



College Station, TX

Meeting Agenda

**City Council Economic Development Committee
1207 Texas Ave, College Station, TX 77840**

Internet: www.microsoft.com/microsoft-teams/join-a-meeting

Meeting ID: 255 715 032 186 Passcode: N2F5e6wS

Phone: 979-431-4880 Phone Conference ID: 833 345 516#

The City Council may or may not attend this meeting.

November 19, 2025

3:00 PM

**Visit College Station Large
Conference Room**

1. Call meeting to order and consider absence requests.

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 September 2, 2025 Economic Development Committee meeting.
- 3.2. Presentation, discussion, and possible action regarding the Economic Development Master Plan.
- 3.3. Presentation, discussion, and possible action regarding an update on Tourism initiatives.
- 3.4. Presentation, discussion, and possible action regarding activities in the Northgate District.
- 3.5. Presentation, discussion, and possible action regarding an update to the City's entrepreneurship initiative.

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. Executive Session.

5.1. Real Estate {Gov't Code Section 551.072};

Possible action. The Committee may deliberate the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. After executive session discussion, any final action or vote taken will be in public. The following subject(s) may be discussed:

- a. Approximately 8 acres of land located at 1508 Harvey Road.
- b. Approximately 28 acres generally located at Midtown Drive and Corporate Parkway in the Midtown Business Park.
- c. Property located within the Midtown Business Park.
- d. Property generally located in the 3100 block of Harvey Road.

5.2. Economic Incentive Negotiations {Gov't Code Section 551.087};

Possible action. The Committee may deliberate on commercial or financial information that the Committee has received from a business prospect that the Committee seeks to have locate, stay or expand in or near the city which the Committee in conducting economic development negotiations may deliberate on an offer of financial or other incentives for a business prospect. After executive session discussion, any final action or vote taken will be in public. The following subject(s) maybe discussed:

- a. Economic development agreement with Corinth Group, Inc.
- b. Economic development agreement for a development within the Midtown Business Park relating to baseball fields.
- c. Economic development agreement for a development generally located in the 3100 block of Harvey Road.

6. 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 November 10, 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 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."

November 19, 2025
Item No. 3.1.
Minutes

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on the minutes of the September 2, 2025 Economic Development Committee meeting.

Relationship to Strategic Goals:

- Good Governance

Recommendation(s): Staff recommends approval of the minutes.

Summary: This item includes the minutes from the September 2, 2025 meeting.

Budget & Financial Summary: N/A

Attachments:

1. 20250902 - EDC Minutes

**Minutes Of The City Council Economic Development Committee
City Of College Station
September 2, 2025**



1. Call meeting to order and consider absence requests.

The meeting of the Economic Development Committee was called to order by Mayor Nichols via In-Person and Teleconference at 2:00 pm on Tuesday, September 2, 2025, in the Visit College Station Conference Room, 1207 Texas Avenue, College Station, Texas 77840.

Present:

Councilmember John Nichols
Councilmember Bob Yancy
Councilmember William Wright

City Staff:

Brian C. Woods, City Manager
Michael Ostrowski, Chief Development Officer
Adam Falco, City Attorney
Brian Piscacek, Assistant Director of Economic Development
Jeremiah Cook, Assistant Director of Tourism
Wende Ragonis Anderson, Economic Development Manager
Stacey Vasquez, Economic Development Coordinator
Jennifer Luna, District Manager
Lisa McCracken, Administrative Support Specialist

Other:

Councilmember Melissa McIlhane
Arthur Brousseau, Corinth Properties
Frank Mihalopoulos, Corinth Properties
Salman Khan, Greater Brazos Partnership
Alex Irizarry, Plug and Play
Kevin Parakkattu, Plug and Play
Chris Scotti, Texas A&M Innovation

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 provided comments.

3. Agenda Items

- 3.1. Presentation, discussion, and possible action on the minutes of the August 6, 2025, Economic Development Committee meeting.

MOTION: Upon a motion made by Councilmember Bob Yancy to approve minutes, seconded by Councilmember William Wright, the motion passed 3-0.

- 3.2. Presentation, discussion, and possible action regarding an update on activities related to Plug and Play.

