



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: 299 211 561 518 07 Passcode: Qy9q73ME

Phone: 979-431-4880 Phone Conference ID: 931 418 242#

The City Council may or may not attend this meeting.

February 18, 2026

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 February 2, 2026, Economic Development Committee meeting.
- 3.2. Presentation, discussion, and possible action regarding an update on Tourism initiatives.
- 3.3. Presentation, discussion, and possible action on an update regarding regional economic development efforts.
- 3.4. Presentation, discussion, and possible action on the marketing and branding strategy for Grow College Station.
- 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 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.

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.

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.

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 February 9, 2026, 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.

February 18, 2026
Item No. 3.1.
Minutes

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion, and possible action on the minutes of the February 2, 2026, 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 February 2, 2026, meeting.

Budget & Financial Summary: N/A

Attachments:

1. 20260202 - Minutes

**Minutes Of The City Council Economic Development Committee
City Of College Station
February 2, 2026**



1. Call meeting to order and consider absence requests.

With a quorum present, the meeting of the College Station Economic Development Committee was called to order by Mayor Nichols via In-Person and Teleconference at 1:02 pm on Monday, February 2, 2026, in the Visit College Station Large Conference Room, 1207 Texas Avenue, College Station, Texas 77840.

Present:

Mayor John Nichols
Councilmember Bob Yancy
Councilmember William Wright

Absent:

City Staff:

Michael Ostrowski, Chief Development Officer
Brian Piscacek, Assistant Director, Economic Development
Jeremiah Cook, Assistant Director, Tourism
Adam Falco, City Attorney
Aaron Longoria, Assistant City Attorney
Jeff Capps, Assistant Director, City Manager (Virtual)
Wende Anderson, Economic Development Manager
Stacey Vasquez, Economic Development Coordinator
Jennifer Luna, District Manager

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 present.

3. Agenda Items.

3.1. Presentation, discussion, and possible action on the minutes of the November 19, 2025, Economic Development Committee meeting.

MOTION: Upon a motion made by Councilmember Bob Yancy and a second by Councilmember William Wright, the motion passed 3-0.

3.2. Presentation, discussion, and possible action on the Economic Development Master Plan.

Michael Ostrowki, Chief Development Officer, introduced Tracye McDaniel, John Karras, and Erica Colston from TIP Strategies, who provided a detailed review of the latest draft of the proposed Economic Development Master Plan, which included additional feedback from the January 21, 2026, Master Plan Steering Committee. TIP staff walked through each of the strategic initiatives, action items, tactics, metrics and indicators to measure success.

MOTION: Upon a motion made by Councilmember William Wright and a second by Councilmember Bob Yancy, the motion passed 3-0, to approve with recommendation that the plan move forward to the Planning & Zoning Commission.

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.

Councilmember Bob Yancy asked for future updates on the Economic Development Master Plan Implementation.

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 1:48 pm.

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.

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.

The Executive Session recessed at 2:04 pm, no action taken.

6. Adjourn.

Mayor Nichols adjourned the meeting at 2:04 pm.

February 18, 2026
Item No. 3.2.
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. 20251105 - Minutes
2. 20251121 - Minutes Special Meeting
3. 20251203 - Minutes
4. 20260107 - Minutes

**Minutes Of The Tourism Committee - Amended
City Of College Station
November 5, 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 3:01 pm on Wednesday, November 5, 2025, in City Hall Bush 4141 Community 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 Paul Allen Loy
Committee Member Scott Logan
Committee Member Connor Clark
Committee Member Jim Ross
Committee Member Erin Jones

Absent:

Committee Member William L. Peel, Jr. - Excused
Committee Member Costa Dallis - Excused
Committee Member Kevin Davis - Excused

City Staff:

Bryan Woods, City Manager
Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director Tourism
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Jennifer Luna, District Manager
Gene Ballew, Assistant Director Parks and Recreation
Lisa McCracken, Administrative Support Specialist

Other:

Councilmember Bob Yancy
Ashley Bowersock & Lee Baker - Houston Surf Soccer - Virtual
Andy Cavins - Vette City Events - Virtual
Arlean Rohde - TAMU Superfund Research Centers
Sara Coles -TX Children in Nature - Virtual
Alice Kirk - TX Extension Education

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(s).

