets, Nolan Street and Ryan Street and associated utility improvements, a regional detention and drainage system with three ponds, public storm sewer, and sidewalks. Doland advised that the first phase of the development included infrastructure to Academy and Chick-Fil-A and was accepted via Resolution R-23-032 by Council in August 2023.

Doland stated that TRW Contracting, LLC on behalf of Brenham Market Square has continued to develop the approximately 50-acre development. Doland advised that included in their construction is the extension of Ryan Street from S. Market Street to the US 290 Feeder Road. Doland stated that in conjunction with the Ryan Street physical street, TRW also completed water, sewer and storm drainage utility extensions along Ryan Street to serve the new development. Doland stated that the recommended infrastructure acceptance is inclusive of storm water improvements that serve the public street system. However, all private storm drainage improvements serving private development shall remain the responsibility of the Brenham Market Square Property Owners Association.

Doland advised that the public infrastructure improvements valued at approximately \$868,200 have been constructed and inspected according to the City of Brenham development ordinances and regulations and are ready for acceptance by the City of Brenham.

A motion was made by Councilmember Saunders and seconded by Councilmember Wright to approve Resolution No. R-25-007 authorizing the acceptance of certain public infrastructure improvements in the Market Square Brenham Subdivision, Phase 4.

Mayor Kenjura called for a vote. The motion passed with Council voting as follows:

Yes: Mayor Kenjura, Mayor Pro Tem Kolby, Councilmember Canales, Councilmember Cook, Councilmember Saunders, Councilmember Wright

No: None

Absent: Councilmember LaRoche

11. Discuss and Possibly Act Upon Resolution No. R-25-008 for a Variance to Allow the Replacement of a Changeable Electronic Variable Message Sign (CEVMS) for the Washington County Expo Center Located at 1305 E. Blue Bell Road, Brenham, Texas

City Planner Shauna Laauwe presented this item. Laauwe advised that Washington County Expo has requested approval for the replacement of their existing electronic message sign for the Washington County Expo Center located at 1305 East Blue Bell Road. Laauwe explained that the new signage would not increase the overall amount of signage of 76.5 square feet per sign face. Laauwe advised that the static signage located above the CEVMS would slightly increase from 31.875 square feet to 39 square feet, while the CEVMS portion would also increase from 22.12 square feet to a sign area of 37.5 square feet.

Laauwe advised that the proposal conforms with all the requirements of the city and recommends the approval of the request.

A motion was made by Councilmember Canales and seconded by Councilmember Cook to approve Resolution No. R-25-008 for a variance to allow the replacement of a Changeable Electronic Variable Message Sign (CEVMS) for the Washington County Expo Center located at 1305 E. Blue Bell Road, Brenham, Texas.

Mayor Kenjura called for a vote. The motion passed with Council voting as follows:

Yes: Mayor Kenjura, Mayor Pro Tem Kolby, Councilmember Canales, Councilmember Cook, Councilmember Saunders, Councilmember Wright

No: None

Absent: Councilmember LaRoche

12. Discuss and Possibly Act Upon RFP No. 25-007 for the Construction of the Brenham Fire Station No. 2 and Authorize the Mayor to Execute Any Necessary Documentation

Director of Engineering Richard O'Malley presented this item. O'Malley stated that in November 2024, the City of Brenham purchasing services and BRW Architects

opened proposals for the construction of Brenham Fire Station No. 2. O'Malley advised there were a total of nine (9) proposals received, ranging from \$6,218,005.00 to \$7,123,625.00. O'Malley advised that a 5-member evaluation committee was put together, and each proposal was scored. O'Malley advised that after scores were totaled, it was determined that Collier Construction Company, had the lowest submitted proposal at \$6,218,005.00, and scored the highest.

O'Malley stated that Collier Constructions total proposal is broken down into 3 parts: total Base Proposal of \$5,843,300.00, Allowance No. 1 - cost to include temporary casing of drilled concrete piers, \$124,705.00, and Allowance No. 2 - Owners Contingency allowance \$250,000.00. O'Malley advised that City staff and BRW reached out to Collier for any value engineering options and have since had two meetings to discuss any potential savings. O'Malley stated that the new proposed total after value engineering, including allowances, is \$6,197,085.

A motion was made by Councilmember Cook and seconded by Councilmember Canales to approve the award of RFP No. 25-007 for the construction of the Brenham Fire Station No. 2 to Collier Construction Company in an amount not to exceed \$6,197,085.00 and authorize the Mayor to execute any necessary documentation.

Mayor Kenjura called for a vote. The motion passed with Council voting as follows:

Yes: Mayor Kenjura, Mayor Pro Tem Kolby, Councilmember Canales, Councilmember Cook, Councilmember Saunders, Councilmember Wright

No: None

Absent: Councilmember LaRoche

13. Discuss and Possibly Act Upon the Appointment of Nine Members (Places 1 Through 9) to Serve on the Tax Increment Reinvestment Zone No. 1 Board of Directors for a Period of Two Years Beginning January 1, 2025 and Authorize the Mayor to Execute Any Necessary Documentation

City Manager Carolyn Miller presented this item. Miller explained that in 2023, the full City Council was appointed to serve on the TIRZ Board in Places 1-7, BCDC Board member Gary Crocker was appointed to Place 8 and Tom Whitehead was appointed to Place 9.

Miller stated that all of these appointments expired on December 31, 2024, and is recommending to reappoint the same nine members for a term of 2-years, expiring on December 31, 2026.

A motion was made by Councilmember Wright and seconded by

Councilmember Saunders to approve the appointment of the Mayor and all Councilmembers (Wards 1 through 4 and At Large Places 5 and 6), and Gary Crocker to Place 8, and Tom Whitehead to Place 9 of to serve on the Tax Increment Reinvestment Zone No. 1 Board of Directors for a period of two years beginning January 1, 2025 and authorize the Mayor to execute any necessary documentation.

Mayor Kenjura called for a vote. The motion passed with Council voting as follows:

Yes: Mayor Kenjura, Mayor Pro Tem Kolby, Councilmember Canales, Councilmember Cook, Councilmember Saunders, Councilmember Wright

No: None

Absent: Councilmember LaRoche

14. Discuss and Possibly Act Upon the Appointment of a Board Member to Serve as Chairman of the Tax Increment Reinvestment Zone No. 1 Board of Directors for a Period of One Year Beginning January 1, 2025 and Authorize the Mayor to Execute Any Necessary Documentation

City Manager Carolyn Miller presented this item. Miller advised that Council will need to appoint a Chairman for the TIRZ Board to serve for calendar year 2025 and can appoint any member of the TIRZ Board to serve as the Chairman.

A motion was made by Mayor Pro Tem Kolby and seconded by Councilmember Canales to approve the appointment of Mayor Atwood C. Kenjura to serve as Chairman of the Tax Increment Reinvestment Zone No. 1 Board of Directors for a period of one year beginning January 1, 2025, and authorize the Mayor to execute any necessary documentation.

Mayor Kenjura called for a vote. The motion passed with Council voting as follows:

Yes: Mayor Kenjura, Mayor Pro Tem Kolby, Councilmember Canales, Councilmember Cook, Councilmember Saunders, Councilmember Wright

No: None

Absent: Councilmember LaRoche

15. Administrative/Elected Officials Report

City Manager Carolyn Miller reported on the following:

- February 8th - Brenham Activist Breakfast at the New Life Church of God
- February 10th - Rating Bond Sale
- February 10th - Black History Forum at The Cannery
- February 16th - Celebration for Dr. Harris and Sister Harris at Blinn College
- February 20th - Regular City Council meeting

Public Utilities Project Manager Shawn Bolendarr reported on the following:

- Water well project update - will begin drilling soon. Contractor has put up a wall to help lessen the amount of noise.
- Industrial Boulevard Life Station update - Public notice put out that a portion of Industrial Boulevard will be closed up to 60 days.

Council adjourned into Executive Session at 1:48 pm.

EXECUTIVE SESSION

- 16. Section 551.071 and Section 551.072, Texas Government Code – Consultation with Attorney and Deliberation Regarding Real Property – Discussion and Deliberation, and Consultation with City Attorney, Regarding Legal Matters and Possible Acquisition of Real Property Related to the Texas Department of Transportation U.S. Highway 290/State Highway 36 Interchange Project, and Associated Matters**
- 17. Section 551.071, Texas Government Code - Consultation with Attorney - Consultation with City Attorney Concerning City of Brenham's Police Department Operations, Personnel, and Associated Matters**
- 18. Section 551.071, Texas Government Code - Consultation with Attorney - Consultation with City Attorney Regarding Demand Letter Received by City of Brenham, and Associated Matters**
- 19. Section 551.071 Texas Government Code - Consultation with Attorney - Consultation with City Attorney Regarding Randall Patterson v. City of Brenham, Texas; Cause No. 38495; 335th Judicial District Court, Washington County, Texas**

Executive Session adjourned at 3:38 p.m.