Michael Ostrowski, Chief Development Officer, updated the Committee on the Plug and Play partnership focused on aerospace and defense. Chris Scotti, Texas A&M Innovation, outlined the university system's commercialization mission and its role in supporting startups through the Plug and Play network. Salman Khan, Greater Brazos Partnership (GBP), emphasized regional promotion, workforce development, and investment attraction. Kevin Parakkattu, Plug and Play, detailed the accelerator's global reach, local office launch, and the September 16th selection day. The first cohort includes 10 startups selected for their relevance to local and national innovation goals. Workforce retention and underemployment were discussed as critical regional challenges.

- 3.3. Presentation, discussion, and possible action on the development proposal submitted by Corinth Properties for the property located at 4323 State Highway 6 South.

Michael Ostrowski, Chief Development Officer, introduced the proposal for the development. Frank Mihalopoulos and Arthur Brousseau, Corinth Properties, along with Mark Stoner, Architect, presented to the Committee on proposed site characteristics, highlighting a destination-style development with restaurants, retail, and potential residential components. The central green space would be designed as a community gathering area, potentially named "College Park", with an emphasis on walkability, local character, and public-private collaboration. Discussion also included restrictive covenants, access limitations, and the need for city support in programming for the public space.

The Committee expressed strong support for the vision and design, with emphasis on ensuring the development. Committee members also shared interest in programming the green space to ensure vibrancy and community use, and encouraged the developer to pursue a phased approach and maintain flexibility in the tenant mix.

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.

There were no future agenda items.

5. Executive Session Agenda

Executive Session is closed to the public and will be held in the Visit College Station Large Conference Room. The Committee may, according to the Texas Open Meetings Act, adjourn the Open Meeting and return into Executive Session to seek legal advice from the City Attorney regarding any item on the Workshop, Consent, or Regular Agendas under Chapter 551, Texas Government Code.

The Economic Development Committee convened into Executive Session at 3:50 p.m.

5.1. Real Estate {Gov't Code Section 551.072};

Possible action. The Committee may deliberate the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. After executive session discussion, any final action or vote taken will be in public. The following subject(s) may be discussed:

- a. Approximately 8 acres of land located at 1508 Harvey Road.
- b. Approximately 300 acres generally located at Corporate Parkway and Midtown Drive in the Midtown Business Park.

5.2. Economic Incentive Negotiations {Gov't Code Section 551.087};

Possible action. The Committee may deliberate on commercial or financial information that the Committee has received from a business prospect that the Committee seeks to have locate, stay or expand in or near the city which the Committee in conducting economic development negotiations may deliberate on an offer of financial or other incentives for a business prospect. After executive session discussion, any final action or vote taken will be in public. The following subject(s) maybe discussed:

- a. Economic development agreement for a development generally located at the intersection of University Drive East and Tarrow Street.
- b. Economic development agreement with Corinth Group, Inc.
- c. Economic development agreement for a development generally located at the intersection of FM 2154 and High Prairie Road in the City's ETJ.
- d. Funding agreement with Greater Brazos Partnership for services related to Plug and Play.

Executive Session recessed at 4:37 p.m. No Action was taken.

6. Adjourn.

Mayor Nichols adjourned the meeting at 4:37 pm.

November 19, 2025
Item No. 3.2.
Economic Development Master Plan

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action regarding the Economic Development Master Plan.

Relationship to Strategic Goals:

- Good Governance
- Diverse & Growing Economy

Recommendation(s): Staff recommends that the committee receive the presentation and provide direction as desired.

Summary: The City entered into an agreement with TIP Strategies, Inc. on May 8, 2025, to provide consultant services related to the development of an update to our Economic Development Master Plan. TIP has developed a plan framework highlighting the City's competitive position, along with areas of focus, based on various demographic and economic analyses combined with robust stakeholder engagement. Most recently, TIP staff traveled to College Station to present to the City Council on September 25 and the plan's Steering Committee the following morning. For this item, TIP will provide an update to the committee on the draft master plan document and preview the remaining elements of the development process.

Budget & Financial Summary: N/A

Attachments:

None

November 19, 2025
Item No. 3.3.
Update on Tourism Initiatives

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion, and possible action regarding an update on Tourism initiatives.

Relationship to Strategic Goals:

- Good Governance
- Diverse & Growing Economy

Recommendation(s): Staff recommends that the committee receive the presentation.