MOTION: Upon a motion made by Committee Member Paul Allen Loy and a second by Committee Member Rhianon Elizabeth Whitney, the Tourism Committee voted 7 for and 0 opposed.

Motion passed unanimously.

Committee Member Hunter Goodwin joined at 3:25 pm.

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

MOTION: Upon a motion made by Vice Chairperson Greg Stafford and a second by Committee Member Connor Clark, the Committee voted 8 for and 0 opposed, for the following Hot Grants. Motion passed unanimously.

- Legacy Soccer Club Cup dba Houston Surf Soccer Club - February 7-8, 2026 - \$10,000.00
- Texas A&M Lacrosse Tournament - January 31 - February 1, 2026 - \$10,000.00
- American Junior Golf Association - March 27-29, 2026 - no funding due to changes in event timing
- Lifeway Christian Resources - April 24 - 25, 2026 - \$4500
- Texas Children in Nature Network - December 3-5, 2026 - \$10,000.

MOTION: Upon a motion made by Committee Member Jim Ross and a second by Committee Member Paul Loy, the Committee voted 8 for and 0 opposed the recommendation for the following Hot Grants.

- Vette City Event — B/CS Volleyball events — January 3, - March 15, 2026 — recommended amending the amount from \$20,000 to \$25,000

MOTION: Upon a motion made by Committee Member Connor Clark and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 5 for and 1 opposed by Committee Member Jim Ross, with 1 abstained by Committee Member Hunter Goodwin for the recommendation of the amount change.

- Texas A&M Superfund Research Centers — December 8-10, 2025 — recommended amending the amount from \$20,000 to \$10,000.

MOTION: Upon a motion made by Committee Member Hunter Goodwin and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 8 for and 0 opposed for the recommendation of the amount change.

- Texas Extension Education Association — August 31 - September 3, 2026 — recommended amending the amount from \$25,000 to \$15,000.

3.3. Presentation, discussion, and possible action on the Hotel Occupancy Tax Grant Funding Guidelines.

Staff and committee members discussed the need for clearer guidelines and dynamic models for evaluating grant applications. The conversation included consideration of room night patterns, event growth, and fiscal sustainability. The committee reached consensus to continue refining the guidelines and to consider implementing a consent agenda for future meetings.

3.4. Presentation, discussion, and possible action on the Christmas in College Station Campaign.

Staff provided an update on the Christmas in College Station campaign, outlining paid media efforts, local advertising, event programming, and new holiday initiatives. The committee discussed the strategic importance of holiday events and plans for future expansion.

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

The committee reviewed the eight priorities for the tourism strategic plan and discussed topics including organizational structure, collaboration with local partners, and the upcoming council workshop presentation. No action was taken, and the discussion will continue at future meetings.

3.6. Presentation and discussion on tournament booking procedures.

Staff presented tournament booking procedures, highlighting challenges related to field availability, event scheduling, and balancing local and tourism needs. The committee discussed the recent loss of a major event that moved to Round Rock due to field constraints and emphasized the need for improved processes and a single point of contact for event organizers.

3.7. Presentation and discussion on the proposed Multi-Events Center.

The item was moved to the December 3, 2025 meeting.

3.8. Presentation and discussion on the proposed Southern Roots Baseball Complex.

The item was moved to the December 3, 2025 meeting.

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

The item was moved to the December 3, 2025 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.

Committee members requested to revisit ballpark discussions and other ongoing items at future meetings.

5. Adjourn.

MOTION: Upon a motion made by Vice Chairperson Greg Stafford and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 8 for and 0 opposed to adjourn. Adjourned at 5:09 pm.

**Minutes Of The Tourism Committee - Special
City Of College Station
November 21, 2025**



1. Call to order and introductions.

With a quorum present, the Tourism Committee meeting was called to order by Chairperson Cortney Phillips via In-Person and Teleconference at 10:04 a.m. on Friday, November 21, 2025 in College Station Bush 4141 Community Room, City Hall, 1101 Texas Avenue, College Station, Texas 77840.