RE-OPEN REGULAR SESSION

- 20. Discuss and Possibly Act Upon Matters Related to Randall Patterson v. City of Brenham, Texas; Cause No. 38495; 335th Judicial District Court; Washington County, Texas and Associated Issues, Including But Not Limited**

to Retaining Litigation Counsel

A motion was made by Councilmember Canales and seconded by Councilmember Cook to approve the City of Brenham to retain Bart Frederick of the Moorman Tate, LLP Law Firm to represent the City in the following lawsuit: Randall Patterson v. City of Brenham, Texas, Cause No. 38495, 335th Judicial District Court, Washington County, TX, and authorize the City Manager to execute any necessary documentation.

Mayor Kenjura called for a vote. The motion passed with Council voting as follows:

Yes: Mayor Kenjura, Mayor Pro Tem Kolby, Councilmember Canales, Councilmember Cook, Councilmember Saunders, Councilmember Wright

No: None

Absent: Councilmember LaRoche

ADJOURN

Atwood C. Kenjura
Mayor

Jeana Bellinger, TRMC, CMC
City Secretary



City Council Regular Meeting **AGENDA ITEM 5.b**

Agenda Item: **Approve the Use of Seized Narcotic Funds in the Amount of \$3,762.90 for the Purchase of Surveillance Equipment from B&H Photo and Electronics Corp and Authorize the Mayor to Execute Any Necessary Documentation**

Meeting Date: February 20, 2025

Department: Police

Staff Contact: Steven Eilert, Police Lieutenant

SUMMARY STATEMENT:

The Brenham Police Department, with its longstanding commitment to public safety, has been utilizing surveillance equipment, particularly through our dedicated Crime Reduction Unit (CRU). This advanced technology plays a crucial role in our ongoing efforts to mitigate criminal activity throughout the city. We have successfully employed this equipment to address a variety of felony offenses, contributing to a safer community.

By allowing the purchase of this equipment we will significantly enhance public safety. These tools will allow our agency to prevent and investigate crimes more effectively. With improved surveillance capabilities, we can collect critical evidence that is often vital in solving cases and prosecuting offenders. Moreover, a surveillance presence serves as a deterrent to potential criminal activity, fostering a sense of security among residents and visitors alike.

Importantly, this proposed expenditure will have no adverse effect on our department's budget. Additionally, it will not require any extra funding from the city during this fiscal year, allowing us to enhance our capabilities without affecting other resources.

ATTACHMENTS:

None

RECOMMENDATION:

Approve the use of seized narcotic funds in the amount of \$3,762.90 for the purchase of surveillance equipment from B&H Photo and Electronics Corp and authorize the Mayor to execute any necessary documentation.



City Council Regular Meeting
AGENDA ITEM 5.c

Agenda Item: **Approve a Recommendation from the Tax Increment Reinvestment Zone (TIRZ) No. 1 Board to Approve TIRZ Funding Corrections, in the Amount of \$399,949.99, for Fiscal Years 2020-2024 Due to Revised Property Valuations and Authorize the Mayor to Execute Any Necessary Documentation**

Meeting Date: February 20, 2025

Department: Finance

Staff Contact: Julie Flagg, Chief Financial Officer

SUMMARY STATEMENT:

During a software upgrade in 2024, Washington County Appraisal District (WCAD) discovered that previously reported TIRZ values were incorrect. There were two primary issues that contributed to this: 1) business personal property was mistakenly included in the TIRZ and 2) due to previous software limitations, the incremental value was calculated in aggregate, instead of on each property separately. The total funding difference over the five-year period is an overfunding of the TIRZ Fund of \$399,949.99. Petty & Associates advised that the previous 5 years of funding should be trued up by adjusting this year's funding for the difference.

This funding correction was considered by the TIRZ Board on February 6, 2025, and Resolution No. TIRZ-2025-01 was approved.

ATTACHMENTS:

1. Resolution No. TIRZ-2025-01

RECOMMENDATION:

Approve a recommendation from the Tax Increment Reinvestment Zone (TIRZ) No. 1 Board to approve TIRZ funding corrections, in the amount of \$399,949.99, for Fiscal Years 2020-2024 due to revised property valuations and authorize the Mayor to execute any necessary documentation.

**TAX INCREMENT REINVESTMENT ZONE NUMBER ONE
CITY OF BRENHAM**

RESOLUTION NO. TIRZ-2025-01

**A RESOLUTION OF THE TAX INCREMENT REINVESTMENT ZONE
NUMBER ONE, CITY OF BRENHAM, TEXAS (“TIRZ”) BOARD
APPROVING THE TIRZ FUNDING CORRECTION; MAKING CERTAIN
FINDINGS; AND PROVIDING FOR AN IMMEDIATE EFFECTIVE DATE.**

WHEREAS, the Tax Increment Reinvestment Zone Number One, City of Brenham, Texas Board (the "Board") has been duly appointed in accordance with State law;

WHEREAS, the City of Brenham, Texas (the "City") City Council (the "City Council") previously approved the creation of the Tax Increment Reinvestment Zone Number One, City of Brenham, Texas (the "Zone" or "TIRZ") by adoption of Ordinance No. O-18-019 on December 20, 2018 (the "Creation Ordinance"); and

WHEREAS, upon a full review of property valuations prepared by the Washington County Appraisal District (WCAD), it was determined that business personal property was mistakenly included in the TIRZ and previous software limitations caused the incremental value to calculate in the aggregate, instead of on each property separately; and

WHEREAS, the Board hereby finds that it is in the best interest of the City and its citizens to correct the overfunding of the TIRZ fund; and

WHEREAS, all constitutional, statutory and legal prerequisites for the passage of this Resolution have been met, including but not limited to the Open Meetings Act.

NOW THEREFORE, BE IT RESOLVED BY THE TAX INCREMENT REINVESTMENT ZONE NUMBER ONE, CITY OF BRENHAM, TEXAS BOARD, THAT:

SECTION 1. The recitals set forth in the WHEREAS clauses of this Resolution are true and correct and are incorporated as part of this Resolution.

SECTION 2. The Board approves the TIRZ funding corrections for fiscal years 2020 through 2024, attached hereto as **Exhibit A**.

SECTION 3. The Board recommends to the City Council approve the TIRZ funding correction.

SECTION 4. This Resolution shall become effective from and after its date of passage in accordance with law.

**PASSED AND APPROVED BY THE TAX INCREMENT REINVESTMENT ZONE
NUMBER ONE, CITY OF BRENHAM, TEXAS BOARD, ON THIS THE 6th DAY OF
FEBRUARY, 2025.**

Atwood C. Kenjura
Board Chairman

ATTEST:

Adonna Saunders
Board Secretary

APPROVED AS TO FORM AND LEGALITY:

Cary Bovey
City Attorney

Exhibit A

**Tax Increment Reinvestment Zone Number One, City of Brenham
FY20-FY24 Funding Correction**

O&M	Original Tax Amount	Revised Tax Amount	Over/ (Under) Funding
FY20	44,869.44	48,014.10	(3,144.65)
FY21	115,807.49	79,717.39	36,090.10
FY22	223,994.42	127,637.28	96,357.14
FY23	531,298.40	376,398.70	154,899.70
FY24	438,727.96	360,401.31	78,326.65
Total O&M	1,354,697.71	992,168.77	362,528.94

I&S	Original Tax Amount	Revised Tax Amount	Over/ (Under) Funding
FY24	209,605.04	172,183.99	37,421.05
Total I&S	209,605.04	172,183.99	37,421.05

GRAND TOTAL	1,564,302.75	1,164,352.76	399,949.99
--------------------	---------------------	---------------------	-------------------



City Council Regular Meeting **AGENDA ITEM 6**

Agenda Item: **Public Hearing, Discussion and Possible Action on an Ordinance on Its First Reading for the Creation of Reinvestment Zone Number 53 Requested by Del Sol Food Company, Inc. for Commercial Tax Phase-In Incentive on a Certain 29.153 Acre Tract or Parcel of Land Being Comprised of Lot 1A of the Brenham Business Center, Phase 1 in Brenham, Washington County and Being Located at 3015/3151 S. Blue Bell Road, Brenham, Texas with Boundaries Further Described in Exhibit "A" of the Ordinance Creating Reinvestment Zone Number 53, and Designating This Property as Qualifying for Tax Phase-In**

Meeting Date: February 20, 2025

Department: Economic and Community Development

Staff Contact: Teresa Rosales, Director of Community & Economic Development

SUMMARY STATEMENT:

Del Sol Food Company, Inc. manufactures BRIANNAS signature salad dressings. In addition, coffee, croutons and marinades have been added as additional products in the last few years. There are over 80 associates employed full-time at Del Sol Food. They are located in the Brenham Business Center. They would like to build out the building to house a bakery division to increase the amount of capacity for our non-salad dressing product lines and purchase equipment to facilitate enhanced automation.

The total capital investment is estimated at \$14,000,000.00.