Summary: Staff will provide an update on the Tourism Strategic Planning process and the activities of the Tourism Committee.

Budget & Financial Summary: N/A

Attachments:

1. 20250730 - Minutes
2. 20250827- Minutes
3. 20250924 - Minutes
4. 20251001 - Minutes

**Minutes Of The Tourism Committee
City Of College Station
July 30, 2025**



1. Call to order and introductions.

With a quorum present, the meeting of the College Station City Tourism Committee was called to order by Chairperson Cortney Phillips via In-Person and Teleconference at 2:05 pm on Wednesday, July 30, 2025 in the Visit College Station Large Conference Room, 1207 Texas Avenue, College Station, Texas 77840.

Present:

Chairperson Cortney Phillips
Committee Member Rhianon Elizabeth Whitney
Committee Member Scott Logan
Committee Member Connor Clark
Committee Member Kevin Davis
Committee Member William L. Peel
Committee Member Jim Ross
Committee Member Hunter Goodwin
Committee Member Erin Jones
Committee Member Brandy Tuck

Virtual:

Committee Member Greg Stafford, Vice Chairperson

Absent:

Committee Member Costa Dallis
Committee Member Paul Allen Loy
Chief Development Officer Michael Ostrowski

City Staff:

Bryan Woods, City Manager
Jeremiah Cook, Assistant Director of Tourism
Kelsey Heiden, Director, Parks & Recreation
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Casey Barone, Visitor Engagement Manager
Jennifer Luna, District Manager

Others:

Kevin Starnes - Aggieland Invitational
Megan Symank - Aggieland Invitational
Fred Lopez - American Planning Association Texas State Planning Conference

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 the in-person team from Jones Lang LaSalle (JLL), Dan Fenton, Shirin Jafari, and Abigail Harrod. JLL presented findings from recent stakeholder interviews and focus groups, emphasizing the need for strategic alignment with Texas A&M University and prioritization of tourism investments. Committee members discussed the importance of engaging high-level university leadership (e.g., Board of Regents, Chancellor, President) and emphasized the need for measurable ROI and change in how university assets are leveraged for tourism.

No action was taken.

Committee Member Erin Jones left at 3:02 pm.

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

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Connor Clark, the committee voted 9 for and 0 opposed, to approve the minutes of the June 25, 2025 meeting.

Committee Member Greg Stafford joined virtually at 3:08 pm.

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

Assistant Director Jeremiah Cook updated the Committee on three Hotel Occupancy Tax Grant applications.

- Aggieland Invitational - December 29-31, 2025 - Kevin Starnes and Megan Symank were present to answer questions from the Committee.
- Southwest Bowling Proprietors Conference - September 28-October 1, 2025
- American Planning Association Texas State Planning Conference - October 22-24, 2025 - Fred Lopez and Chelsea Irby were virtually present to answer questions from the Committee.

MOTION: Upon a motion made by Committee Member William Peel and a second by Committee Member Connor Clark, the Committee voted 9 for and 0 opposed to approve the HOT Grant Application for Aggieland Invitational for \$20,000 with the understanding that the funds serve as a stimulus for growth and that future requests should demonstrate measurable expansion.

MOTION: Upon a motion made by Committee Member Jim Ross and a second by Scott Logan, the Committee voted 9 for and 0 opposed to approve the HOT Grant Application for Southwest Bowling Proprietors for \$2,000.

MOTION: Upon a motion made by Committee Member Hunter Goodwin and a second by Rhianon Elizabeth Whitney, the Committee voted 9 for and 0 opposed to approve the HOT Grant Application for American Planning Association Texas State Planning Conference for \$34,000.

3.4. Presentation, discussion, and possible action on a FY26 Budget Update.

City Manager Bryan Woods presented the draft FY26 budget, noting a projected HOT fund balance of \$17 million and anticipated revenue of \$9.3 million. He highlighted the Council's decision to fund the Arts Center at FY25 levels and discussed the city's capital project planning process. Committee members expressed concern over the allocation of HOT funds to non-tourism-specific capital projects, particularly the proposed \$12.8 million for baseball field renovations.

3.5. Presentation, discussion, and possible action on capital projects utilizing HOT Funds.

Following the discussion relating to the use of Hotel Occupancy Tax funds as it relates to capital projects, the Committee passed the motion below. Committee members expressed concern over their role in the capital projects process within the City Council's decision-making process, and the need to clarify hotel tax recovery versus hotel revenue recovery in payback calculations.

