



# College Station, TX

## Meeting Agenda Tourism Committee 1207 Texas Ave, College Station, TX 77840

The City Council may or may not attend this meeting.

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**September 24, 2025**

**2:00 PM**

**Visit College Station Large  
Conference Room**

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**1. Call to order and introductions.**

**2. Hear Visitors.**

At this time, the Chairperson will open the floor to citizens wishing to address issues not already scheduled on today's agenda. Each citizen's presentation will be limited to three minutes in order to allow adequate time for the completion of the agenda items. Comments will be received and city staff may be asked to look into the matter, or the matter may be placed on a future agenda for discussion. A recording may be made of the meeting; please give your name and address for the record.

**3. Agenda Items**

- 3.1. Presentation, discussion, and possible action on the minutes of the previous meeting.
- 3.2. Presentation, discussion, and possible action on Hotel Occupancy Grants.
- 3.3. Presentation, discussion, and possible action on an update from the Parks & Recreation Department.
- 3.4. Presentation, discussion, and possible action regarding a sponsorship for the Texas Music Scene.
- 3.5. Presentation, discussion, and possible action on representation for the wayfinding working group.
- 3.6. Presentation, discussion, and possible action on data reports from the previous month.

**4. Discussion and possible action on future agenda items.**

A member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

**5. Adjourn.**

Adjournment into Executive Session may occur in order to consider any item listed on the agenda if a matter is raised that is appropriate for Executive Session discussion.

I certify that the above Notice of Meeting was posted on the website and at College Station City Hall, 1101 Texas Avenue, College Station, Texas, on September 15, 2025 at 5:00 p.m.

  
\_\_\_\_\_  
City Secretary

This building is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need accommodations, auxiliary aids, or services such as interpreters,

readers, or large print are asked to contact the City Secretary's Office at (979) 764-3541, TDD at 1-800-735-2989, or email [adaassistance@cstx.gov](mailto:adaassistance@cstx.gov) at least two business days prior to the meeting so that appropriate arrangements can be made. If the City does not receive notification at least two business days prior to the meeting, the City will make a reasonable attempt to provide the necessary accommodations.

**Penal Code § 30.07. Trespass by License Holder with an Openly Carried Handgun.**

"Pursuant to Section 30.07, Penal Code (Trespass by License Holder with an Openly Carried Handgun) A Person Licensed under Subchapter H, Chapter 411, Government Code (Handgun Licensing Law), may not enter this Property with a Handgun that is Carried Openly."

**Codigo Penal § 30.07. Traspasar Portando Armas de Mano al Aire Libre con Licencia.**

"Conforme a la Seccion 30.07 del codigo penal (traspasar portando armas de mano al aire libre con licencia), personas con licencia bajo del Sub-Capitulo H, Capitulo 411, Codigo de Gobierno (Ley de licencias de arma de mano), no deben entrar a esta propiedad portando arma de mano al aire libre."

**September 24, 2025**

**Item No. 3.1.**

**Presentation, discussion, and possible action on the minutes of the previous meeting.**

**Sponsor:** Jeremiah Cook, Assistant Director - Tourism

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on the minutes of the previous meeting.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends approval.

**Summary:**

**Budget & Financial Summary:**

**Attachments:**

1. Minutes 8.27.25

**Minutes Of The Tourism Committee  
City Of College Station  
August 27, 2025**



**1. Call to order and introductions.**

With a quorum present, the meeting of the Tourism Committee was called to order by Chairperson Cortney Phillips via In-Person and Teleconference at 2:14 pm on Wednesday, August 27, 2025 in the Visit College Station Large Conference Room, 1207 Texas Avenue, College Station, Texas 77840.

**Present:**

Chairperson Cortney Phillips  
Committee Member Hunter Goodwin  
Committee Member Greg Stafford, Vice Chairperson  
Committee Member Costa Dallis  
Committee Member Scott Logan  
Committee Member Connor Clark  
Committee Member Kevin Davis  
Committee Member Brandy Tuck

**Virtual:**

Committee Member Rhianon Elizabeth Whitney

**Absent:**

Committee Member Paul Allen Loy  
Committee Member Jim Ross  
Committee Member William Peel, Jr.  
Committee Member Erin Jones

**City Staff:**

Michael Ostrowski, Chief Development Officer  
Jeremiah Cook, Assistant Director Tourism  
Kelsey Heiden, Director Parks and Recreation  
Brian Piscacek, Assistant Director Economic Development  
Jo Beth Wolfe, Convention Sales Manager - Virtual  
Alex Aguero, Sports Sales Manager - Virtual  
Angie Bertinot, Marketing Manager  
Casey Barone, Visitor Engagement Manager  
Lisa McCracken, Administrative Support Specialist

**Other:**

Council Member Melissa McIlhane  
Rodney Wellman - CS Marathon

**2. Hear Visitors.**

At this time, the Chairperson will open the floor to citizens wishing to address issues not already scheduled on today's agenda. Each citizen's presentation will be limited to three minutes in order to allow adequate time for the completion of the agenda items. Comments will be received and city staff may be asked to look into the matter, or the matter may be placed on a future agenda for discussion. A recording may be made of the meeting; please give your name and address for the record.

No visitors were present to address the committee.

### 3. Agenda Items

#### 3.1. Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

Assistant Director Jeremiah Cook introduced consultants from Jones Lang LaSalle (JLL), Shirin Jafari and Abigail Harrod, who presented the Tourism Readiness Index and Demand Driver Scorecard. Committee members discussed items within the environmental, business, urban readiness, and safety & security sectors. The Demand Driver Scorecard evaluated 25 local assets, identifying Kyle Field as the only national draw, while regional draws included Santa's Wonderland, Aggie Park, and Century Square. Committee members discussed the subjectivity of the rankings and requested benchmarking against peer cities.

No action was taken.

Committee Member Hunter Goodwin joined at 2:27 pm.  
Committee Member Greg Stafford joined at 2:48 pm.

#### 3.2. Presentation, discussion, and possible action on the minutes of the previous meeting.

**MOTION:** Upon a motion made by Committee Member Connor Clark and a second by Committee Member Greg Stafford, the committee voted 8 for and 0 opposed to approve the minutes for the July 30, 2025, meeting.

#### 3.3. Presentation, discussion, and possible action on Hotel Occupancy Tax Grants.

Conventions Manager JoBeth Wolfe and Sports Manager Alex Aguerro updated the Committee on the three Hotel Occupancy Tax Grant applications.

- Southwest Association of College and University Housing Officers — October 24–25, 2025
- Williams Fire and Hazard Training — June 7–12, 2026
- College Station Marathon — December 14, 2025 — Rodney Wellman was present to answer questions from the Committee.

**MOTION:** Upon a motion made by Committee Member Kevin Davis and a second by Committee Member Connor Clark, the Committee voted 6 for and 0 opposed, and 1 abstained by Greg Stafford to approve the HOT Grant Application for Southwest Association of College and University Housing Officers for \$5,000.  
Committee Member Scott Logan stepped out and was not present for the vote.