ATTACHMENTS:

1. Ordinance on its First Reading - Tax Phase-In - Del Sol Food
2. Exhibit A - Del Sol Food

RECOMMENDATION:

Approve an Ordinance on its first reading for the creation of Reinvestment Zone Number 53 requested by Del Sol Food Company, Inc. for Commercial Tax Phase-In Incentive on a certain 29.153 acre tract or parcel of land being comprised of Lot 1A of the Brenham Business Center, Phase 1 in Brenham, Washington County and being located at 3015/3151 S. Blue Bell Road, Brenham, Texas with boundaries further described in Exhibit "A" of the Ordinance creating Reinvestment Zone Number 53, and designating this property as qualifying for Tax Phase-In.

ORDINANCE NO. _____

AN ORDINANCE DESIGNATING ALL OF THAT CERTAIN 29.153 ACRE TRACT OF LAND BEING LOT 1A OF THE BRENHAM BUSINESS CENTER, PHASE 1 IN BRENHAM, WASHINGTON COUNTY, BRENHAM, TEXAS, OUT OF THE ISAAC LEE SURVEY, A-77, IN THE MAP OR PLAT BEING OF RECORD IN PLAT CABINET FILE SLIDE NOS. 726-B AND 727-A, IN THE PLAT RECORDS OF WASHINGTON COUNTY, TEXAS, , SAID PROPERTY BEING LOCATED AT 3015/3151 S. BLUE BELL ROAD, BRENHAM, TEXAS, AND SAID PROPERTY BOUNDARIES BEING MORE FULLY DESCRIBED IN EXHIBIT “A” ATTACHED HERETO AND INCORPORATED HEREIN FOR ALL PURPOSES, AS REINVESTMENT ZONE NUMBER FIFTY-THREE FOR COMMERCIAL TAX PHASE-IN, CITY OF BRENHAM, TEXAS AS PROVIDED IN CHAPTER 312, TEXAS TAX CODE; ESTABLISHING THE NUMBER OF YEARS FOR THE ZONE, AUTHORIZING AN AGREEMENT FOR EXEMPTION FROM TAXATION THE INCREASE IN VALUE OF CERTAIN PROPERTY IN ORDER TO ENCOURAGE DEVELOPMENT AND REDEVELOPMENT AND OTHER MATTERS RELATING THERETO; AND FINDING AND DETERMINING THAT THE MEETING AT WHICH THIS ORDINANCE IS PASSED IS OPEN TO THE PUBLIC AS REQUIRED BY LAW.

WHEREAS, the City Council of the City of Brenham, Texas, ("City") desires to encourage supervised improvements by property owners and lessees through tax phase-in procedures within its jurisdiction by the creation of a reinvestment zone as authorized by Chapter 312, Texas Tax Code (the “Act”); and

WHEREAS, on the 20th day of February, 2025, the City Council held a public hearing to receive comments concerning the designation of proposed Reinvestment Zone Number Fifty-Three. The notice of such hearing was published on February 11th, 2025, such date being not later than the seventh day before the date of the public hearing; and

WHEREAS, the City called a public hearing and published notice of such public hearing as required by Section 312.201 of the Act; and has delivered written notice to the presiding officer of the governing body of each taxing unit within the jurisdiction of the proposed Reinvestment Zone Number Fifty-Three for Commercial Tax Phase-In; and

WHEREAS, at said public hearing the City presented evidence that such proposed designation would be reasonably likely to contribute to the retention or expansion of primary employment or to attract major investment in the zone that would be a benefit to the property, that the proposed improvements are feasible and practical, that said improvements would be a benefit to the land included in the zone and that would contribute to the economic development of the City; and

WHEREAS, the designation of the proposed reinvestment zone is consistent with the City's policies adopted by Council Resolution No. R-23-015 on the 7th day of May 5, 2023, and will benefit the land included within the Reinvestment Zone after the expiration of the Agreement; and

WHEREAS, the City at such public hearing invited any interested person or his attorney to appear and contend for or against the creation of the reinvestment zone, the boundaries of the proposed reinvestment zone, whether all or part of the territory which is referred to as City of Brenham Reinvestment Zone Number Fifty-Three for Commercial Tax Phase-In, should be included in such proposed reinvestment zone, and obtain tax phase-in; and

WHEREAS, at such hearing recommendations were given as to the number of years the reinvestment zone would be designated, the number of years in which an agreement would be available, as well as the percentage of potential tax exemption under the aforesaid tax phase-in guidelines and criteria to be applied to taxable real property which is developed;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BRENHAM, TEXAS:

Section 1. That the facts and recitations contained in the preamble of this Ordinance are hereby found and declared to be true and correct and are incorporated herein for all purposes.

Section 2. That the City, after conducting such hearing and having further studied recommendations, as well as the evidence presented at the public hearing, has made the following findings based on the evidence and testimony presented to it:

- a) That the public hearing on the adoption of the reinvestment zone under the provisions of the Act has been properly called, held and conducted and that notice of such hearing has been published as required by law and has been sent to the respective taxing units within the proposed reinvestment zone; and
- b) That the City has jurisdiction to hold and conduct said public hearing on the creation of the proposed reinvestment zone pursuant to the Act; and
- c) That creation of the proposed reinvestment zone with boundaries described herein will result in improvements made after the passage of this Ordinance and the execution of tax phase-in agreements, that are feasible and practical and will benefit the City, its residents and property owners in the reinvestment zone; and
- d) That the proposed designation will be reasonably likely to contribute to the retention or expansion of primary employment or to attract major investments to the zone that would be a benefit to the property and contribute to economic development of the City.

- Section 3.** That the City hereby creates Reinvestment Zone Number Fifty-Three, designated as all of a certain 29.153 acre tract of land being Lot 1A of the Brenham Business Center, Phase 1 in Brenham, Washington County, Brenham, Texas, out of the Isaac Lee Survey, A-77, in the map or plat being of records in Plat Cabinet File Nos. 726-B and 727-A, in the Plat Records of Washington County, Texas, said property being located at 3015/3151 S. Blue Bell Rd., Brenham, Texas, and said property boundaries being more fully described in Exhibit “A” attached hereto and incorporated herein for all purposes, and such reinvestment zone shall hereafter be identified as Reinvestment Zone Number Fifty-Three for Commercial Tax Phase-In, City of Brenham, Texas.
- Section 4.** That the designation of Reinvestment Zone Number Fifty-Three for Commercial Tax Phase-In, shall expire five (5) years from the date of this Ordinance, unless renewed as provided by the Act, or at an earlier time designated by subsequent ordinance.
- Section 5.** That written agreements as provided in the Act with owners of eligible property located within the reinvestment zone shall be for a period of up to ten (10) years, and that the eligible property that is subject to the above mentioned exemption from taxation shall be the improvements to the property in conformity with the City's criteria and guidelines, and written agreements shall provide for an exemption from taxation of the total increase in value of the eligible property over its value in the year the agreement is executed. The written agreement will require that all taxes be current at the time of execution of agreement and be kept current to all taxing entities during the term of said agreement.
- Section 6.** That said designation of Reinvestment Zone Number Fifty-Three for Commercial Tax Phase-In and the written agreement thereof are in accordance with the City of Brenham’s “Policy Statement on Property Tax Phase-In Incentive for Selected Commercial Enterprises” and will be a benefit to the land which will be included within the Reinvestment Zone and to the City of Brenham after the expiration of the agreement.
- Section 7.** That if any provision of this Ordinance shall be held to be invalid or unconstitutional, the remainder of such ordinance shall continue in full force and effect the same as if such invalid or unconstitutional provision had never been a part of it.
- Section 8.** That it is hereby officially found and determined that the meeting at which this Ordinance is passed is open to the public as required by law and that public notice of the time, place and purpose of said meeting was given as required.

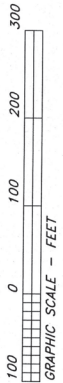
PASSED AND APPROVED, on its first reading this the 20th day of February 2025.

PASSED AND APPROVED, on its second reading this the 6th day of March 2025.

Atwood C. Kenjura
Mayor

ATTEST:

Jeana Bellinger, TRMC, CMC
City Secretary



ISAAC LEE SURVEY, A-77
CITY OF BRENHAM, WASHINGTON COUNTY, TEXAS



SCALE: 1" = 100'

CURVE TABLE

LINE	DELTA	ARC	RADIUS	BEARING	DISTANCE
C1	15709.47°	50.131'	1891.86'	N. 38°21'44" E.	519.73'