Present:

Chairperson Cortney Phillips
Vice Chairperson Greg Stafford
Committee Member Brandy Tuck
Committee Member Hunter Goodwin
Committee Member Jim Ross
Committee Member Paul Allen Loy
Committee Member Rhianon Elizabeth Whitney
Committee Member Scott Logan

Absent:

Committee Member Connor Clark - Excused
Committee Member Costa Dallis - Excused
Committee Member Erin Jones, Excused
Committee Member Kevin Davis - Excused
Committee Member William Peel, Jr. - Excused

City Staff:

Michael Ostrowski, Chief Development Officer
Brian Piscacek, Assistant Director Economic Development
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Casey Barone, Visitor Engagement Manager
Jennifer Luna, District Manager
Jo Beth Wolfe, Convention Sales 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 present.

3. Agenda Items.

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

Staff presented a proposal for a major brand activation and promotional partnership with the Houston Livestock Show and Rodeo. The opportunity includes a 20-day activation at the 2026 Rodeo, with a proposed investment of \$180,000–\$185,000. Key components of the package include:

- A 30x10 activation space inside NRG Center
- Logo placement and a 10-second sizzle reel during nightly performances
- Advertising in the Rodeo’s visitor guide and souvenir program
- Hospitality benefits, including suite access and season tickets
- Additional optional activations such as pop-ups and wine garden events.

The committee discussed the alignment of the Rodeo’s audience with Visit College Station’s target market, the importance of co-branding with Texas A&M University, the potential for brand awareness, and the need for measurable outcomes. Concerns were raised about the return on investment, staffing logistics.

Staff also introduced a related proposal to purchase and brand a Jeep Grand Wagoneer as a mobile visitor center, estimated at \$50,000 plus \$20,000–\$30,000 for customization. The vehicle would be used for activations, tailgates, and regional events.

MOTION: Upon a motion made by Vice Chairperson Greg Stafford and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 7 for and 0 opposed, to approve with the recommendation of the Houston Livestock Show and Rodeo sponsorship for 2026, with the understanding staff will pursue co-branding opportunities with Texas A&M and Aggieland to refine activation plans for 2027 event.

MOTION: Upon a motion made by Vice Chairperson Greg Stafford and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 7 for and 0 opposed, to approve the purchase and branding of the Jeep Grand Wagoneer as a mobile visitor center.

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 Hunter Goodwin, the Committee voted 7 for and 0 opposed, to Adjourn at 11:15 a.m.

**Minutes Of The Tourism Committee
City Of College Station
December 3, 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 2:08 pm on Wednesday, December 3, 2025 in Bush 4141 Community Room, 1101 Texas Avenue, College Station, Texas 77840.

Present:

Chairperson Cortney Phillips
Vice Chairperson Greg Stafford
Committee Member Connor Clark
Committee Member Costa Dallis
Committee Member Hunter Goodwin
Committee Member Kevin Davis
Committee Member Rhianon Elizabeth Whitney
Committee Member Scott Logan
Committee Member Brandy Tuck
Committee Member Erin Jones

Absent:

Committee Member Jim Ross - Excused
Committee Member Paul Allen Loy - non-Excused
Committee Member William Peel Jr. - Excused

City Staff:

Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director Tourism
Brian Piscacek, Assistant Director Economic Development
Alex Aguero, Sports Sales Manager
Jo Beth Wolfe, Convention Sales Manager - Virtual
Angie Bertinot, Marketing 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 present.

3. Consent Agenda.

MOTION: Upon a motion made by Committee Member Greg Stafford and a second by Committee Member Connor Clark, the Committee voted 8 for and 0 opposed to approve the Consent agenda.

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

- 3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with Texas USA Wrestling Inc. - South Region for the Texas Nationals 2026 and Come and Take It Duals in the amount of \$5,000.

- 3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with Texas USA Wrestling Inc. for the TX-USAW Folkstyle Youth State Championships in the amount of \$5,000.

- 3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with USA Southwest Tournaments for the 2026 NFCA Texas High School Softball Leadoff Classic in the amount of \$20,000.

4. Agenda Items.

- 4.1. Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

Consultants from Jones Lang LaSalle (JLL), Dan Fenton and Shirin Jafari, presented updates on the Tourism Strategic Plan noting positive feedback from City Council. Consultants reviewed the leisure events strategy by updating the Committee on the event matrix and signature leisure event attraction.