MOTION: Upon a motion made by Committee Member Greg Stafford and a second by Committee Member Hunter Goodwin, the Committee voted 8 for and 0 opposed with 1 abstained by Cortney Phillips, to recommend HOT fund contributions to the baseball field project be limited to the amount of HOT revenue projected to be generated by the project over a 20-year period (approximately \$5 million).

3.6. Presentation, discussion, and possible action on Christmas in College Station.

Staff presented concepts for expanding Christmas programming, including immersive art installations, projection mapping, and partnerships with local businesses. The Committee expressed support for further exploration and requested cost estimates and implementation plans at a future meeting.

3.7. Presentation, discussion, and possible action on an agreement renewal with Santa's Wonderland.

Staff presented on the renewal of the contract for Santa's Wonderland, which is a top Christmas attraction that draws visitors to the College Station area. The sponsorship agreement includes College Station signage on the Big Red Barn, and the Visit College Station/Christmas in College Station signage on the premises and on the bus decals, in exchange for \$75,000.

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Hunter Goodwin, the Committee voted 8 for and 0 opposed with 1 abstained by Jim Ross, on the agreement renewal with Santa's Wonderland.

3.8. Presentation, discussion, and possible action on destination wayfinding.

Staff presented the current state of the city's wayfinding signage and requested direction on future investment. The committee supported further study and recommended coordination with the City of Bryan and Texas A&M University to ensure cohesive signage and cost efficiency.

3.9. Presentation, discussion, and possible action on data reports from the previous month.

Assistant Director Jeremiah Cook reported a significant decline in June tourism metrics, citing weather-related event cancellations and reduced visitation. Staff are working with the city's ad agency to analyze trends and adjust marketing strategies accordingly.

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.

MOTION: Upon a motion made by Committee Member Scott Logan and a second by Committee Member Jim Ross, the City Council voted 9 for and 0 opposed, to adjourn.
Adjourned at 5:02 pm.

**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.

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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.

**Minutes Of The Tourism Committee
City Of College Station
September 24, 2025**



1. Call to order and introductions.

With a quorum present, the meeting of the Tourism Committee meeting was called to order by Chairperson Cortney Phillips via In-Person and Teleconference at 2:03 pm on Wednesday, September 24, 2025 in the Visit College Station Large Conference Room, 1207 Texas Avenue, College Station, Texas 77840.

Present:

Chairperson Cortney Phillips
Vice Chairperson Greg Stafford
Committee Member Rhianon Elizabeth Whitney
Committee Member Costa Dallis
Committee Member Paul Allen Loy
Committee Member Scott Logan
Committee Member Brandy Tuck
Committee Member Connor Clark
Committee Member Kevin Davis
Committee Member Jim Ross

Absent:

Committee Member Erin Jones
Committee Member William Peel, Jr. - Excused
Committee Member Hunter Goodwin - Excused

City Staff:

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

Other:

Loren Marietta - Cavalry Soccer - Virtual
Peter McGuill - Texas A&M AgriLife Extension
Natalie Hejl - Texas A&M AgriLife Extension
Jonathon Pettit - Southwest Electrical Mettering Association - Virtual
Treasure Lafollette - Texas Hearing Aid Association - Virtual

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 minutes of the previous meeting.

MOTION: Upon a motion made by Committee Member Kevin Davis and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 8 for and 0 opposed, to approve the minutes of the previous meeting.

Committee Member Greg Stafford joined at 2:08 pm

Committee Member Connor Clark joined at 2:16 pm.

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

JoBeth Wolfe, Conventions Manager, and Alex Aguero, Sports Manager, updated the Committee on the six Hotel Occupancy Tax Grant applications.

- 68th Annual County Auditors Institute — April 27–May 1, 2026, in the amount of \$10,000.
- 68th Annual VG Young School for County Commissioners Courts — February 17–19, 2026, in the amount of \$5,000.
- 47th Annual Property Tax Institute — December 16 –17, 2025, in the amount of \$10,000.
- Southwest Electrical Metering Association (SWEMA) — October 27–31, 2025, in the amount of \$15,000.
- Cavalry Soccer - 2026 Aggieland Classic — January 30–February 1, 2026, in the amount of \$10,000.
- Texas Hearing Aid Association — June 11–13, 2026, in the amount of \$5,000.

