



## College Station, TX

### Meeting Agenda

#### Tourism Committee - Special

1101 Texas Ave, College Station, TX 77840

Internet: [www.microsoft.com/microsoft-teams/join-a-meeting](http://www.microsoft.com/microsoft-teams/join-a-meeting)

Meeting ID: 296 495 848 445 70 / Passcode: HP6QJ6eW

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

The City Council may or may not attend this meeting.

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**November 21, 2025**

**10:00 AM**

**City Hall Bush 4141 Community  
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 sponsorship and marketing opportunities.

**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 November 17, 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."

**November 21, 2025**

**Item No. 3.1.**

**Presentation, discussion, and possible action on sponsorship and marketing opportunities.**

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

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on sponsorship and marketing opportunities.

**Relationship to Strategic Goals:**

Diverse & Growing Economy

**Recommendation(s):** Staff recommends that the committee receive the presentation and provide guidance on whether this warrants further exploration.

**Summary:** Visit College Station has an opportunity to take a major step forward in our regional marketing strategy through a promotional partnership with the Houston Livestock Show & Rodeo. The partnership—long envisioned as part of our marketing plan—comes at the perfect time following completion of our brand refresh, campaign launch, new sales materials and the addition of our PR team this fall. The rodeo aligns perfectly with our brand identity, Texas A&M University's involvement with the rodeo, and our goal of deepening awareness and visitation from the Houston market. It offers unparalleled exposure, hospitality, and storytelling opportunities to position College Station as a must-visit destination and economic partner.

Complementing this activation is our desire to purchase a classic Grand Wagoneer, the Visit College Station Wagon, that serves as both a mobile visitors center and a visual and engaging centerpiece for events and roadshows. Both functional and timeless, it's a show-stopping asset that reinforces our brand wherever it goes—ideal for use at the rodeo activation, tailgating, sales FAMs and future statewide engagements. Together, these efforts strengthen our presence, extend our reach, and bring the Heart of Aggieland to audiences across Texas and beyond.

**Budget & Financial Summary:** The cost for the sponsorship is \$180,000. The estimated cost for the Visit College Station Wagon is \$50,000, plus some additional costs for any restoration and branding. This request would necessitate a budget amendment from the City Council, as it is not currently included in the budget. However, this project could utilize the \$25,000 SLA provided in the FY26 Budget for Experiential Marketing.

**Attachments:**

None