The Committee discussed the leisure event strategy, emphasizing the need to balance high-impact events with smaller, local activations during low-demand periods. Members stressed the importance of aligning with Texas A&M and leveraging partnerships to maximize economic impact.

- 4.2. Presentation, discussion, and possible action on FY25 End of Year Reports.

Staff shared performance highlights from FY25 across divisions. Conventions exceeded room night goals, Marketing launched a refreshed brand and campaign, Sports saw strong lead conversion and repeat business, and Visitor Engagement expanded services and outreach.

- 4.3. Presentation, discussion, and possible action on the proposed FY26 Plan of Work.

Jeremiah Cook, Assistant Director, and staff gave an update on the FY26 Plan of Work to include the following:

- Tourism Strategic Plan
- Standard Operating Procedures

- Destination International Accreditation Program (DMAP)
- Marketing Plan Execution
- Signature Leisure Event Attraction
- Short Course Development
- Major Sports Event Attraction
- Current Sports Business Enhancement
- Sales Plan Development
- Visitor Center Optimization/Visitor Services
- Wayfinding
- Partner Engagement Plan Development

4.4. Presentation and discussion on the proposed Multi-Events Center.

Michael Ostrowski, Chief Development Officer, provided an update on discussions surrounding the proposed multi-event center and conversations with Legends Global & Texas A&M.

4.5. Presentation and discussion on the proposed baseball complex.

Michael Ostrowski, Chief Development Officer, gave an update on the baseball complex that is proposed for Midtown Business Park, featuring nine fields, including a championship field, with a mix of city and private sector funding, ground leasing, and additional amenities. Committee members expressed concerns about due diligence, funding sources, and community benefit, emphasizing the need for thorough impact studies and cautious investment.

4.6. Presentation, discussion, and possible action on marketing opportunities.

Angie Bertinot, Marketing Manager, gave an update on initial concepts for the Houston Livestock Show and Rodeo activation, including immersive designs, local business partnerships, pop-ups, and leveraging Aggie celebrities to maximize engagement and brand visibility. Design and engagement plans for the NRG Center exhibit include a dynamic centerpiece featuring the Visit College Station wagon, interactive mural walls, neon signage, and themed gateways to attract visitors and create a memorable experience. Committee members were invited to contribute ideas.

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

Jeremiah Cook, Assistant Director, reported that October hotel revenue declined slightly year-over-year, while social engagement and web traffic remained strong. November showed mixed results, with a significant drop during the Texas football game weekend. January and June 2026 show strong future bookings, primarily driven by sports.

5. Discussion and possible action on future agenda items.

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No additional items were proposed.

6. Adjourn.

The meeting adjourned at 4:25 PM.

**Minutes Of The Tourism Committee - Amended
City Of College Station
January 7, 2026**



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 3:02 pm on Wednesday, January 7, 2026, in College Station City Hall, Bush 4141 Community Room, 1101 Texas Avenue, College Station, Texas 77840.

Present:

Chairperson Cortney Phillips
Committee Member Costa Dallis
Committee Member Brandy Tuck
Committee Member Hunter Goodwin (Virtual)
Committee Member Kevin Davis
Committee Member Paul Allen Loy
Committee Member Rhianon Elizabeth Whitney
Committee Member Scott Logan

Absent:

Vice Chairperson Greg Stafford - Not Excused
Committee Member Connor Clark - Not Excused
Committee Member Erin Jones - Not Excused
Committee Member Jim Ross - Excused
Committee Member William L. Peel, Jr. - Excused

City Staff:

Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director of Tourism
Brian Piscacek, Assistant Director of Economic Development
Gene Ballew, Assistant Director of Parks and Recreation
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Casey Barone, Visitor Engagement Manager
Jennifer Luna, District Manager
Jo Beth Wolfe, Convention Sales 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 present.

3. Consent Agenda.

Presentation, discussion, and possible action on consent items which consist of ministerial or "housekeeping" items as allowed by law. A member may request additional information at this time. Any member may remove an item from Consent for discussion or a separate vote.