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Paul Allen Loy, the Committee voted 9 for and 0 opposed, to approve all Hot Grant Applications presented.

3.3. Presentation, discussion, and possible action on an update from the Parks and Recreation Department.

Kelsey Heiden, Director of Parks and Recreation, provided a comprehensive update on the city's event-hosting capabilities, focusing on Wolf Pen Creek Amphitheater and Festival Site. She outlined the current limitations, including flooding, infrastructure constraints, and the need for modernization. The presentation included proposed upgrades such as amphitheater seating, food truck hookups, improved restrooms, and shaded gathering areas. Committee members engaged in discussion about the site's potential, the need for bold investment, and the importance of balancing community use with tourism-driven events. There was consensus that future planning should be data-driven and visionary.

3.4. Presentation, discussion, and possible action regarding a sponsorship for the Texas Music Scene.

Casey Barone, Visitor Engagement Manager, presented a proposal to sponsor the Texas Music Scene for \$100,000, which includes a 13-week TV and digital campaign, as well as one live concert taping in College Station. The committee discussed the potential benefits of the sponsorship, including national exposure, alignment with local branding, and opportunities for community engagement. Members emphasized the importance of local promotion, artist selection, and venue flexibility.

MOTION: Upon a motion made by Committee Member Jim Ross and a second by Committee Member Costa Dallis, the Committee voted 9 for and 0 opposed, to recommend approval of the sponsorship, and to explore ways to maximize its impact through strategic planning and partnerships.

3.5. Presentation, discussion, and possible action on representation for the wayfinding working group. The Committee was asked to appoint two members to serve on the new Wayfinding Working Group, which will collaborate with the City of Bryan and other stakeholders to redesign directional signage throughout the area. Costa Dallis and Paul Allen Loy were nominated and approved unanimously. The group will be tasked with reviewing RFPs, evaluating signage design, and ensuring the new system reflects the identity of College Station while improving visitor navigation.

3.6. Presentation, discussion, and possible action on data reports from the previous month. Jeremiah Cook, Assistant Director Tourism, presented a preliminary data report on hotel performance during the September 7 Texas A&M vs. UTSA football weekend. Despite high game attendance, hotel occupancy and average daily rates were lower than expected, especially compared to the previous year's Notre Dame game. The report highlighted that most attendees were from within a two-hour drive, resulting in fewer overnight stays. The committee discussed broader tourism trends, including the impact of weather events and the importance of strategic event scheduling. A full data report will be shared at the next meeting.

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.

No future agenda items requested.

5. Adjourn.

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Connor Clark, the Committee voted 9 for and 0 opposed to adjourn. Adjourned at 3:56 pm.

**Minutes Of The Tourism Committee
City Of College Station
October 1, 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 2:04 pm on Wednesday, October 1, 2025 in the City Hall Heart of Aggieland Conference Room, 1101 Texas Avenue, College Station, Texas 77840.

Present:

Chairperson Cortney Phillips
Vice Chairperson Greg Stafford
Committee Member Hunter Goodwin
Committee Member Rhianon Elizabeth Whitney
Committee Member Costa Dallis
Committee Member Paul Allen Loy
Committee Member Scott Logan
Committee Member Connor Clark - Virtual
Committee Member Kevin Davis
Committee Member William L. Peel, Jr.
Committee Member Jim Ross
Committee Member Erin Jones

Absent:

Committee Member Brandy Tuck — Excused

City Staff:

Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director Tourism
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Casey Barone, Visitor Engagement Manager
Jennifer Luna - District Manager
Lisa McCracken, Administrative Support Specialist

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.

Jeremiah Cook, Assistant Director- Tourism, introduced the session by providing context on the strategic planning process and the evolution of the Tourism Readiness Index and Demand Driver Scorecard. He emphasized the need to benchmark College Station against peer cities and highlighted the city's current position as slightly below average in several tourism readiness categories.