LINE TABLE

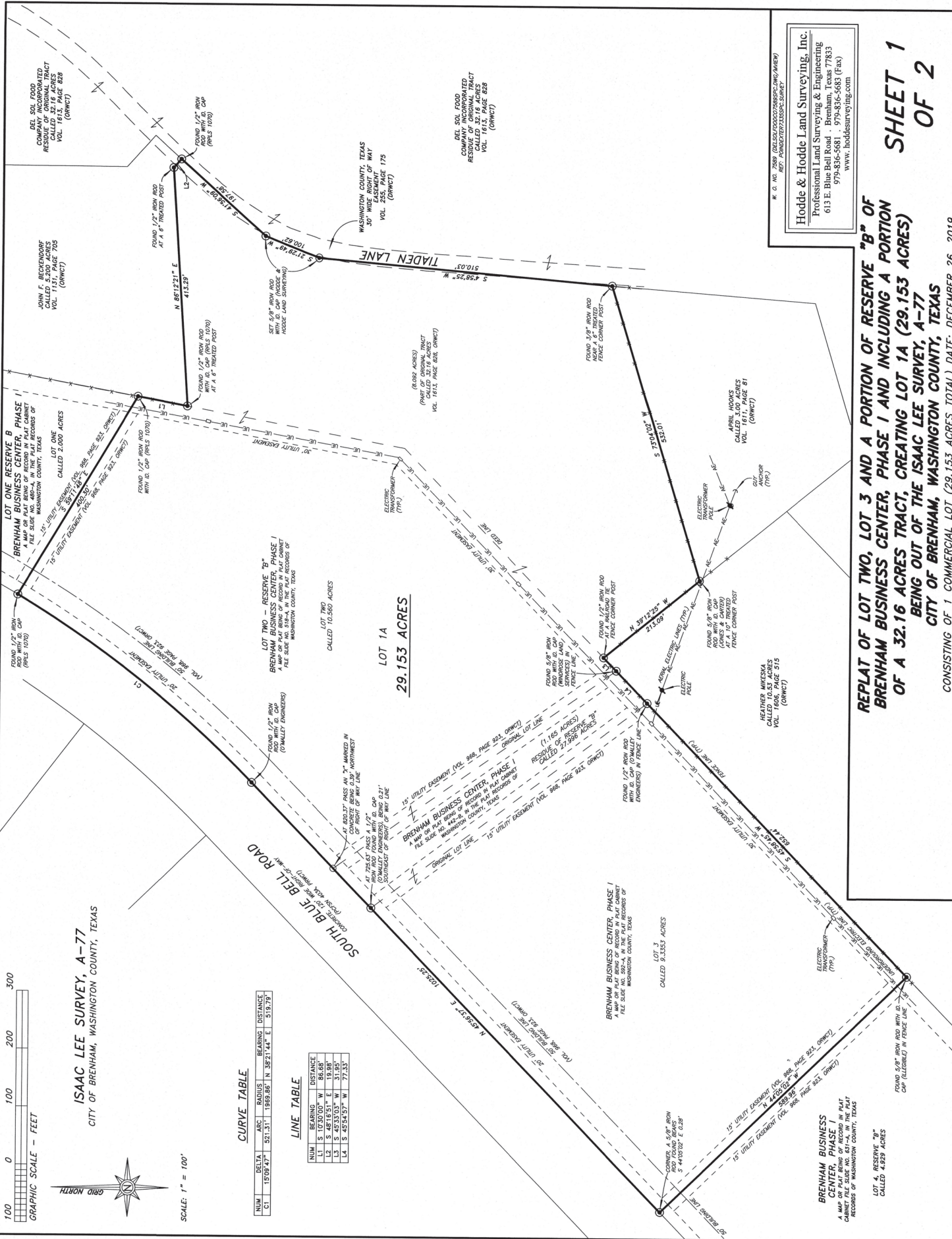
LINE	BEARING	DISTANCE
L1	S. 10°58'15" W.	19.88'
L2	S. 48°18'51" E.	19.88'
L3	S. 45°35'03" W.	31.95'
L4	S. 45°54'57" W.	77.33'

LOT 1A
29.153 ACRES

SHEET 1
OF 2

REPLAT OF LOT TWO, LOT 3 AND A PORTION OF RESERVE "B" OF
BRENHAM BUSINESS CENTER, PHASE 1 AND INCLUDING A PORTION
OF A 32.16 ACRES TRACT, CREATING LOT 1A (29.153 ACRES)
BEING OUT OF THE ISAAC LEE SURVEY, A-77
CITY OF BRENHAM, WASHINGTON COUNTY, TEXAS
CONSISTING OF 1 COMMERCIAL LOT (29.153 ACRES TOTAL) DATE: DECEMBER 26, 2019

H. O. NO. 3889 (08-05-07) (2019) (JPM/AMW)
REF: F00000733303C SURVEY
Professional Land Surveying & Engineering
613 E. Blue Bell Road · Brenham, Texas 77833
979-836-6863 (Fax)
www.hoddeandhodde.com



1. THE BEARINGS SHOWN HEREON ARE RELATIVE TO THE TEXAS STATE PLANE GRID SYSTEM, NAD-83, CENTRAL ZONE 4203. DISTANCES SHOWN ARE ROUND DISTANCES. CONVERGENCE ANGLE AT N: 10,037,905.626 - E: 3,544,925.146 IS 2°-02'-04.23", COMBINED SCALE FACTOR IS 0.999931. DISTANCES SHOWN HEREON ARE U.S. SURVEY FEET.

2. NO PART OF THE SUBJECT PROPERTY LIES WITHIN THE SPECIAL FLOOD HAZARD AREA ACCORDING TO THE FLOOD INSURANCE RATE MAP (FIRM) AS COMPILED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY, NATIONAL FLOOD INSURANCE PROGRAM, MAP NUMBER 48477C0150, MAP REVISED MAY '16, 2019, CITY OF BRENNAM, WASHINGTON COUNTY, TEXAS.
3. THIS SURVEY WAS PERFORMED IN CONJUNCTION WITH BOTTS TITLE COMPANY TITLE EVIDENCE REPORT NO. OF NO. OR FILE NO. WA-19-286, EFFECTIVE DATE SEPTEMBER 17, 2019, 8:00 AM, ISSUED OCTOBER 1, 2019, PM (APPLIES TO RESIDUE OF RESERVE "B") AND TITLE EVIDENCE REPORT OF NO. OR FILE NO. WA-19-184, EFFECTIVE DATE JANUARY 24, 2020, 8:00 AM, ISSUED FEBRUARY 3, 2020, PM.
4. THERE IS ALSO DESIGNATED FOR UTILITIES AN UNSTRUCTURED AERIAL EASEMENT FIVE (5) FEET WIDE FROM A PLANE TWENTY (20) FEET ABOVE THE GROUND UPWARD, LOCATED ADJACENT TO THE EASEMENTS SHOWN HEREON.
5. ALL OIL/GAS PIPELINES OR PLINE EASEMENTS WITH OWNERSHIP THROUGH THE SUBDIVISION HAVE BEEN SHOWN BASED ON ABOVE GROUND EVIDENCE, TEXAS RAILROAD COMMISSION DATA AND A TITLE REPORT SHOWN EFFECTIVE OCTOBER 1, 2019 AND JANUARY 24, 2020.
6. ALL OIL/GAS WELLS WITH OWNERSHIP (PLUGGED, ABANDONED, AND/OR ACTIVE) THROUGH THE SUBDIVISION HAVE BEEN SHOWN BASED ON ABOVE GROUND EVIDENCE, TEXAS RAILROAD COMMISSION DATA AND A TITLE REPORT EFFECTIVE OCTOBER 1, 2019 AND JANUARY 24, 2020.
7. NO BUILDING OR STRUCTURE SHALL BE CONSTRUCTED ACROSS ANY PIPELINES, BUILDING LINES, AND/OR EASEMENTS. BUILDING SETBACK LINES WILL BE REQUIRED ADJACENT TO OIL/GAS PIPELINES. THE SETBACKS AT A MINIMUM SHOULD BE 15 FEET OF CENTERLINE OF LOW PRESSURE GAS LINES, AND 30 FEET OF CENTERLINE OF HIGH PRESSURE GAS LINES.
8. THIS PLAT DOES NOT ATTEMPT TO AMEND OR REMOVE ANY VALID COVENANTS OR RESTRICTIONS.
9. SUBJECT TO BUILDING SETBACK LINES AND YARD REQUIREMENTS ACCORDING TO ZONE AND USE AS SET FORTH IN THE CITY OF BRENNAM ZONING ORDINANCE.
10. (DRWC) DENOTES DEED RECORDS OF WASHINGTON COUNTY, TEXAS.
(PWC) DENOTES PLAT RECORDS OF WASHINGTON COUNTY, TEXAS.
(PCSW) DENOTES PLAT CABINET FILE SLIDE NUMBER.

[illegible]

THE STATE OF TEXAS
COUNTY OF WASHINGTON

I, JON E. HODDE, REGISTERED PROFESSIONAL LAND SURVEYOR, NO. 5197 OF THE STATE OF TEXAS, DO HEREBY CERTIFY THAT THIS MAP SHOWING A SURVEY AND REPLAT OF 29.153 ACRES OF LAND IS TRUE AND CORRECT IN ACCORDANCE WITH AN ACTUAL SURVEY MADE ON THE GROUND UNDER MY PERSONAL DIRECTION AND SUPERVISION.

DATED THIS THE 26TH DAY OF DECEMBER, 2019. A.D.



W. O. NO. 7589 (DELSOLF00DC07589SPC.DWG/MVIEW)
REF: POINDEXER7335SPC.SURVEY

Hodde & Hodde Land Surveying, Inc.
Professional Land Surveying & Engineering
613 E. Blue Bell Road · Brenham, Texas 77833
979-836-5681 · 979-836-5683 (Fax)
www.hoddesurveying.com

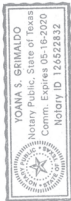
WE, DEL SOL FOOD COMPANY, INCORPORATED, THE OWNERS OF THE LAND DESCRIBED HEREON AND WHOSE NAMES ARE SUBSCRIBED HERETO, DO HEREBY ACKNOWLEDGE THE CHANGES TO SAID PLATTED PROPERTY REMAINS SUBJECT TO EXISTING DEDICATIONS, COVENANTS, RESTRICTIONS AND EASEMENTS EXCEPT AS SHOWN OR STATED HEREON.