**MOTION:** Upon a motion made by Committee Member Kevin Davis and a second by Committee Member Connor Clark, the Committee voted 8 for and 0 opposed, to approve the HOT Grant

Application for Williams Fire and Hazard Training for \$30,000.

**MOTION:** Upon a motion made by Committee Member Kevin Davis and a second by Committee Member Connor Clark, the Committee voted 8 for and 0 opposed, to approve the HOT Grant Application for College Station Marathon for \$55,000.

**3.4. Presentation, discussion, and possible action on the FY26 Media Plan.**

Marketing Manager Angie Bertinot introduced The Zimmerman Agency, represented by Cole Zimmerman, John Nicols, Jennifer Bell, Andy Jorishie, and Ethan Harding. The presentation provided an overview of Visit College Station's new advertising campaign and the draft FY2026 media plan. The Zimmerman Agency highlighted creative concepts and media mix strategies for the leisure, meetings, and sports markets. The campaign theme, "Where Hometown Meets Howdy," aims to increase visitation, website traffic, and social engagement, while supporting off-peak travel. The budget for the campaign is \$380,000, with a shift from print to digital and multimedia partnerships. New creative assets, including photography, video, and messaging, are tailored to leisure, meetings, and sports audiences. The Zimmerman Agency discussed the anticipated reach of the campaign and how it aligns with Visit College Station's broader efforts to increase brand awareness and drive visitation.

The Committee requested benchmarking against peer cities and discussed the possibility of increasing the media budget. The importance of aligning with Texas A&M's marketing strategies was also highlighted.

No action was taken.

Committee Member Rhiannon Elizabeth Whitney left the meeting at 4:06 pm.

**3.5. Presentation, discussion, and possible action on data reports from the previous month(s).**

Assistant Director Jeremiah Cook reported on the July 2025 tourism data reports. Hotel performance is consistently down across revenue, demand, and occupancy. Cook also presented on current sales trends, including a shift toward midweek conference business attraction from the Visit CS Sales team.

The Committee discussed the need to invest in meetings to stabilize midweek performance, but also continued investment in sports tourism.

No action was taken.

**4. Discussion and possible action on future agenda items.**

A member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

After discussion, committee members agreed to reschedule the meetings to 2 PM through December, change the monthly meetings to the first Wednesday starting in October (previously held on the last Wednesday), and hold an extended strategic planning special meeting on October 1st. The regular meeting will take place on September 24th.

**5. Adjourn.**

**MOTION:** Upon a motion made by Committee Member Hunter Goodwin and a second by Committee Member Connor Clark, the Tourism Committee voted 7 for and 0 opposed to adjourn. Adjourned at 5:05 pm.

**September 24, 2025**

**Item No. 3.2.**

**Presentation, discussion, and possible action on Hotel Occupancy Grants.**

**Sponsor:** Jo Beth Wolfe, Alex Aguero

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on Hotel Occupancy Grants.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the Committee recommend approval of the attached applications.

**Summary:** See attached applications and staff evaluations.

**Budget & Financial Summary:**

**Attachments:**

1. Historic HOT Grant Recap
2. 68th Annual County Auditors Institute Packet
3. 68th Annual VG Young School for County Commissioners Courts Packet
4. 47th Annual Property Tax Institute Packet
5. 103rd Annual SWEMA Texas Meter School Packet
6. Cavalry Soccer 2026 Aggieland Classic Packet
7. Texas Hearing Aid Association Conference Packet

**Historic HOT Grant Recap**

	<b>County Auditors Institute</b>	<b>County Commissioners Courts</b>	<b>Property Tax Institute</b>	<b>SWEMA Meter School</b>	<b>Calvary Soccer Aggieland Classic</b>
2022	Room Nights		250	1062	1657
	HOT Grant		\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
	Direct EIC		\$ 82,226.55	\$ 425,973.00	\$ 507,123.79
	Local HOT EIC		\$ 3,276.00	\$ 13,771.00	\$ 7,434.56
2023	Room Nights	769	196	363	1403
	HOT Grant	\$ 7,500.00	\$ 3,000.00	\$ 10,000.00	\$ 15,000.00
	Direct EIC	\$ 263,078.78	\$ 129,714.70	\$ 91,299.13	\$ 441,112.90
	Local HOT EIC	\$ 7,688.44	\$ 1,945.26	\$ 2,603.13	\$ 9,294.55
2024	Room Nights	766	232	350	1658
	HOT Grant	\$ 7,500.00	\$ 5,000.00	\$ 10,000.00	\$ 15,000.00
	Direct EIC	\$ 248,277.21	\$ 129,497.70	\$ 102,949.10	\$ 391,819.19
	Local HOT EIC	\$ 7,263.75	\$ 2,019.63	\$ 3,160.50	\$ 10,178.88
2025	Room Nights	738	367		1369
	HOT Grant	\$ 10,000.00	\$ 5,000.00		\$ 15,000.00
	Direct EIC	\$ 257,545.55	\$ 153,373.14		\$ 712,760.65
	Local HOT EIC	\$ 7,701.56	\$ 3,166.25		\$ 12,052.50

# 68th Annual County Auditors Institute

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*College Station Event Funding- Tourism  
Committee Approval*

## ***Texas A&M AgriLife Extension Service***

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Dr. Peter of McGuill  
2137 TAMU  
College Station, TX 77843-2137

vgyi@ag.tamu.edu  
O: 979-845-4572  
F: VGYI of County Gov't

## ***Ms. Natalie Hejl***

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2137 TAMU  
College Station, TX 77843-217

natalie.hejl@ag.tamu.edu  
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M: 713-409-4719

# Evaluation Form

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## Event Name

68th Annual County Auditors Institute

## Number of Room Nights\*

775

## Number of Attendees\*

325

## Max Amount of Funding per Guidelines\*

\$30,000.00

## Staff Recommended Amount\*

\$10,000.00

## Anything else that would help evaluation of this grant?

This group, as part of 3 events put on annual by VG Young in College Station, brings in over 700 room nights. Due to this, staff recommends \$10,000.

# Application Form

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## *Event or Expenditure Description*

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### Event Name\*

68th Annual County Auditors Institute

### Event Website

Website where event information (details, registration, etc.) may be found.

vgyi.tamu.edu

### Event Type\*

Select the type that best fits your event.

Convention

### Event Start Date\*

The date the event is scheduled to begin.

04/27/2026

### Event End Date\*

The date the event is scheduled to end.

05/01/2026

### Event Description\*

Detailed description of the event.

