



# College Station, TX

## Meeting Agenda Tourism Committee - Special (Amended) 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: 222 359 034 849 77 / Passcode: TF7wz9S3

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

The City Council may or may not attend this meeting.

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**February 25, 2026**

**3:00 PM**

**City Hall Heart of Aggieland  
Multipurpose Room North/South**

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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. 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.

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

Sponsors: Jeremiah Cook

Attachments: 1. Minutes - 20260204

**4. Agenda Items.**

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

**4.2. Presentation, discussion, and possible action on a resolution authorizing the City Manager to approve expenditures over \$100,000 for major tourism events that will stimulate the local economy.**

**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.

**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 19, 2026 at 5:00 p.m.



Deputy 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.

**February 25, 2026**

**Item No. 3.1.**

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

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

**Reviewed By CBC:** N/A

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

**Relationship to Strategic Goals:**

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

**Summary:**

**Budget & Financial Summary:**

**Attachments:**

1. Minutes - 20260204

**Minutes Of The Tourism Committee  
City Of College Station  
February 4, 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 3:03 p.m. on Wednesday, February 4, 2026, in City Hall Bush 4141 Community Room, 1101 Texas Avenue, College Station, Texas 77840.

**Present:**

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

**Absent:**

**City Staff:**

Michael Ostrowski, Chief Development Officer  
Jeremiah Cook, Assistant Director of Tourism  
Brian Piscacek, Assistant Director of Economic Development  
Alex Aguero, Sports Sales Manager  
Casey Barone, Visitor Engagement Manager  
Jo Beth Wolfe, Convention Sales Manager  
Lisa McCracken, Administrative Support Specialist

**Others:**

Council Member Melissa McIlhaney

**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.

Robert Rose addressed the committee regarding the potential revival of the trolley system between

Bryan and College Station. He suggested exploring funding options, including HOT funds, for operational expenses and requesting a staff update on the matter.

### **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 Rhianon Elizabeth Whitney and a second by Committee Member Paul Allen Loy, the Committee voted 10 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 2026 Great American Shoot-Out.  
Committee approved in the amount of \$5,000.
  
- 3.3.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with NXTPRO Sports for the 2026 NXTPRO PUMA Basketball Circuit.  
Committee approved in the amount of \$10,000.
  
- 3.4.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas Association of Basketball Coaches for the 2026 Girls' Basketball Showcase.  
Committee approved in the amount of \$15,000.
  
- 3.5.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas A&M Engineering Experiment Station (TEES) for the 2026 Texas Science and Engineering Fair.  
Committee approved in the amount of \$15,000.
  
- 3.6.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas Health Occupations Association for the 2026 Texas Health Science Teachers' Conference.  
Committee approved in the amount of \$30,000.

### **4. Agenda Items.**

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

Jeremiah Cook, Assistant Director, provided an update on the strategic plan, including six pillars focused on academic conferences, event partnerships, and leisure event strategies. The committee discussed staffing needs, Texas A&M partnerships, and facility access challenges. Committee agreed to further discuss at the next meeting.

- 4.2.** Presentation and discussion on the Quarterly Marketing Report for FY26 Q1.

Jeremiah Cook, Assistant Director, reported on Q1 marketing performance, including website traffic growth, social media engagement, and preparations for the Houston Livestock Show and Rodeo. Committee members stressed the need to align branding efforts with Texas A&M at the rodeo activation.

**4.3. Presentation and discussion on the Quarterly Sales Report for FY26 Q1.**

Jo Beth Wolfe and Alex Aguero reported 20,255 room nights booked in Q1 toward an annual goal of 80,000, with 43 events hosted 60% of which occurred over weekdays. Upcoming initiatives include the Meeting Planners Showcase and continued outreach to planners and trade show attendance.

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

Jeremiah Cook, Assistant Director, presented hotel performance data showing a slight year-over-year revenue decline driven by reduced demand and ADR, despite the boost from the college football playoff game.

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

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No additional items were proposed.

**6. Adjourn.**

The meeting adjourned at 4:51 pm.

**February 25, 2026**

**Item No. 4.1.**

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

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

**Reviewed By CBC:** Tourism Committee

**Agenda Caption:** Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee participate in the steering process for the strategic plan.

**Summary:** JLL (Jones Lang Lasalle) will lead a strategic discussion regarding proposed staffing levels. This will include an analysis of specific roles, key performance indicators (KPIs), and the operational workflows regarding positions to support the key principles of the strategic plan.

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

**Attachments:**

None

**February 25, 2026**  
**Item No. 4.2.**  
**Major Tourism Events**

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

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a resolution authorizing the City Manager to approve expenditures over \$100,000 for major tourism events that will stimulate the local economy.

**Relationship to Strategic Goals:**

Diverse & Growing Economy

**Recommendation(s):** Staff recommends the Committee provide a recommendation to the City Council.

**Summary:** The current expenditure authorization allows the City Manager to approve expenditures of \$100,000 or less. While this limit has generally been sufficient for most tourism-related activities, large-scale events often require commitments that exceed this threshold. These events are critical for promoting tourism and driving economic development within the city. Some opportunities for major tourism events require rapid responses to secure participation or hosting rights, and the existing \$100,000 cap can delay decision-making because additional approvals are needed for higher amounts. This delay may result in missed opportunities for the city to attract events that generate significant economic impact. Authorizing the City Manager to approve expenditures exceeding \$100,000 for large-scale tourism events when quick turnaround is necessary will provide the flexibility needed to remain competitive and responsive. This authority would only be exercised when time is of the essence, and any agreements entered into under this authorization would still be presented to the City Council for ratification. Expenditures will be funded through the Hotel Occupancy Tax Fund, and any commitments will be evaluated for return on investment and alignment with city goals.

**Budget & Financial Summary:**

**Attachments:**

None