BY: Scott Eckert (SIGNATURE)
Scott Eckert Pres & CEO (PRINTED NAME & TITLE)

THE STATE OF TEXAS
COUNTY OF WASHINGTON

THIS INSTRUMENT WAS ACKNOWLEDGED BEFORE ME ON THE 17TH
DAY OF FEBRUARY, 2020, BY _____

SCOTT ECKERT
Notary Signature
 NOTARY PUBLIC, STATE OF TEXAS
 (SEAL)



WE, SABORMEX USA, LLC, THE OWNERS OF THE LAND DESCRIBED HEREON AND WHOSE NAMES ARE SUBSCRIBED HERETO, DO HEREBY ACKNOWLEDGE THE CHANGES TO SAID PROPERTY IN ACCORDANCE WITH THE PLAT SHOWN HEREON. THE PLATTED PROPERTY REMAINS SUBJECT TO EXISTING DEDICATIONS, COVENANTS, RESTRICTIONS AND EASEMENTS EXCEPT AS SHOWN OR STATED HEREON.

BY: Scott Eckert
(SIGNATURE)
Scott Eckert VP
(PRINTED NAME & TITLE)

THE STATE OF TEXAS
COUNTY OF WASHINGTON

THIS INSTRUMENT WAS ACKNOWLEDGED BEFORE ME ON THE 11TH
DAY OF FEBRUARY, 2020, BY SCOTT ECKERT
Mayor, San Antonio
NOTARY PUBLIC, STATE OF TEXAS
(SEAL)

[illegible]

APPROVED THIS 27th DAY OF January, 2020 BY
THE PLANNING AND ZONING COMMISSION OF THE CITY OF BRENHAM, TEXAS.

[Signature]
CHAIRMAN

[Signature]
SECRETARY

THE STATE OF TEXAS §
COUNTY OF WASHINGTON §

I, Beth Rothermel, CLERK OF THE COUNTY COURT OF WASHINGTON COUNTY, TEXAS DO HEREBY
 CERTIFY THAT THE WITHIN INSTRUMENT WITH ITS CERTIFICATE OF AUTHENTICATION WAS FILED FOR REGISTRATION IN MY
 OFFICE ON THE 14TH DAY OF February, 2020, AT 10:36 O'CLOCK A.M., AND DULY RECORDED
 ON THE 14TH DAY OF February, 2020, AT 10:36 O'CLOCK A.M. IN CABINET _____
 SHEET 126A-127B RECORD IN THE PLAT RECORDS OF WASHINGTON COUNTY, TEXAS.
 WITNESS MY HAND AND SEAL OF OFFICE AT BRENHAM, WASHINGTON COUNTY,
 TEXAS, THE DAY AND DATE LAST ABOVE WRITTEN.

Vanice Carina, Deputy
CLERK OF THE COUNTY COURT
WASHINGTON COUNTY, TEXAS

**REPLAT OF LOT TWO, LOT 3 AND A PORTION OF RESERVE "B" OF
BRENHAM BUSINESS CENTER, PHASE I AND INCLUDING A PORTION
OF A 32.16 ACRES TRACT, CREATING LOT 1A (29.153 ACRES)
BEING OUT OF THE ISAAC LEE SURVEY, A-77
CITY OF BRENHAM, WASHINGTON COUNTY, TEXAS
CONSISTING OF 1 COMMERCIAL LOT (29.153 ACRES TOTAL) DATE: DECEMBER 26, 2019**



City Council Regular Meeting
AGENDA ITEM 7

Agenda Item: **Discussion and Presentation for the Visit Brenham First Quarter FY2025 Report**

Meeting Date: February 20, 2025

Department: Tourism & Marketing

Staff Contact: Jennifer Eckermann, Director of Tourism & Marketing

SUMMARY STATEMENT:

A detailed Visit Brenham Q1 Report, recently presented to the Tourism Advisory Board, is included in your packet.

I will share several Q1 highlights at the meeting, including a final report on Brenham's hosting of the Smithsonian, and an update on the Geiger Media Tour held in November.

ATTACHMENTS:

1. Visit Brenham Quarterly Report

RECOMMENDATION:

No action - works session only.

Visit Brenham/WC DMO Q1 Fiscal 25 Report

Presented to:
City Council
February 20, 2025

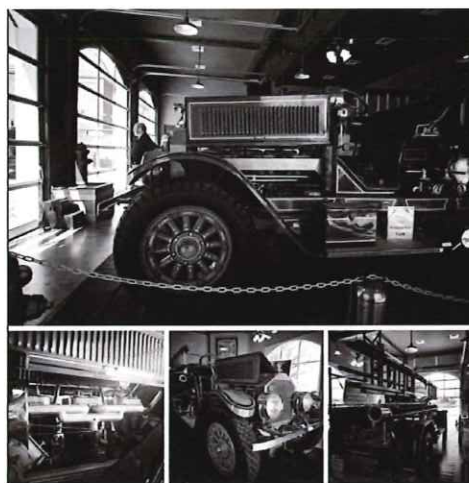


Tourism & Marketing Report

1

DMO & Visitor Center Quarterly Updates

- Fire Museum Tours: 3; Walk-ins: 413
- Assisted in planning for TBC fundraiser and worked event
- Visitor Bags: 189 for 5 groups
- Meetings with Meltwater to make more of our contract
- Quarterly Hotelier Meeting
- Hosted Tourism Partner meeting to update on Geiger Trip and Smithsonian Activities



Tourism & Marketing Report

2

DMO & Visitor Center Quarterly Updates

- Hosted Geiger & Associates Press Tour of 13 journalists around Brenham and Washington County
- Developed 2025 Visitor Guide distribution plan for 115,000 guides and worked on Partner Participation
- Updated and published blogs: MoMS; Patio Dining; Destination Shopping Around Brenham; Holiday Happenings; Uptown Swirl
- Visitor Center closed for Thanksgiving, Christmas Eve, Christmas and New Year's Eve



Tourism & Marketing Report

3

DMO & Visitor Center Quarterly Updates

- Assisted with TBC Season Ticket Sales
- Hosted and attended MoMS Opening Day Ribbon Cuttings for Freedom Colonies Exhibits & the Smithsonian/Simon Exhibits
- Developed and managed a volunteer program to staff the Smithsonian/Simon Exhibits
- Assembled 2,000 Welcome Bags for visitors attending the Smithsonian/Simon Exhibits
- Started planning for 2024 Tourism Partner Awards, to be held February 11, 2025



Tourism & Marketing Report

4

DMO & Visitor Center Updates

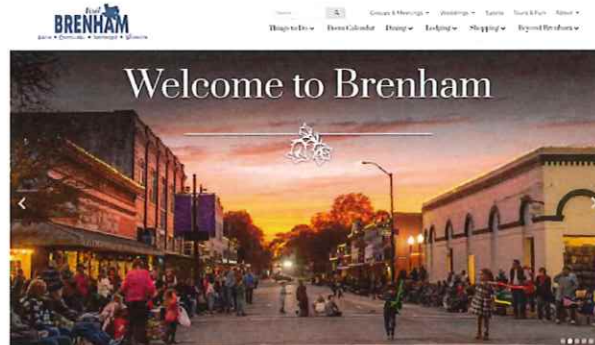
- Lodging Property Partner Update:
 Ended 2024 with 93 properties
 located in the city limits
 8 new; 2 closed or closing
 Currently working 14 delinquent
 properties, all at different
 places in the enforcement
 process



Tourism & Marketing Report

5

Visit Brenham/WC Website



Tourism & Marketing Report

6

Visit Brenham/WC Website

	Views '24 / '23	Users '24 / '23	Views/User '24 / '23	Avg. Time of Engagement
October	58,499 / 47,340	22,959 / 15,156	2.55 / 3.12	1m 1s / 1m 23s
November	52,560 / 41,106	17,657 / 14,949	2.98 / 2.42	1m 14s / 1m 10s
December	79,188 / 48,754	16,783 / 20,182	4.72 / 2.42	1m 13s / 54s
Q1 TOTALS	190,247 / 137,200	57,399 / 50,287	3.42 / 2.80	1m 9s / 1m 9s



Tourism & Marketing Report

7

Visitor Center

	October 2024 / 2023	November 2024 / 2023	December 2024 / 2023	Q4 TOTALS 2024 / 2023
Walk-Ins	492 / 413	340 / 384	483 / 313	1,315 / 1,110
Visitor Guides Mailed	167 / 110	115 / 113	103 / 92	385 / 315
Phone Calls	183 / 149	160 / 152	120 / 126	463 / 427