The 68th Annual County Auditors Institute provides course curriculum in accordance with the standards and rules of the Texas State Board of Public Accountancy. The V.G. Young Institute designates this activity for a maximum of 21.5 CPE credit hours. The V.G. Young Institute of County Government is registered with the Texas State Board of Public Accountancy as a CPE sponsor

### Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

2025 67th Annual VGY Auditors Institute - AAAG.pdf

**Host Venue/Facility\***

Primary location where event will be held in College Station.  
The Hilton College Station and Conference Center

**Total number of hotel room nights expected?\***

Sum of all hotel rooms over the course of the event.  
775

**Nights Hotel Rooms are Needed\***

Select the days of the week hotel rooms will be needed for attendees.  
Monday  
Tuesday  
Wednesday  
Thursday

**List host hotel or hotels that currently have a block of rooms for this event:\***

List the *College Station* hotels currently holding a contracted room block for the event.  
The Hilton College Station and Conference Center

**Tracking Out-of-town guests\***

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

Our registration list shows each elected officials name and home county. It shows their address, their titles, and their registration fees. Of the more than 325 officials that attend, approximately 4 of them are Brazos county residents. We work with the auditor's association who tracks registration for the vendors and collects their addresses, titles, and any fees associated. They will send a full report to me post conference. Roughly 5% of the vendors are from Brazos county.

***Events without Spectators***

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**Number of expected attendees/participants:\***

325

## Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

95

## *Funding Agreement Acknowledgement*

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As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

### **Entity Name (As it appears on line 1 of W9 form)\***

TAMU AgriLife Extension Service - VG Young Institute of County Government

### **Applicant Name\***

By entering your name you are agreeing to the above statement.

Natalie Hejl

**Date\***

08/01/2025

***Contract Signatory***

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**Contract Signatory Name\***

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Natalie Hejl

**Contract Signatory Email\***

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

natalie.hejl@ag.tamu.edu

***Funding Request Overview***

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**Amount Requested\***

Total amount of funds requested for the event.

\$35,000.00

**Grant Dependent\***

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

Yes

**Fund Expenditures\***

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

- #1. We will use some of the funds to help offset the cost incurred by VG Young to host the Welcome Reception the first night of the conference.
- #2. We will hire a local photographer who will take photos at the conference.
- #3. It is imperative to the success of our program that we bring only the best and most knowledgeable people to speak at these events. We will use some of the funds to pay for speakers fees along with their travel expenses.
- #4. Funds to purchase food and beverage for two breaks and a lunch each day for each attendee.
- #5. Funds to pay for audio/visual needs

## List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

We do not receive sponsorships for this event of any kind. The revenue that the vendor show generates during this conference goes directly to the auditors association, not to VG Young.

## *Referral*

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**We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.**

## Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

We host a Commissioners Court Leadership Academy that is a two year program. Graduation from the class occurs here in College Station and the attendees are in town for 3-4 days.

We also host the largest conference each year for the state's tax assessors/collectors and their staff. This conference has 400 plus attendees. We've had it here in the past but we will have to come up with some creative things to bring it back to College Station. The Tax Assessor/Collectors Association of Texas hosts a large luncheon during this conference which occupies a large amount of space right in the middle of the conference. We've been awarded the contract to host the Seminar for Newly Elected Officials in 2027. This conference is one full week and is typically held the second week of January.

## Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

*[Unanswered]*

## File Attachment Summary

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### *Applicant File Uploads*

- 2025 67th Annual VGY Auditors Institute - AAAG.pdf

# AGENDA AT A GLANCE

TEXAS A&M  
**AGRILIFE**  
EXTENSION

V.G. YOUNG INSTITUTE OF  
COUNTY GOVERNMENT

## 67th ANNUAL COUNTY AUDITORS INSTITUTE

April 29-May 2, 2025  
Hilton College Station & Conference Center

### Tuesday, April 29

- 7:00 a.m.-5:00 p.m. **Registration Open**  
Registration Desk
- 8:30 a.m.-5:00 p.m. **New Auditor Training**  
Brazos Amphitheater
- 8:00 a.m.-noon **Exhibitor Show Setup**  
Oakwood Ballroom
- 1:00-5:00 p.m. **Exhibitor Show Open**  
Oakwood Ballroom

#### OPTIONAL SESSIONS

- 1:00-5:00 p.m. **Ethics & Values for Texas CPAs & Accounting Professionals**  
Bluebonnet Ballroom 5-7
- 1:00-1:50 p.m. **TCDRS – A Perspective From the Employee Side**  
Bluebonnet Ballroom 1-4
- 1:50-2:40 p.m. **Failure to Appear / Failure to Pay Program**  
Bluebonnet Ballroom 1-4
- 2:40-3:10 p.m. **Refreshment Break**  
Oakwood Ballroom
- 3:10-4:00 p.m. **Employment Practices**  
Bluebonnet Ballroom 1-4
- 4:00-4:50 p.m. **How Does ARPA End? What Happens Now?**  
Bluebonnet Ballroom 1-4
- 5:30-7:00 p.m. **Welcome Reception**  
Poolside

### Wednesday, April 30

- 7:30 a.m.-4:00 p.m. **Registration Open**  
Registration Desk
- 7:30 a.m.-5:00 p.m. **Exhibitor Show Open**  
Oakwood Ballroom
- 7:30-8:30 a.m. **Breakfast in Exhibit Hall**  
Oakwood Ballroom

#### OPENING GENERAL SESSION

Bluebonnet Ballroom 1-4

- 8:30-8:50 a.m. **Welcome Remarks**
- 8:50-9:40 a.m. **Generational Differences in the Workplace**
- 9:40-10:30 a.m. **5 C's of Cybersecurity**
- 10:30-10:50 a.m. **Refreshment Break**  
Oakwood Ballroom

#### GENERAL SESSION

Bluebonnet Ballroom 1-4

- 10:50-11:40 a.m. **Legislative Update**
- 11:40 a.m.-1:00 p.m. **Lunch on Your Own**

#### CONCURRENT SESSIONS

- 1:00-1:50 p.m. **Making the Most of County Department Cash Counts**  
Bluebonnet Ballroom 1-4
- Governed by GASB? Learn the New Rules on Compensated Absences**  
Brazos Amphitheater
- Bid Process**  
Bluebonnet Ballroom 5-7

## Wednesday, April 30 (cont.)

- 2:00-2:50 p.m. **Artificial Intelligence – The Basics of AI**  
Bluebonnet Ballroom 1-4
- Purchasing Card Best Practices**  
Brazos Amphitheater
- Issuing Debt**  
Bluebonnet Ballroom 5-7
- 2:50-3:10 p.m. **Refreshment Break**  
Oakwood Ballroom
- 3:10-4:00 p.m. **Assistant Auditor Help**  
Bluebonnet Ballroom 1-4
- Comptroller Resources and Reporting**  
Brazos Amphitheater
- All Things Social Security**  
Bluebonnet Ballroom 5-7
- 4:10-5:00 p.m. **Been to Jail Lately? Be Confident That Your Family Can Put Money on Your Commissary Account With Confidence**  
Bluebonnet Ballroom 1-4
- Grants Management**  
Brazos Amphitheater
- Juror Pay & Reimbursement Audits**  
Bluebonnet Ballroom 5-7
- 6:30 p.m. **Association Dinner**  
Topgolf