Consultants from Jones Lang LaSalle (JLL), including Dan Fenton, Shirin Jafari, and Abigail Herrod presented findings from peer university case studies and outlined a roadmap for transforming College Station into a premier tourism destination. The peer university case studies showed that Texas A&M's current decentralized approach to event management can be a barrier to growth. Peer institutions like Ohio State and Notre Dame have adopted centralized or partially centralized models that streamline booking, improve coordination, and generate \$8M–\$20M in annual event revenue.

Key pillars for the strategic plan included:

- **Academic Conference Strategy:** To achieve this, Visit College Station should inventory academic departments and associations to identify conference opportunities and establish a dedicated academic conference sales and support team. By targeting niche areas where Texas A&M has national or international recognition, Visit College Station can develop bundled packages for hotels, dining, and attractions, making the offerings more attractive. Finally, presenting the strategy to Texas A&M leadership will formalize collaboration and ensure alignment with the university's goals.
- **Enhance Student/Family Visit:** To archive this pillar, Visit College Station should work with the Texas A&M Visitor Center to develop curated itineraries for visitors, aid with digital tools, and college event and dining calendars for distribution to families.
- **Event Management Partnership:** Establishing a joint event coordinator role, implementing a unified calendar to prevent scheduling conflicts, assessing venue needs and promoting city venues, and working with Texas A&M Special Events and Athletics to improve facility access are key strategies in our event management partnership.

Committee Member Erin Jones left at 3:42 pm

The Committee recessed for a 5-minute break at 4:05 pm and resumed at 4:10 pm.

- **Faculty and Staff Engagement:** Develop curated itineraries and digital tools for visiting families, create a "Community Expert Network" to support faculty recruitment, and build a digital relocation guide and hospitality program for new hires.
- **Event Matrix and Signature Event Development:** To maximize tourism impact, brand alignment, and economic returns, utilize the Event Matrix to evaluate and prioritize events effectively. Additionally, establishing a Signature Event Task Force dedicated to creating a significant recurring event that garners regional or national attention.

Committee members discussed the feasibility of these strategies, emphasizing the need for realistic expectations, resource allocation, and university collaboration. There was consensus to proceed with refining the proposed pillars and return with implementation details, including staffing, metrics, and funding models.

3.2. Presentation, discussion, and possible action on data reports from the previous month.

Jeremiah Cook, Assistant Director- Tourism, presented the August 2025 tourism data. Hotel revenue was down 16.9% year-over-year, with occupancy and ADR also declining. He noted that September was showing signs of improvement and emphasized the importance of evaluating fall performance holistically. Committee members discussed the impact of Texas A&M's football schedule and broader economic trends on hotel performance.

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.

The Committee requested the staff to bring an update on the following items:

- Multi-Event Center
- Visitor Center refresh
- Large Event Sponsorship

5. Adjourn.

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Paul Allen Loy, the Committee voted 11 for and 0 opposed, to adjourn at 5:30 pm.

November 19, 2025
Item No. 3.4.
Update on Activities in Northgate District

Sponsor: Jennifer Luna

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action regarding activities in the Northgate District.

Relationship to Strategic Goals:

- Diverse & Growing Economy

Recommendation(s): Staff recommends that the committee receive the presentation and provide direction as desired.

Summary: The District Manager role was filled in June 2025. Over the past few months, a thorough process of both historical understanding and relationship building has been underway. This includes monthly meetings with the Northgate District Association (NDA), connecting with CSTEP through one-on-one discussions and ride-alongs, collaborating with City departments, and participating in the Greater Northgate Small Area Plan Engagement Report process.

This item will highlight engagement opportunities, infrastructure improvements, and projects on the horizon.

Budget & Financial Summary: N/A

Attachments:

None

November 19, 2025
Item No. 3.5.
Update on Entrepreneurship Efforts

Sponsor: Wende Anderson

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action regarding an update to the City's entrepreneurship initiative.

Relationship to Strategic Goals:

- Diverse & Growing Economy

Recommendation(s): Staff recommend that the committee receive the presentation and provide direction as desired.

Summary: Economic Development staff will provide an update on partnerships within the local entrepreneurial ecosystem. Staff previously shared an emerging initiative named CONNECT, which brings together stakeholders from government, the Small Business Development Center, and Texas A&M's McFerrin Center for Entrepreneurship. Staff will review the options of how the City can serve as a catalyst for the continued focus on innovation, including prospective efforts on a business accelerator/incubator.

Budget & Financial Summary: N/A

Attachments:

None