Tourism & Marketing Report

8

E-Newsletter



Tourism & Marketing Report

9

E-Newsletter

	October	November	December
Sent/ Successful	12,235 / 11,855	12,359 / 11,960	12,407 / 11,984
Open Rate*	38.3%	36.3%	40%
Click Rate**	2.5%	2.2%	2.3%
Top Clicks	• Scarecrow Festival • TAMF • LaBahia Show • Boozy Book Fair @ Floyd's • Maskerade on Main Trick or Treat	• Hermann Presents Christmas Magic • Big Star Texas Night • Event Calendar • Live Music & Nightlife • Homepage	• Stroll & Lighted Parade • Tamale Fest & Market • Homepage • Event Calendar



* Industry Average: 12 - 25% - **Industry Average: 2 - 5%

Tourism & Marketing Report

10

visit **BRENHAM**
Barton • Chappell Hill
Independence • Mount Vernon

Tourism & Marketing Report

Tourism & Marketing Report

Social Media



Tourism & Marketing Report

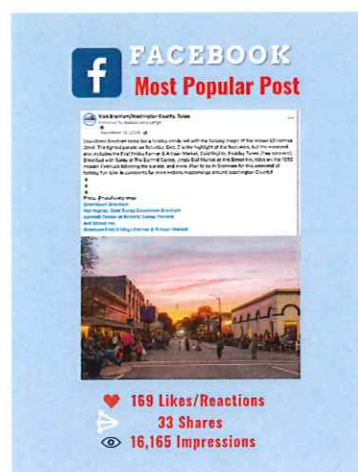
13

Social Media

SOCIAL MEDIA QUARTERLY REPORT



OCTOBER 2024 - DECEMBER 2024



Tourism & Marketing Report

14

Social Media

SOCIAL MEDIA QUARTERLY REPORT



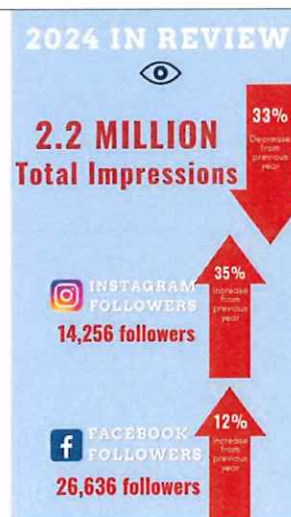
OCTOBER 2024 - DECEMBER 2024



Tourism & Marketing Report

15

Social Media



Tourism & Marketing Report

16

Digital Marketing



Tourism & Marketing Report

17

Digital Marketing



2024 HIGHLIGHTS

AUDIENCE DIVERSIFICATION

We recognized men interacting more often with our ads in 2024. This group resonated with BBQ messaging and the authentic Southern messaging Brenham included in all types of ads, but most especially in our Video units.

This audience interaction was part of the inspiration for vidar audience diversification and more investment in building brand awareness among new audiences in 2025.

INVESTMENT IN VIDEO

In 2024, we invested in creating new videos to plug into video media units, giving audiences a new way to interact with Brenham's messaging.

Diversifying this message led to higher view through rates; July & August we reached 63%, but we consistently outperformed Madden industry standards of 56%.

Additionally, this tactic has led to Brenham's ads being displayed on TV's, a medium that was previously unavailable to us.

CREATIVE PIVOTS

At the end of 2024, we built out new creative messaging. The Where Texas Shines / Where Texas Blooms tagline has resonated with audiences across media channels, leading to higher engagement and allowing brand awareness ads to reach target markets in a new and exciting way.



Tourism & Marketing Report

18

Digital Marketing

Q1 HIGHLIGHTS

SEM SUCCESS

Our 18.32% average CTR for the quarter (a 65.99% increase over last year) shows we're reaching a high quality user searching for things to do in Brenham.

This metric surpasses the Madden client benchmark (8.54%) by almost 10%.

IMPROVED TIME ON SITE

Diversifying our channels and investing in brand awareness tactics were defining factors in growth in time on site.

Paid Social - 23.27% increase
Paid Search - 18.49% increase

DATA-DRIVEN TWEAKS

Our 2024 tests to discover how events and ads that focused on those planning to visit Brenham to experience events have allowed us to optimize our Meta Prospecting campaigns.

This quarter, Annual Events solidified its place as the top performing ad group, bringing in 55% of clicks.



Tourism & Marketing Report

19

Digital Marketing

TACTICS AT A GLANCE

AWARENESS

→ Programmatic Display

INSPIRATION

→ Google Video
→ Meta Video

CONVERSION

→ Google SEM
→ Meta CTS

WHY?

Programmatic Display reaches audiences across a vast network of websites, videos, and apps where potential visitors are actively browsing, maximizing visibility and increasing recognition for Visit Brenham.

HOW?

Video leverages engaging content to connect emotionally with viewers, showcase Brenham's attractions, and spark interest, which in turn creates a stronger desire to visit.

WHAT?

These campaigns are focused on driving conversions by capturing high intent users. By targeting these users with specific ads that lead to a site or landing page, these campaigns aim to directly increase time and engagement on site.



Tourism & Marketing Report

20

Digital Marketing

PERFORMANCE AT A GLANCE • YoY

SEM

Optimized for Clicks

- 9,022 clicks +6.76%
- 49,244 impressions -35.69%
- 18.32% avg. ctr +65.99%
- 36.9% of click goal reached
- Spend -34.21%

We significantly decreased our investment in SEM in FY 23 - 24 in order to grow a broader awareness among audiences.

Despite that shift, we were still up YOY in clicks and CTR.

New channels that benefited from that shift are identified as "New!".

GOOGLE VIDEO

Optimized for Views

- 51 clicks -58.87%
- 79,120 impressions -61.03%
- 50,577 views -59.19%
- 63.92% view rate +4.70%
- 101% of view goal reached
- Spend: -61.63%

We significantly decreased our investment in FY 23 - 24 in order to reach audiences in new ways. Our 60% spend decrease in Q4 reflected directly in the -60% decreases we see across metrics YOY.

New channels that benefited from that shift are identified as "New!".

META CTS

Optimized for Clicks

- 15,501 clicks +48.22%
- 797,837 impressions +71.23%
- 1.94% avg. ctr -13.44%
- 75% of click goal reached
- Spend: +72.94%

Positive growth in all metrics indicate the power of the new creative, strategy, and additional media investment. While CTR is down YOY, this is still above our internal benchmark of 1.70%.

1,760,375

TOTAL IMPRESSIONS

26,071

TOTAL CLICKS



Tourism & Marketing Report

21

Digital Marketing

PERFORMANCE AT A GLANCE

NEW!

META VIDEO

Optimized for Impressions

- 91 clicks
- 450,904 views
- 499,779 impressions
- 90.22% avg. vtr
- 0.02% avg. ctr
- 44% of impression goal reached

NEW!

PROGRAMMATIC DISPLAY

Optimized for Impressions

- 1,406 clicks
- 334,395 impressions
- 0.42% avg. ctr
- 7.80% of impression goal reached (launched 12/11/24)
- 59 conversions including 2 eNewsletter signups

1,760,375

TOTAL IMPRESSIONS

26,071

TOTAL CLICKS



Tourism & Marketing Report

22

Digital Marketing

DMO TOURISM INDUSTRY BENCHMARKS

PERFORMANCE TACTIC	YOUR CTR	MADDEN BENCHMARK CTR	DIFFERENCE
SEM	18.32%	8.54%	+9.78%
GOOGLE VIDEO (YOUTUBE)	63.92% VIEW RATE	37.07% VIEW RATE	+26.85%
META PROSPECTING (CTS)	1.94%	1.70%	+0.24%
META VIDEO	0.02%	1.43%	-1.41%
PROGRAMMATIC DISPLAY	0.42%	0.59%	-0.17%

NOTE: PROGRAMMATIC DISPLAY IS OPTIMIZED FOR CONVERSIONS, NOT CLICKS.



Tourism & Marketing Report

23

Digital Marketing

TOP PERFORMING ADS

Meta CTS A/B Test
- Christmas Light Parade



152,431 IMPRESSIONS
3,294 CLICKS
2.16% CTR

Programmatic Display
- Size 300x250



110,819 IMPRESSIONS
448 CLICKS
0.40% CTR

Google SEM - Events



7,100 IMPRESSIONS
2,463 CLICKS
34.69% CTR



Tourism & Marketing Report

24

Digital Marketing

SEARCH

WHAT WORKED

- Conversion rate increased by 9.26% compared to Q3.
- Despite a slight dip in clicks in Q4, the CTR held steady - even increasing by 0.13%.
- On average users viewed 4.01 pages, spending 1m 45s of engaged time on site.
- Brought in 8,868 engaged sessions to the site with an engagement rate of 78%.