## Thursday, May 1

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- 7:30 a.m.-4:00 p.m. **Registration Open**  
Registration Desk
- 7:30 a.m.-noon **Exhibitor Show Open**  
Oakwood Ballroom
- 7:30-8:30 a.m. **Breakfast in Exhibit Hall**  
Oakwood Ballroom

### GENERAL SESSION

Bluebonnet Ballroom 1-4

- 8:30-10:00 a.m. **U.S. and Texas Energy Markets Update**
- 10:00-10:20 a.m. **Refreshment Break**  
Oakwood Ballroom
- 10:20-11:10 a.m. **Delivering Effective Presentations**
- 11:10 a.m.-noon **Orientation and Exit Audits**
- Noon-12:10 p.m. **Exhibitor Introductions**
- 12:10-1:30 p.m. **Lunch on Your Own**
- 1:30-3:20 p.m. **Common Sense**
- 3:20-3:30 p.m. **Refreshment Break**  
Prefunction Area
- 3:30-4:20 p.m. **Developing a Successful Investment Plan**

### CONCURRENT SESSIONS

- 4:20-5:10 p.m. **Counties by Population Size: Roundtable Sessions**
- Small Counties – Less than 25,000**  
Brazos Amphitheater
- Medium Counties – 25,000-100,000**  
Bluebonnet Ballroom 1-4
- Medium/Large Counties – 100,001-250,000**  
Mockingbird
- Large Counties – More than 250,000**  
Bluebonnet Ballroom 5-7

## Friday, May 2

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- 7:30-8:30 a.m. **Breakfast**  
Prefunction Area

### GENERAL SESSION

Bluebonnet Ballroom 1-4

- 8:30-9:20 a.m. **Auditing the County Clerk**
- 9:20-10:10 a.m. **What Happens When the FBI Comes to Town?**
- 10:10-10:20 a.m. **Refreshment Break**  
Prefunction Area
- 10:20-11:10 a.m. **Let's Kahoot!**
- 11:10-11:30 a.m. **Closing Remarks and Adjourn**

# 68th Annual VG Young School for County Commissioners Courts

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*College Station Event Funding- Tourism  
Committee Approval*

## ***Texas A&M AgriLife Extension Service***

---

Dr. Peter of McGuill  
2137 TAMU  
College Station, TX 77843-2137

vgyi@ag.tamu.edu  
O: 979-845-4572  
F: VGYI of County Gov't

## ***Ms. Natalie Hejl***

---

2137 TAMU  
College Station, TX 77843-217

natalie.hejl@ag.tamu.edu  
O: 979-845-4572  
M: 713-409-4719

# Evaluation Form

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## Event Name

68th Annual VG Young School for County Commissioners Courts

## Number of Room Nights\*

330

## Number of Attendees\*

650

## Max Amount of Funding per Guidelines\*

\$10,000.00

## Staff Recommended Amount\*

\$5,000.00

## Anything else that would help evaluation of this grant?

This group, as part of 3 events put on annual by VG Young in College Station, and has consistently increased the room nights they generate.. Due to this, staff recommends \$5,000.

# Application Form

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## *Event or Expenditure Description*

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### Event Name\*

68th Annual VG Young School for County Commissioners Courts

### Event Website

Website where event information (details, registration, etc.) may be found.

[www.vgyi.tamu.edu](http://www.vgyi.tamu.edu)

### Event Type\*

Select the type that best fits your event.

Convention

### Event Start Date\*

The date the event is scheduled to begin.

02/17/2026

### Event End Date\*

The date the event is scheduled to end.

02/19/2026

### Event Description\*

Detailed description of the event.

This annual event draws over 400 elected officials from across the state of Texas. We have a sold out trade show with 80 vendor booths. Each vendor brings multiple representatives from their companies to man their booths and hosts lunches/dinners for the officials. We have more than 40 companies/firms/vendors on a waiting list to get into the trade show. This event draws invited legislators and administration from the Texas A&M University System. Brazos County hosts an event we call "Host Court". The Institute pays the TAMU Meat Science team to cater the prime rib portion of the meal. We also choose another local vendor to cater all the sides, desserts, and drinks. Brazos County typically has several vendors who come together to sponsor the bars/security at the event. This show sells out in less than 30 minutes. We've secured lodging accommodations at the Hilton and the Embassy.

### Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

Agenda at a Glance Final.pdf

### Host Venue/Facility\*

Primary location where event will be held in College Station.

Brazos County Expo Center

### Total number of hotel room nights expected?\*

Sum of all hotel rooms over the course of the event.

330

### Nights Hotel Rooms are Needed\*

Select the days of the week hotel rooms will be needed for attendees.

Monday

Tuesday

Wednesday

Thursday

### List host hotel or hotels that currently have a block of rooms for this event:\*

List the *College Station* hotels currently holding a contracted room block for the event.

The Hilton College Station

Embassy Suites

### Tracking Out-of-town guests\*

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

Our registration list shows each elected officials name and home county. It shows their address, their titles, and their registration fees. Of the more than 400 officials that attend, only 10 of them are Brazos county residents. We have a trade show management company who tracks registration for the vendors and collects their addresses, titles, and any fees associated. Roughly 5% of the vendors are from Brazos county.

## *Events without Spectators*

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**Number of expected attendees/participants:\***

650

### **Out-of-Town Percentage**

Estimated percentage of attendees from outside a 50 mile radius of College Station.

95

## *Funding Agreement Acknowledgement*

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As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

### **Entity Name (As it appears on line 1 of W9 form)\***

TAMU AgriLife Extension Service - VG Young Institute of County Government

**Applicant Name\***

By entering your name you are agreeing to the above statement.

Natalie Hejl

**Date\***

08/01/2025

***Contract Signatory***

---

**Contract Signatory Name\***

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Natalie Hejl

**Contract Signatory Email\***

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

natalie.hejl@ag.tamu.edu

***Funding Request Overview***

---

**Amount Requested\***

Total amount of funds requested for the event.

\$10,000.00

**Grant Dependent\***

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

Yes

**Fund Expenditures\***

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

#1. We will use some of the funds to help offset the cost incurred by VG Young for Host Court every year.

The Institute hires the Meat Science Team from TAMU, and we hire an additional Brazos county catering company for the sides, desserts, and drinks. V.G. Young incurs the printing costs for the flyers/invitations that are in each attendees packets as well.

#2. We will hire a local photographer who will take photos at the conference.

#3. It is imperative to the success of our program that we bring only the best and most knowledgeable people to speak at these events. We will use some of the funds to pay for speakers fees along with their travel expenses.

#4. We will hire local vendors to provide food and beverage during the conference.

#5. We will hire a local vendor for all audio/visual needs.

## List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

Sponsorship dollars received for our Feb 2025 conference - \$29,500 We provide a product or service for each sponsorship that we receive. We do not make money from sponsorships. They merely help offset our costs.