MOTION: Upon a motion made by Committee Member Kevin Davis and a second by Committee Member Scott Logan, the Committee voted 6 for and 0 opposed, to approve the Consent Agenda.

- 3.1.** Presentation, discussion, and possible action on the minutes of the previous meeting.
- 3.2.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas Fire Chiefs Association for the 2026 Second in Command Workshop.
Committee approved in the amount of \$10,000.
- 3.3.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas Fire Chiefs Association for the 2026 Fire Administrative Professionals Workshop.
Committee approved in the amount of \$10,000.
- 3.4.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the American Dairy Goat Association for the 2027 Annual Meeting and Convention.
Committee approved in the amount of \$5,000.
- 3.5.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the National Association of Plant Breeders, Inc. for the 2026 Annual Meeting.
Committee approved in the amount of \$30,000.
- 3.6.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Rotary of Bryan, Texas, for the Rotary International District 5910 Conference.
Committee approved an amount of \$3,000.
- 3.7.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas A&M Women's Lacrosse Club for the Aggieland Classic 2026.
Committee approved in the amount of \$10,000.

4. Agenda Items.

- 4.1.** Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

Jeremiah Cook, Assistant Director, outlined the need for an additional meeting focused on the strategic plan on February 25th to finalize items before submitting the budget request for FY2027,

with the goal of adopting the final plan in April or May.

MOTION: Upon a motion made by Committee Member Costa Dallis and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 6 for and 0 opposed to approve an additional meeting in February to be held on February 25th at 3:00 p.m. in City Hall Heart of Aggieland Multipurpose Room.

Approve

4.2. Presentation and discussion on the Preferred Access Agreement.

Committee Member Hunter Goodwin joined at 3:17 pm.

Jeremiah Cook, Assistant Director, provided an overview of the Preferred Access Agreement related to Kyle Field renovations, including its financial structure, facility access, usage patterns, and historical context. The committee discussed the origins of agreement and encouraged staff to continue to pursue opportunities with Texas A&M University.

4.3. Presentation, discussion, and possible action on marketing opportunities.

Angie Bertinot, Marketing Manager, updated the committee on marketing efforts for the Houston Livestock Show and Rodeo, including the selection of a muralist, exhibit space details, and collaborative opportunities with local businesses.

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

Jeremiah Cook, Assistant Director, presented data analysis on the economic impact of the addition of the playoff football game and December graduation events, highlighting hotel revenue trends, occupant rates, and travel patterns.

5. 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 additional items proposed.

6. Adjourn.

The meeting adjourned at 3:48 pm.

February 18, 2026

Item No. 3.3.

Update on Regional Economic Development Efforts

Sponsor: Wende Ragonis Anderson

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion, and possible action on an update regarding regional economic development efforts.

Relationship to Strategic Goals:

- Diverse & Growing Economy

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

Summary: The Brazos Valley Council of Governments (BVCOG) is designated by the U.S. Economic Development Administration (EDA) as the region's Economic Development District (EDD). In this role, BVCOG is responsible for developing, maintaining, and implementing the Comprehensive Economic Development Strategy (CEDS) for the Brazos Valley region. The CEDS is a long-term, regionally driven planning document that guides economic development priorities and investments. It is designed to strengthen economic prosperity and resilience by bringing together public, private, and community partners to coordinate development efforts, align resources, and build long-term regional capacity.

BVCOG EDD staff initiated the update of the CEDS in fall 2025 through an extensive stakeholder engagement process. Outreach activities included county-level meetings and facilitated Strengths, Weaknesses, Opportunities, and Threats (SWOT) analyses to gather input from local leaders, employers, educators, and community stakeholders. Stakeholder engagement for all counties has been completed, and EDD staff are currently compiling feedback to inform the development of a draft CEDS update. The draft plan is anticipated to be presented for adoption by the BVCOG Board of Directors in fall 2026, after which it will be formally submitted to the EDA.

City ED staff attended the SWOT meeting, which was held on December 2, 2025, at the BVCOG offices. Additional counties participating in the SWOT process include Burleson, Grimes, Leon, Madison, Robertson, and Washington Counties. Collectively, these seven counties comprise the BVCOG region. The attached SWOT analysis summarizes input received during the Brazos County stakeholder meeting and reflects regional perspectives on economic conditions, challenges, and opportunities.