KEY LEARNINGS

- Events was the top ad group, bringing in 32% of clicks with a stellar CTR of 34.16%.
- Things to Do was close behind with 26% of clicks and a higher CTR of 35.51%.
- Demographics with highest # of clicks: females (71%), ages 35-64 (62.91%), and Top 10% HHI (38%).
- Top DMAs: Houston, Austin, and Waco-Temple-Bryan

49,244

IMPRESSIONS

9,022

CLICKS

18.32%

CTR

104.73

%

CONVERSION RATE

9,448

CONVERSIONS



Tourism & Marketing Report

25

Digital Marketing

SEARCH TOP KEYWORDS

KEYWORD	CLICKS	IMPRESSIONS	CTR
brenham calendar of events	1,611	4,551	35.40%
what to do in brenham tx	1,056	2,565	41.17%
things to do in brenham tx	1,027	2,740	37.48%
restaurants in brenham tx	902	5,743	15.71%
places to eat in brenham tx	558	2,836	19.68%



Tourism & Marketing Report

26

Digital Marketing

GOOGLE VIDEO

WHAT WORKED

- 64% of viewers watched the video to completion.
- There was a little over 276 hours of total ad view time in Q4, with users viewing 12.5 seconds on average.

KEY LEARNINGS

- Demographics with highest # of views: males (58%) and ages 18-44 (66%).
- TV screens continue make up about 85% of views.
- Top Audience Segments: Travel Buffs, In Market for Travel, and Art & Theater Aficionados.
- Top DMAs: DFW, Houston, and San Antonio.

79,120

IMPRESSIONS

50,577

VIEWS

63.92%

VIEW RATE



Tourism & Marketing Report

27

Digital Marketing

META PROSPECTING

WHAT WORKED

- QoQ, clicks saw an increase of 21.41%.
- Annual Events continued as the top ad group, bringing in 55% of clicks with a CTR of 2.96%.

KEY LEARNINGS

- Female users made up 64% of clicks. We are continuing to see females 65+ as the most engaged demographic, making up 23% of clicks in Q4 alone.
- 43% of clicks came from ages 35-54.
- Texas was the top performing state, bringing in 97% of clicks.
- Top DMAs: Houston, DFW, and Waco-Temple-Bryan.
- Ads brought in 1,719 post reactions, as well as 197 shares.

797,837

IMPRESSIONS

314,095

REACH

15,501

CLICKS

1.94%

CTR



Tourism & Marketing Report

28

Digital Marketing

META VIDEO

WHAT WORKED

- We reached 97,246 accounts, with an average frequency of 5.14.

KEY LEARNINGS

- In contrast to Prospecting, male users are more engaged for Meta Video, making up 76% of impressions.
- 64% of impressions came from ages 55+.
- Top DMAs: DFW, Houston, and Oklahoma City.

499,779

IMPRESSIONS

450,904

VIEWS

90.22%

VTR



Tourism & Marketing Report

29

Digital Marketing

PROGRAMMATIC DISPLAY

WHAT WORKED

- Despite only launching December 12th, Display is quickly picking up traction with 7.8% of our overall goal reached by December 31st.
- Campaign has generated 59 conversions, including 2 eNewsletter sign-ups.

KEY LEARNINGS

- Ads received more engagement from users who were parents, making up 54% of clicks despite receiving less impressions (45%).
- Clicks were split 50/50 between male and female users.
- The 300x250 ad size received the most clicks and impressions.

334,395

IMPRESSIONS

1,406

CLICKS

0.42%

CTR



Tourism & Marketing Report

30

Print Ads



Texas Highways
November



Texas Monthly & Texas Highways
December



Tourism & Marketing Report

31

Print Ads



Texas Events
Calendar
Winter



Connect Texas
Annual



DFW Drives
Fall



Tourism & Marketing Report

32

Digital Ads

Plan a Stay to See it All!



Smithsonian

Traveling Exhibit in Brenham: Dec. 7 - Jan. 19!

Museum on Main Street (MoMS), a national traveling exhibition from the Smithsonian Institution presents

"CROSSROADS: CHANGE IN RURAL AMERICA"

- Enjoy Interactive Smithsonian Displays
- Watch History Come to Life
- Listen to Soundwalks of Historic Places Countywide
- Experience Exciting & New Cultural Installations



visit BRENHAM
BATH • CHATELAIN • INTERSTATE • MUSEUM

TexasHighways.com

Plan a Stay to See it All!



Smithsonian

Traveling Exhibit in Brenham Dec. 7 - Jan. 19!

Museum on Main Street (MoMS), a national traveling exhibition from the Smithsonian Institution presents

"CROSSROADS: CHANGE IN RURAL AMERICA"

- Enjoy Interactive Smithsonian Displays
- Watch History Come to Life
- Experience Exciting & New Cultural Installations
- Listen to Soundwalks of Historic Places Countywide

DON'T MISS

Smithsonian

National Traveling Exhibit in BRENHAM Dec. 7 - Jan. 19!

Plan a Stay Where Texas History was Made!

- Soundwalks • Tours • Cultural Installations • More!



visit BRENHAM
BATH • CHATELAIN • INTERSTATE • MUSEUM

Datafy Digital Marketing

Tourism & Marketing Report

33

Bonus Media



Texas Monthly (November) –
Reach approx. 2M



WINTER TRAVEL



PRAIRIES AND LAKES

BRENHAM

We're excited to announce that Brenham will be hosting *Crossroads: Change in Rural America*, a Smithsonian Institution traveling exhibit through the Museum on Main Street (MoMS) program. This unique exhibit explores the experiences of rural communities and their impact on shaping American history. From small towns across Texas, including Brenham, we're excited to participate.

To accompany the exciting Smithsonian partnership, Visit Brenham has developed additional historical exhibits in Bath's Alley, a pedestrian walkway in downtown Brenham, that tell the story of Brenham's history. Cultures established from 1846-1932 by the formerly enslaved. Some members of these communities were in Washington County, and their history is generally known through stories that have been passed down through families.

A companion to this exhibit is the *Compton Soundwalk* program that will take the community through the area where Brenham's first Founders' Colony was located. Exhibits "Soundwalk" have also been developed for Burton, Chapel Hill, and Independence.

Make the most of your winter getaway with other local educational programs and activities through the Foundation and Washington County. It's free and can be viewed from December 7-January 19 at The Bathurst Center at Historic Green Theatre. Hours are Monday-Friday 10 a.m.-4 p.m., Saturday 11 a.m.-3 p.m., and Sunday 12 noon-2 p.m.

VisitBrenham.com



Tourism & Marketing Report

34

Bonus Media

Where to stay, play and enjoy wine in Washington County, Texas

Visit this underrated destination for a long adult weekend.

By Gabi De la Rosa, Freelance writer
Oct 26, 2024



Located halfway between Austin and Houston, Washington County is known as the birthplace of Texas, where the Texas Declaration of Independence was created and signed in 1836. Referred to as a "Texan's Texas" by CNN Travel, the county, with its communities of Brenham, Burton, Chappell Hill, Independence and Washington, brings its own blend of small-town hospitality and charm.

CHRON.

CHRON.COM—
Reach approx. 4M

Tourism & Marketing Report

35

Bonus Media



Smithsonian traveling exhibit on rural America is coming to the Houston area. Here's where and when



Smithsonian traveling exhibit on rural America is coming to the Houston area. Here's where and when.
© 2024 Houston Chronicle. All rights reserved.

A Smithsonian traveling exhibit on rural America is traveling to many Texas cities and Houstonians' closest shot at seeing it is in Brenham where the exhibit is now through Jan. 13.

MSN— Smithsonian coming to Houston area

Reach 128M



HOUSTON★CHRONICLE

LOCAL • HOUSTON

Smithsonian traveling exhibit on rural America is coming to the Houston area. Here's where and when

By: Houston Chronicle Staff Writer
Jan 26, 2024



In partnership with the Smithsonian Institution, the Texas Historical Commission is presenting the exhibit's 14 stops in Texas. Visit program at: houstonchronicle.com for a complete schedule through Jan. 13.
© 2024 Houston Chronicle. All rights reserved.

Houston Chronicle – Reach 2M

Tourism & Marketing Report

36

Bonus Media



9 Towns In Texas With Unique Traditions

Brenham - Blue Bell Ice Cream



World Atlas – Brenham and Blue Bell
Reach 6M



Texas Arts and Music Festival brings fun and flair to downtown Brenham

By Sarah Forney | Last updated: 10/20/2023 | 10/20/2023 | 10/20/2023 | 10/20/2023

inForney – Reach 33K

Tourism & Marketing Report

37

Bonus Media

ART, HISTORY & CULINARY DELIGHTS IN BRENHAM, TEXAS

Posted by Jill Wenzel | Dec 3, 2024 | California Dreaming, Columns, Destinations, Featured Travel | ★★★★★

While exploring the big state of Texas, discover the beauty, warm hospitality and immersive attractions in the historical town of Brenham in Washington County. It's a great stop to stretch your legs while driving from Houston to Austin. Known as the Birthplace of Texas in Washington County, this charming historic town has a big heart for welcoming visitors, and offers an amazing collection of outdoor mural art, great food, live jazz and lively music.