## *Referral*

---

**We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.**

## Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

*[Unanswered]*

## Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

*[Unanswered]*

## File Attachment Summary

---

### *Applicant File Uploads*

- Agenda at a Glance Final.pdf

# AGENDA AT A GLANCE

TEXAS A&M  
AGRI LIFE  
EXTENSION

V.G. YOUNG INSTITUTE OF  
COUNTY GOVERNMENT

## 67th ANNUAL V.G. YOUNG SCHOOL FOR COUNTY COMMISSIONERS COURTS

### Tuesday, February 18

8:00 a.m.-5:00 p.m. **Registration Opens**

Registration Desk

8:00 a.m.-noon **Exhibitor Show Setup**

Brazos A-C

8:00-11:40 a.m. **Emergency Management**

Texas Ballroom

1:00-6:00 p.m. **Exhibitor Show Opens**

Brazos A-C

#### OPENING GENERAL SESSION

Texas Ballroom

1:00-1:10 p.m. **Call to Order & Opening Comments**

1:10-2:00 p.m. **Keynote: Wise About Texas**

2:00-2:50 p.m. **4.004 County Purchasing:  
Construction Procurement**

2:50-3:20 p.m. **Refreshment Break**

Brazos A-C

Sponsored by: Texas A&M AgriLife Extension Service  
Professional Associations

#### CCAC PHASE 2

Meeting Room 1&2

3:20-4:10 p.m. **2.014 Extension Service**

4:10-5:00 p.m. **2.003 County Clerk**

#### CCAC PHASE 3

East Texas Ballroom

3:20-4:10 p.m. **3.012 Interlocal Agreements**

4:10-5:00 p.m. **3.011 Councils of Government**

#### Water Issues

Central Texas Ballroom

3:20-4:10 p.m. **Groundwater Management in Texas**

4:10-5:00 p.m. **On-Site Sewage Facilities**

#### COMMISSIONERS COURT LEADERSHIP ACADEMY ALUMNI SESSION – ALUMNI ONLY

College Station Room

3:20-5:00 p.m. **Stress Inoculation**

#### DINNER AND RECEPTION

Brazos A-C & Texas Ballroom

5:00-6:00 p.m. **Welcome Reception**

6:00 p.m. **Texas Aggie Prime Rib Dinner**

### Wednesday, February 19

7:30 a.m. **Complimentary Coffee**

Prefunction Area

Sponsored by: Bickerstaff Heath Delgado Acosta LLP

7:30 a.m.-4:00 p.m. **Registration Open**

Registration Desk

#### GENERAL SESSION

Texas Ballroom

8:00-8:10 a.m. **County Extension Partnerships**

8:10-9:00 a.m. **3.003 Lawmaking: Legislative Update**

8:30 a.m.-3:30 p.m. **Exhibitor Show Open**

Brazos A-C

9:00-9:50 a.m. **Construction Project Management**

9:30 a.m.-1:30 p.m. **Commissioners Court Photographs**  
College Station Room

9:50-10:10 a.m. **Refreshment Break**  
Brazos A-C  
McCreary, Veselka, Bragg & Allen, PC

10:10-11:00 a.m. **Health Industry Smoke and Mirrors**

11:00-11:50 a.m. **3.002 Commissions & Committees – Texas Parks and Wildlife Department – Centennial Park Fund**

11:50 a.m.-1:15 p.m. **Lunch Provided**  
Brazos A-C  
Sponsored by: Wright Asphalt

**CCAC PHASE 2**  
Meeting Room 1&2

1:15-2:05 p.m. **2.004 District Clerk**

2:05-2:55 p.m. **2.018 District Judge**

2:55-3:20 p.m. **Refreshment Break**  
Brazos A-C

3:20-4:10 p.m. **2.011 Constable**

4:10-5:00 p.m. **2.012 County Auditor**

**COMMISSIONERS SESSION**

Central Texas Ballroom

1:15-2:05 p.m. **Dust Control Management**

2:05-2:55 p.m. **4.018 Emergency Management**

2:55-3:20 p.m. **Refreshment Break & Exhibitor Drawing**  
Brazos A-C

3:20-4:10 p.m. **3.016 County Roads: County Road Signage Issues**

4:10-5:00 p.m. **Road Crew Safety**

**COUNTY JUDGE JUDICIAL TRAINING**

East Texas Ballroom

1:00-2:00 p.m. **Cross Fading in Texas: A Critical Threat to Our Roadways**

2:00-3:00 p.m. **Judicial Ethics**

3:00-3:15 p.m. **Refreshment Break**  
East Texas Ballroom

3:15-4:15 p.m. **Your Court's Report Card – OCA Reporting Requirements**

4:15-5:15 p.m. **Guardianship 101**

**Thursday, February 20**

8:00 a.m. **Complimentary Coffee**  
Prefunction Area

**CCAC PHASE 2**  
Meeting Room 1&2

8:20-9:10 a.m. **2.002 County Commissioner**

9:10-10:00 a.m. **2.017 County Court at Law Judge**

**CCAC PHASE 3**  
East Texas Ballroom

8:20-9:10 a.m. **3.009 Juvenile Justice Systems**

9:10-10:00 a.m. **4.020 Negotiating Technology Contracts**

**JUDGES AND COMMISSIONERS ADMINISTRATIVE TRAINING**

Central Texas Ballroom

8:20-9:10 a.m. **3.006 Personnel Policies**

9:10-10:00 a.m. **FLSA**

10:00-10:20 a.m. **Refreshment Break**  
Prefunction Area

**GENERAL SESSION**

Texas Ballroom

10:20-11:10 a.m. **4.007 Basic Taxation: The Life of a Delinquent Account**

11:10 a.m.-noon **4.012 Personnel: County Retirement**

Noon **Adjourn 67th Annual V.G. Young School for County Commissioners Courts**

Attendees are eligible to receive 16 hours of continuing education credit, and an additional 4 hours are available for Early Bird Session attendance. The conference is sponsored by the V.G. Young Institute of County Government, a part of the Texas A&M AgriLife Extension Service and the Texas A&M University System, in cooperation with the County Judges and Commissioners Association of Texas and the Texas Association of Counties.

# 47th Annual Property Tax Institute

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*College Station Event Funding- Tourism  
Committee Approval*

## ***Texas A&M AgriLife Extension Service***

---

Dr. Peter of McGuill  
2137 TAMU  
College Station, TX 77843-2137

vgyi@ag.tamu.edu  
O: 979-845-4572  
F: VGYI of County Gov't

## ***Ms. Natalie Hejl***

---

2137 TAMU  
College Station, TX 77843-217

natalie.hejl@ag.tamu.edu  
O: 979-845-4572  
M: 713-409-4719

# Evaluation Form

---

## Event Name

47th Annual Property Tax Institute

## Number of Room Nights\*

350

## Number of Attendees\*

275

## Max Amount of Funding per Guidelines\*

\$10,000.00

## Staff Recommended Amount\*

\$10,000.00

## Anything else that would help evaluation of this grant?

This group, as part of 3 events put on annually by VG Young in College Station, brings in needed business in December, and has been a consistent room night generator. Due to this, staff recommends \$10,000.