Budget & Financial Summary: N/A

Attachments:

1. 2025 BVCOG CEDS Brazos County SWOT

Brazos County SWOT

Strengths:

- Major education and research ecosystem(TAMU, RELLIS, Blinn)
- Strong innovation, tech, and healthcare presence
- Bryan’s industrial parks and redevelopment areas, College Station’s major commercial corridors
- Growing regional healthcare presence and expanding medical services
- Strategic Texas Triangle location
- Vibrant retail, tourism, and destination districts (Downtown Bryan and College Station corridors)
- Collaborative local government, higher ed, and nonprofit ecosystem that supports growth

Opportunities

- BioCorridor, RELLIS, and tech-driven expansion in research, manufacturing, and biotech
- Infill, redevelopment, and mixed-use potential
- Alignment of education-to-career pathways: trades, CTE, internships, and TAMU workforce partnerships
- Broadband and digital connectivity upgrades for rural and suburban areas
- Entrepreneurship growth supported by TAMU venture funds, small business programs, and emerging innovation spaces
- Medical, logistics, advanced manufacturing, and regional service sector expansion

Weaknesses

- High housing costs and limited workforce/middle housing across the county
- Difficulty retaining graduates and young professionals
- Heavy dependence on Texas A&M for workforce, identity, and economic stability
- Limited transit options outside TAMU service areas reduce mobility for workers
- Uneven wages and constraints from student-driven economy
- Gaps in healthcare (primary, mental health access, etc.)
- Limited availability of commercial/industrial space for new or small businesses

Threats

- Rising cost of living and housing pushing workforce into neighboring counties and suburbs
- Infrastructure strain due to rapid residential and commercial growth
- Competition from Austin, Houston, and Dallas suburbs for employers, retail, and talent
- Shrinking developable land in College Station and higher redevelopment costs in Bryan
- Volatility in state and federal funding for research, transportation, and economic programs

DECEMBER 2025

February 18, 2026
Item No. 3.4.
Grow College Station Marketing and Branding

Sponsor: Angie Bertinot

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion, and possible action on the marketing and branding strategy for Grow College Station.

Relationship to Strategic Goals:

- Diverse & Growing Economy

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

Summary: Last week's Brand Identity & Collateral Development kickoff marked the formal start of the Grow College Station brand expansion project, led by brand consultant Daniel Cardoza. The discussion aligned the group around Grow College Station's core purpose: serving as a trusted, one-stop economic development partner that helps grow and diversify the local economy while supporting quality of life. The team candidly addressed current challenges and gained consensus outlining a clear vision for positioning College Station as an inclusive, welcoming regional hub that attracts talent, retains Texas A&M graduates and balances growth with livability. Desired brand attributes include trustworthy, confident and approachable, with a tone that is forward-looking and fact-based without feeling overly municipal. Next steps include development of brand positioning, messaging and initial visual concepts, followed by a toolkit and collateral templates. An initial concept review is planned for the coming weeks.

Budget & Financial Summary: Funds for the Grow College Station branding project come from the Economic Development operating budget.

Attachments:

None

February 18, 2026
Item No. 3.5.
Entrepreneurship and Innovation Initiative

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: Economic Development Committee

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: College Station is well positioned to advance an Innovation District that concentrates key assets into a cohesive supportive entrepreneurial ecosystem. A strategic goal of the proposed Economic Development Master Plan on City Council's agenda for consideration Thursday, February 26, is to establish College Station as a hub for science- and technology-driven entrepreneurship, R&D, business formation, and growth.

Proximity to Texas A&M University's research, commercialization, and talent pipeline; the presence of industry anchors in biotechnology, life sciences, advanced manufacturing, healthcare, and technology; and the availability of potential sites create strong conditions for an Innovation District development. Through successful implementation, the City can better align infrastructure, workforce, and entrepreneurship initiatives by densifying innovation assets into a coordinated, place-based ecosystem that supports high-impact industries and maximizes return on public investment. This presentation will examine the prospective of establishing an entrepreneurial hub and innovation district.

Budget & Financial Summary: N/A

Attachments:

None