STAY OVERNIGHT



Luxe Beat Magazine
Reach – 15K



More Smithsonian Coverage in December:

In Forney – Reach 32K

Victoria Advocate – Reach 53K

MYTEXASDAILY.COM
TEXAS NEWS FOR TEXANS

Reach 12K

Tourism & Marketing Report

38

Bonus Media



19 of the Best Small Towns in Texas's Wildflower Country

BY JON DYKSTRA / DECEMBER 12, 2024 / REAL ESTATE

2. Brenham: Home of Blue Bell and Blossoms



Home Stratosphere –
Reach 282K



'Making invisible places visible': Brenham group creates permanent exhibits highlighting freedom colonies



KBTX – Reach 469K

Tourism & Marketing Report

39

Bonus Media

- *Killeen Daily Herald* – Texas Arts & Music Festival – reach 157K
- *IVOOX* – Exploring the birthplace of the Republic of Texas and Washington County living history; BBQ, fine wine, gourmet coffee & homemade pies in Washington County TX - reach 1M / each
- *Texas Wine Lover* – Visiting Haak Wines in Brenham – reach 9K



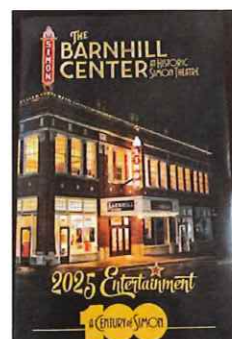
Tourism & Marketing Report

40

The Barnhill Center - Entertainment



2025 Season Tickets
sold this quarter –
\$235,881



Fiscal Q1 Concert Events Included:

Bob Wills Texas Playboys

Winter Dance Party

3 Redneck Tenors Christmas!



Tourism & Marketing Report

41

The Barnhill Center - Rentals



Events / Meetings / Rentals /
Weddings
21

Smithsonian and Simon Exhibits
used Morriss Hall Dec 7 – 31



Historical Videos shown in
theatre each day –
very popular, with many requests
for regular showings



Tourism & Marketing Report

42

The Barnhill Center - Fundraising Event



“The Golden Age of Hollywood”

A tremendous success!

**More than \$126,000 raised
for improvements to TBC!**



Tourism & Marketing Report

43

Smithsonian Wrap-Up



Tourism & Marketing Report

44

Smithsonian Hosting



**Hosted Crossroads:
Change in Rural America
Exhibit**



Tourism & Marketing Report

45

Smithsonian Hosting



**Developed Two Permanent
Exhibits Sharing
The Untold Story of Local
Freedom Colonies**



Tourism & Marketing Report

46

Smithsonian Hosting



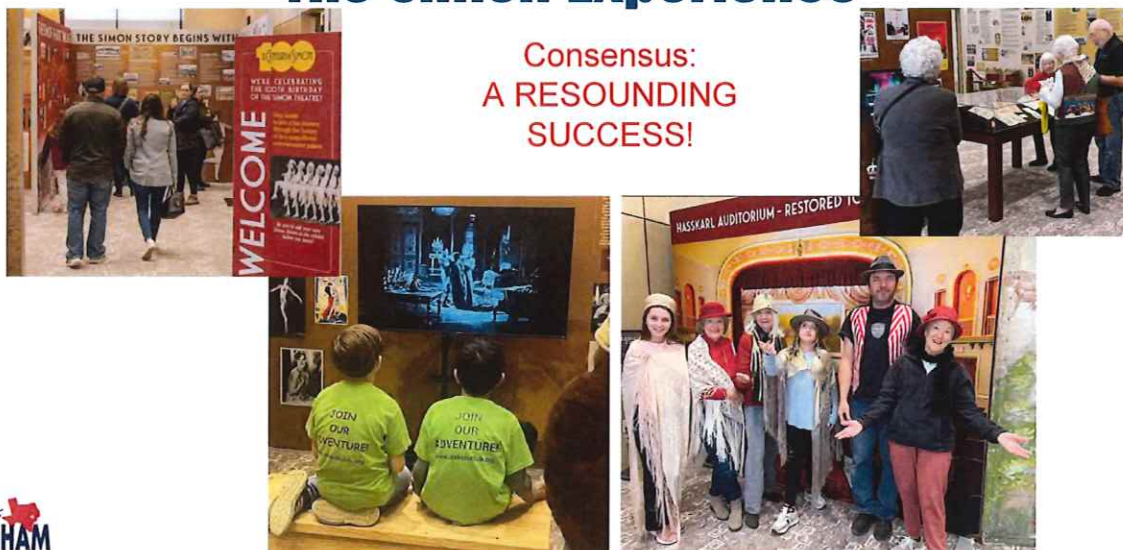
Developed a Temporary Exhibit
To Celebrate
A Century of Simon



Tourism & Marketing Report

47

The Simon Experience



Consensus:
A RESOUNDING
SUCCESS!



Tourism & Marketing Report

48

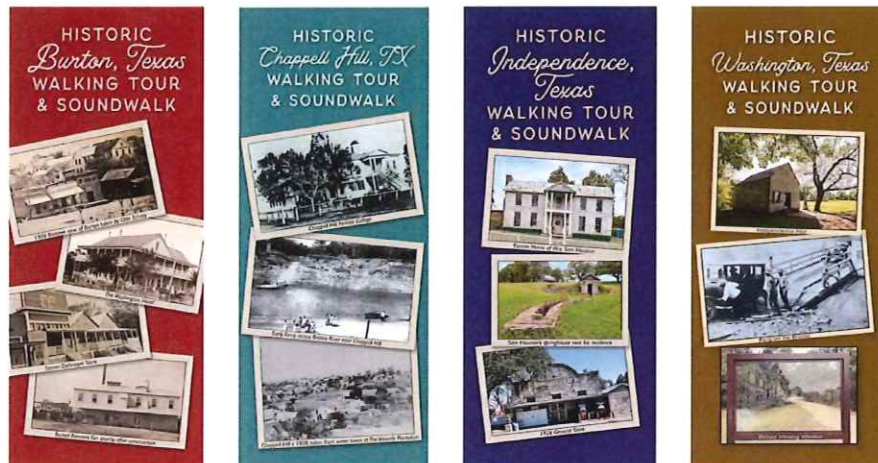
The Smithsonian Experience



Tourism & Marketing Report

49

The Smithsonian Experience



The Washington County Soundwalk Experience

Tourism & Marketing Report

50

Geiger Media Tour Update



Tourism & Marketing Report

51

Geiger Press Trip



Local Goodies
delivered
to rooms



Opening Reception at ARE



Tourism & Marketing Report

52

Geiger Press Trip



Just a few of the stops!



Tourism & Marketing Report

53

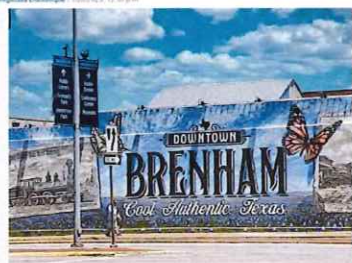
Geiger Press Trip

12:44 PM WED, JAN 20TH '25

Houston Style Magazine

Discover the Heart of Texas: Exploring Brenham and Washington County

By Cynthia J. Drake



Between Austin and Houston lies Washington County, Texas, a region rich in history and boasting with charm as the Birthplace of Texas. Here, where the Texas Declaration of Independence was drafted and signed in 1836, visitors can explore the Washington-on-the-Bravo State Historic Site, a pivotal landmark that celebrates Texas's journey to independence. But this region is more than just a history lesson, it's a gateway to small-town hospitality and unforgettable experiences.

AAA Magazines
10 ideas for a fun-packed
spring break in Texas

By Cynthia J. Drake
January 31, 2025

For friends
6. Embrace country living



The AAA & AAA Magazines offer a variety of experiences and activities for visitors to enjoy.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.



The AAA & AAA Magazines offer a variety of experiences and activities for visitors to enjoy.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Discover a new way to enjoy your trip and explore the heart of Texas in the heart of Texas.

Tourism & Marketing Report

54



City Council Regular Meeting
AGENDA ITEM 9

Agenda Item: **Section 551.071, Texas Government Code - Consultation with Attorney - Consultation with City Attorney Concerning City of Brenham's Police Department Operations, Personnel, and Associated Matters**

Meeting Date: February 20, 2025

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 Regular Meeting
AGENDA ITEM 10

Agenda Item: **Section 551.071, Texas Government Code - Consultation with Attorney - Consultation with City Attorney Regarding Demand Letter Received by City of Brenham, and Associated Matters**

Meeting Date: February 20, 2025

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 Regular Meeting
AGENDA ITEM 11

Agenda Item: **Section 551.072, Texas Government Code - Deliberation Regarding Real Property - Discussion Regarding the Purchase, Exchange and/or Acquisition of Real Property for City of Brenham Sanitary Sewer Improvements and Facilities**

Meeting Date: February 20, 2025

Department: Public Utilities

Staff Contact: Shawn Bolenbarr, Public Utilities Project Manager

SUMMARY STATEMENT:

To be discussed in Executive Session.

ATTACHMENTS:

None

RECOMMENDATION:

No action - Executive Session discussion only.



City Council Regular Meeting
AGENDA ITEM 12

Agenda Item: **Section 551.071, Texas Government Code - Consultation with City Attorney
- Consultation with City Attorney Concerning the Brenham Municipal
Airport, Its Operations and Services, and Associated Matters**

Meeting Date: February 20, 2025

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.