# Application Form

---

## *Event or Expenditure Description*

---

### Event Name\*

47th Annual Property Tax Institute

### Event Website

Website where event information (details, registration, etc.) may be found.

vgyi.tamu.edu

### Event Type\*

Select the type that best fits your event.

Convention

### Event Start Date\*

The date the event is scheduled to begin.

12/16/2025

### Event End Date\*

The date the event is scheduled to end.

12/17/2025

### Event Description\*

Detailed description of the event.

Texas A&M AgriLife Extension, through the VG Young Institute offers continuing education to property tax professionals and others in the form of an annual conference referred to as "Institute on Property Taxation" to be held each December. The conference will offer continuing education credit with the Texas Department of Licensing and Regulation and the Tax Assessor-Collectors Association of Texas and possibly others. The VG Young Institute partners with the Property Tax Assistance Division of the Texas Comptroller of Public Accounts office to develop the conference agenda and secure session speakers.

### Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

**Host Venue/Facility\***

Primary location where event will be held in College Station.

Texas A&M Hotel and Conference Center

**Total number of hotel room nights expected?\***

Sum of all hotel rooms over the course of the event.

350

**Nights Hotel Rooms are Needed\***

Select the days of the week hotel rooms will be needed for attendees.

Monday

Tuesday

**List host hotel or hotels that currently have a block of rooms for this event:\***

List the *College Station* hotels currently holding a contracted room block for the event.

Texas A&M Hotel and Conference Center

**Tracking Out-of-town guests\***

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

We will be able to provide this information at the conclusion of the conference. All of this information is collected from the attendees during the registration process. Our registration list shows each participants name and home county. It shows their addresses, their titles, and their registration fees. Of the more than 200 professionals that attended last year less than 5 were from Brazos county.

***Events without Spectators***

---

**Number of expected attendees/participants:\***

275

**Out-of-Town Percentage**

Estimated percentage of attendees from outside a 50 mile radius of College Station.

## *Funding Agreement Acknowledgement*

---

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

### **Entity Name (As it appears on line 1 of W9 form)\***

Texas A&M AgriLife Extension Service

### **Applicant Name\***

By entering your name you are agreeing to the above statement.

Natalie Hejl

### **Date\***

09/11/2025

## *Contract Signatory*

---

### **Contract Signatory Name\***

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Peter McGuill

### **Contract Signatory Email\***

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

pjmcguill@ag.tamu.edu

## *Funding Request Overview*

---

### **Amount Requested\***

Total amount of funds requested for the event.

\$10,000.00

### **Grant Dependent\***

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

Yes

### **Fund Expenditures\***

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

It is imperative to the success of our program that we bring only the best and most knowledgeable experts to speak at these events. We will use the funds to pay for speakers' fees, along with their travel expenses. We host the event at a local hotel and use local vendors for all print materials.

### **List other means of financial support/sponsorships/grants - including in-kind support**

Include Name and Amount to Receive

There are no other means of support/sponsorships/grants outside of the participant's registration fees.

## *Referral*

---

**We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.**

### **Additional Events with Organization**

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

We host the largest annual conference for the state's tax assessors/collectors and their staff. We have approximately 350 attendees along with an additional 50 vendors at this event. We have held this conference in College Station in the past, but were forced to move this event to another location due to the lack of adequate convention space in close proximity to a hotel. It would be our desire to return this event to College Station in the future when a more adequate convention/ hotel venue is constructed that meets our space needs for this event. Many of the attendees for this conference will not attend a conference that is not located at or within walking distance of the hotel where they're staying.

### **Other Organization's Events**

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

## File Attachment Summary

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### *Applicant File Uploads*

*No files were uploaded*

# 103rd Annual SWEMA Texas Meter School

---

*College Station Event Funding- Tourism  
Committee Approval*

## ***Southwest Electrical Metering Association (SWEMA)***

---

Jon Pettit  
207 High Plains Dr  
Dripping Springs, TX 78620

SWEMA@swema.org  
O: 469-964-3714  
M: 469-964-3714  
F: SWEMA

## ***Jon Pettit***

---

Jonathan.Pettit@oncor.com  
M: 469-964-3714

# Evaluation Form

---

## Event Name

103rd Annual SWEMA Texas Meter School

## Number of Room Nights\*

1300

## Number of Attendees\*

350

## Max Amount of Funding per Guidelines\*

\$60,000.00

## Staff Recommended Amount\*

\$15,000.00

## Anything else that would help evaluation of this grant?

Based on the longstanding relationship with this group and the strong room nights the group delivers to the market, staff recommends \$15,000.

# Application Form

---

## *Event or Expenditure Description*

---

### Event Name\*

103rd Annual SWEMA Texas Meter School

### Event Website

Website where event information (details, registration, etc.) may be found.

<https://swema.org/meter-school/>

### Event Type\*

Select the type that best fits your event.

Business Meeting

### Event Start Date\*

The date the event is scheduled to begin.

10/27/2025

### Event End Date\*

The date the event is scheduled to end.

10/31/2025

### Event Description\*

Detailed description of the event.

SWEMA Meter School is a 5-day educational and networking event that attracts measurement technical/sales professionals from Texas, within the United States, and abroad to visit the Brian/College Station. Attendees go to various courses and modules that help them improve their technical knowledge in the areas of electrical power and power metering technologies. Experienced volunteer instructors share an in-depth understanding of multiple subjects that students can apply in their workplaces and communities. The annual school is divided into 5 different courses designed to capture the interests of people with varying degrees of work experience and interests.

### Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

### Host Venue/Facility\*

Primary location where event will be held in College Station.

Brazos County Expo Center in Bryan for meter school, host hotel is College Station Hilton

### Total number of hotel room nights expected?\*

Sum of all hotel rooms over the course of the event.

1500

### Nights Hotel Rooms are Needed\*

Select the days of the week hotel rooms will be needed for attendees.

Sunday

Monday

Tuesday

Wednesday

Thursday

### List host hotel or hotels that currently have a block of rooms for this event:\*

List the *College Station* hotels currently holding a contracted room block for the event.

Hilton, Aloft, Hyatt Place, Homewood Suites, and Residence Inn

### Tracking Out-of-town guests\*

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

During registration, students and vendors must complete a survey before receiving their registration badge. This survey will meet the requirements of Visit College Station and other relevant parties. Student and vendor registration is also tracked in our registration software and can be compared if needed.

## *Events without Spectators*

---

### Number of expected attendees/participants:\*

350

### Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

99

## Funding Agreement Acknowledgement

---

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

### Entity Name (As it appears on line 1 of W9 form)\*

Southwest Electrical Metering Association (SWEMA)

### Applicant Name\*

By entering your name you are agreeing to the above statement.

Jonathan Pettit

### Date\*

09/03/2025

## *Contract Signatory*

---

### **Contract Signatory Name\***

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Jonathan Pettit

### **Contract Signatory Email\***

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

jonathan.pettit@oncor.com

## *Funding Request Overview*

---

### **Amount Requested\***

Total amount of funds requested for the event.

\$15,000.00

### **Grant Dependent\***

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

No

### **Fund Expenditures\***

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

facility and equipment rental costs, meals/drinks/snacks, marketing and event software, storage and moving costs

### **List other means of financial support/sponsorships/grants - including in-kind support**

Include Name and Amount to Receive

Student registrations \$395 each; Vendor registrations (dependent on the number of tables and participants)  
SWEMA has applied for the Brazos County HOT Grant

## *Referral*

---

**We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.**

### **Additional Events with Organization**

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

We have several other meetings in College Station held by our planning committee and board annually.

### **Other Organization's Events**

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

## File Attachment Summary

---

### *Applicant File Uploads*

*No files were uploaded*

# Cavalry Soccer 2026 Aggieland Classic

---

*College Station Event Funding- Tourism  
Committee Approval*

## ***Cavalry Soccer***

---

Mr. Paul Hawryluk  
14881 FM 2154, suite 473  
Wellborn, TX 77845

info@cavalrysoccer.com  
O: 979-587-8653  
F: Cavalry Soccer

## ***Mr. Loren Marietta***

---

14881 FM 2154, suite 473  
Wellborn, TX 77845

cavalrytournaments@gmail.com  
O: 9795878653

# Evaluation Form

---

## Event Name

Cavalry Soccer 2026 Aggieland Classic

## Number of Room Nights\*

1000

## Number of Attendees\*

7000

## Max Amount of Funding per Guidelines\*

\$30,000.00

## Staff Recommended Amount\*

\$10,000.00

## Anything else that would help evaluation of this grant?

This group brings in over 1,000 room nights, although the group has consistently received \$15,000 staff recommends \$10,000 to help offset event expenses.

# Application Form

---

## *Event or Expenditure Description*

---

### **Event Name\***

Cavalry Soccer 2026 Aggieland Classic

### **Event Website**

Website where event information (details, registration, etc.) may be found.

<https://www.cavalrysoccer.com/aggieland-classic>

### **Event Type\***

Select the type that best fits your event.

Sports

### **Event Start Date\***

The date the event is scheduled to begin.

01/30/2026

### **Event End Date\***

The date the event is scheduled to end.

02/01/2026

### **Event Description\***

Detailed description of the event.

Youth Soccer tournament. Cavalry Soccer will be hosting approximately 200 teams from across the state of Texas

### **Schedule of Events**

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

### **Host Venue/Facility\***

Primary location where event will be held in College Station.

Veterans Park & Athletic Complex

**Total number of hotel room nights expected?\***

Sum of all hotel rooms over the course of the event.

1000

**Nights Hotel Rooms are Needed\***

Select the days of the week hotel rooms will be needed for attendees.

Friday  
Saturday

**List host hotel or hotels that currently have a block of rooms for this event:\***

List the *College Station* hotels currently holding a contracted room block for the event.

- Hilton College Station
- Hyatt Place
- Embassy Suites
- La Quinta North
- La Quinta South
- Wingate Inn/Hawthorn
- Aggieland Boutique Hotel
- Texas A&M Hotel & Conference Center
- Holiday Inn Express
- Holiday Inn & Suites
- Drury Plaza Hotel
- Cavalry Court Hotel
- Hampton Inn\*\*pending
- Courtyard Marriott\*\*pending

**Tracking Out-of-town guests\***

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

Teams/parents/families/attendees are required to fill out a google form or similar type of survey indicating what specific hotel they stayed, what town the hotel was in, how many rooms were utilized and how many nights as well.

## *Events with Spectators*

---

### **Number of expected participants\***

Participants only include those taking part in the event.

Be sure to include staff attending.

2000

### **Number of expected spectators\***

Spectators only include those watching the event.

5000

### **Out-of-Town Percentage\***

Estimated percentage of attendees from **outside a 50 mile radius** of College Station.

90

### **Number of expected teams (if applicable):**

200

## *Funding Agreement Acknowledgement*

---

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to

forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

**Entity Name (As it appears on line 1 of W9 form)\***

Cavalry Soccer

**Applicant Name\***

By entering your name you are agreeing to the above statement.

Richard Loren Marietta

**Date\***

09/04/2025

***Contract Signatory***

---

**Contract Signatory Name\***

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Richard Loren Marietta

**Contract Signatory Email\***

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

lmarietta@cavalrysoccer.com

***Funding Request Overview***

---

**Amount Requested\***

Total amount of funds requested for the event.

\$15,000.00

### Grant Dependent\*

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

No

### Fund Expenditures\*

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

Funds will be used to pay for rental of facilities and any equipment needed to run the event successfully (golf carts). Payment of referees, referee assignor, medical support staff and on site officers/security as needed will be made from the funds. We will also use funds to purchase food and drinks for coaches, volunteers, referees & support staff during the event. Awards for participants will be purchased along with any other items deemed necessary to run the event.

### List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

none at this time

### Referral

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**We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.**

### Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

not at this time

### Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

not applicable at this time



## File Attachment Summary

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### *Applicant File Uploads*

*No files were uploaded*

# Texas Hearing Aid Association Conference

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*College Station Event Funding- Tourism  
Committee Approval*

## ***Texas Hearing Aid Association***

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Monica McNamara  
1255 Arrington Rd  
Suite 6000 PMB111  
College Station, TX 77845

info@texashearingaids.org  
O: 737-637-1500

## ***Treasure LaFollette***

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1255 Arrington Rd  
Suite 6000 PMB111  
College Station, TX 77845

lafollette3@gmail.com  
O: 737-637-1500  
M: 9794129999

# Evaluation Form

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## Event Name

Texas Hearing Aid Association Conference

## Number of Room Nights\*

175

## Number of Attendees\*

175

## Max Amount of Funding per Guidelines\*

\$5,000.00

## Staff Recommended Amount\*

\$3,500.00

## Anything else that would help evaluation of this grant?

Being a new group to College Station, staff recommends \$3,500 for 175 room nights. The group has contracted 225 room nights.

# Application Form

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## *Event or Expenditure Description*

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### Event Name\*

Texas Hearing Aid Association Conference

### Event Website

Website where event information (details, registration, etc.) may be found.

texashearingaids.org

### Event Type\*

Select the type that best fits your event.

Convention

### Event Start Date\*

The date the event is scheduled to begin.

06/11/2026

### Event End Date\*

The date the event is scheduled to end.

06/13/2026

### Event Description\*

Detailed description of the event.

The Texas Hearing Aid Association (THAA) hosts an annual two-day conference that provides licensed hearing aid specialists with a valuable opportunity to earn continuing education credits, stay informed about the latest products and technologies through direct interaction with industry vendors, and connect with fellow professionals from across the state. In addition to supporting ongoing professional development and collaboration, the conference also serves as a testing site for the Texas state board exam, offering incoming candidates a convenient and supportive environment to complete their licensing requirements.

### Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

THAA 2025 Schedule.docx

**Host Venue/Facility\***

Primary location where event will be held in College Station.

Texas A&M Hotel & Conference Center

**Total number of hotel room nights expected?\***

Sum of all hotel rooms over the course of the event.

175

**Nights Hotel Rooms are Needed\***

Select the days of the week hotel rooms will be needed for attendees.

- Wednesday
- Thursday
- Friday
- Saturday

**List host hotel or hotels that currently have a block of rooms for this event:\***

List the *College Station* hotels currently holding a contracted room block for the event.

Texas A&M Hotel & Conference Center

**Tracking Out-of-town guests\***

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

We have mostly guests coming in from around the state of Texas and a few that will be coming in from other states across the country. We are able to track who attends because we use a program called Starchapter that tracks registration for each attendee.

***Events without Spectators***

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**Number of expected attendees/participants:\***

175

## Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

98

## *Funding Agreement Acknowledgement*

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As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

### **Entity Name (As it appears on line 1 of W9 form)\***

Texas Hearing Aid Association

### **Applicant Name\***

By entering your name you are agreeing to the above statement.

Treasure LaFollette

**Date\***

08/26/2025

***Contract Signatory***

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**Contract Signatory Name\***

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Treasure LaFollette

**Contract Signatory Email\***

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

lafollette3@gmail.com

***Funding Request Overview***

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**Amount Requested\***

Total amount of funds requested for the event.

\$5,000.00

**Grant Dependent\***

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

No

**Fund Expenditures\***

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

THAA expects to spend approximately \$30,000 + on food and beverages for the event. The HOT funds will be used to help with the cost for our F&B.

## List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

We are supported simply by our members dues and money raised by our silent auction at this conference each year.

## *Referral*

---

**We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.**

### Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

This is our only event at this time, however we have an annual conference each year and often repeat the same location.

### Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

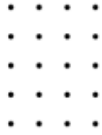
None at this time but will refer if we hear of an organization/event

# File Attachment Summary

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## *Applicant File Uploads*

- THAA 2025 Schedule.docx



# THAA 2025 Conference Schedule

## Thursday

- 6:30pm - "unofficial" Networking Happy Hour in hotel lobby bar (wear your favorite or funniest "hearing-related" shirt!)

## Friday

- 9:00-11:00 Owner's Meeting (for THAA "Owner" members) "Ask the Lawyer" session with Jesse Wilson, My Essentials, LLC
- 11:00-12:00 Owner's Lunch, sponsored by My Essentials, LLC
- 12:30-1:20 General Session- THAA Annual Membership Meeting
- 1:30-2:30 General Session- IHS Policy/Perspectives, TDLR updates. (Alissa Parady, IHS)
- 2:30-3:00 Break with Exhibitors
- 3:10-4:00 General Session- Tympanometry (Dr Jordan King, Advanced Hearing & Balance Center)
- 4:10-5:00 General Session- Sales Training (Dr Jodi Sasaki, Starkey)
- 5:00-6:30 Reception with Exhibitors  
Silent Auction will close this evening at 6:30

## Saturday

- 7:30-8:00 Breakfast with Exhibitors
- 8:00-9:00 Breakout #1a: The PCC Role- Your Key to Success (Cade Simpson, Acuity Hearing Center)  
Breakout #1b: Auditory Rehabilitation (Rick Carlson, Lace AI)
- 9:10-10:30 General Session  
Annual Sponsor Panel Session (all THAA annual sponsors)
- 10:30-11:10 Break with Exhibitors
- 11:10-12:00 Breakout #2a: Make or Break the Incoming Phone Inquiry- Quick Tips for Success (Renee Erno, Oticon)  
Breakout #2b: From Trainee to Pro- Building a Smarter Pipeline for Hearing Healthcare (Bonny Jo Havoc, Miracle Ear)
- 12:00-1:15 Lunch with Exhibitors
- 1:15-2:00 General Session- Cognition & Hearing (Dr Rachel Lamb, Phonak)
- 2:00-2:45 General Session- Info on Cochlear referrals for HIS's (Paula Kleck, Cochlear & Mike Grout)
- 3:00-4:00 Keynote Speaker: Erik Sorenson, Platinum Partners
- 4:00-4:15 Closing Notes & Prize Drawings

## Saturday

7:00am-1:15pm  
Headshots in the Hall  
(sponsored by Lace AI)



**September 24, 2025**  
**Item No. 3.3.**  
**Parks and Recreation Update**

**Sponsor:** Kelsey Heiden

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on an update from the Parks and Recreation Department.

**Relationship to Strategic Goals:**

**Recommendation(s):**

**Summary:** Staff will provide an update on the Parks and Recreation department.

**Budget & Financial Summary:**

**Attachments:**

None

**September 24, 2025**  
**Item No. 3.4.**  
**Texas Music Scene Sponsorship**

**Sponsor:** Jeremiah Cook, Assistant Director - Tourism

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action regarding a sponsorship for the Texas Music Scene.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee receive the information and provide a recommendation.

**Summary:** The Texas Music Scene sponsorship includes a 30-second promotional spot and visibility through sponsor billboards, airing weekly in over 21.5 million households. The show features live music performances and discussions, hosted by ACM Award-winner Jack Ingram. Spread over 7 episodes, the partnership with Stage 12/Brookshire Brothers aims to highlight the venue and includes showcasing a local artist, recognizing the area's support for local musicians.

**Budget & Financial Summary:** An SLA was recommended by the Tourism Committee for the FY26 budget to fund this sponsorship at \$75,000. The council approved the FY26 budget on August 28th, 2025.

**Attachments:**

None

**September 24, 2025**  
**Item No. 3.5.**  
**Wayfinding Working Group**

**Sponsor:** Jeremiah Cook, Assistant Director - Tourism

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on representation for the wayfinding working group.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee recommend two members for the wayfinding working group.

**Summary:** At the July 30th Tourism Committee meeting, members recommended that the staff continue to gather more information on destination wayfinding and bring back information about next steps when available. Subsequently, at the August 28th City Council meeting, the Council directed staff to develop a wayfinding sign program after forming a group of local stakeholders to evaluate the need, placement, and types of signs with a focus on cohesive design and unique branding across the community. The new program should include an operation and maintenance budget and consider the use of HOT funds. The group will consist of both staff and community members from College Station and Bryan to provide recommendations to the Council on the next steps in the wayfinding process.

**Budget & Financial Summary:**

**Attachments:**

None

**September 24, 2025**  
**Item No. 3.6.**  
**Data Reports**

**Sponsor:** Jeremiah Cook, Assistant Director - Tourism

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on data reports from the previous month.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the Committee receive the presentation and provide direction.

**Summary:** Staff will present on the data reports from the previous month.

**Budget & Financial Summary:** N/A

**Attachments:**

None