



## College Station, TX

### Meeting Agenda Tourism Committee

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: 241 406 718 727 3 / Passcode: jM3dF3bn

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

The City Council may or may not attend this meeting.

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May 6, 2026

3:00 PM

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. 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.

3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas A&M AgriLife Extension Service for the 2026-2028 Texas 4-H Roundup.

Sponsors: Jo Beth Wolfe

Attachments: 1. HOT Grant Executive Summary  
2. 4H\_Roundup\_HOT\_Grant\_Evaluation\_FY26

3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas Association of College and University Student Personnel Administrators for the 2026 Annual Conference.

Sponsors: Jo Beth Wolfe

Attachments: 1. TACUSPA\_HOT\_Grant\_Evaluation\_FY26

3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Rural Rental Housing Association of Texas for the 2026 Annual Convention and Trade Show.

Sponsors: Jo Beth Wolfe

Attachments: 1. RRHA\_HOT\_Grant\_Packet\_FY26

3.5. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the International Rescue & Emergency Care Association for the 2026 IRECA/TEEX Annual Conference & Challenges.

Sponsors: Jo Beth Wolfe

Attachments: 1. IRECA\_TEEX\_HOT\_Grant\_Evaluation\_FY26

- 3.6. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with NXTPRO Sports for the 2026 NXTPRO Puma Basketball Circuit Finals/NCAA Live.  
Sponsors: Alex Aguero  
Attachments: 1. NXTPRO\_HOT\_Grant\_Packet\_FY26
- 3.7. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with South Texas Youth Soccer Association for the 2026 STYSA State Cup Finals (NCS State Cup).  
Sponsors: Alex Aguero  
Attachments: 1. STYSA\_HOT\_Grant\_Packet\_FY26 (2)
- 3.8. Presentation, discussion, and possible action on a sponsorship agreement with Texas A&M University not to exceed \$175,683 for the upcoming track event, USA Track & Field's Lone Star Grand Prix on June 6, 2026.  
Sponsors: Jeremiah Cook  
Attachments: 1. USATF Event Trust Fund Application  
2. USATF Event Trust Fund Economic Impact Study  
3. Event Trust Fund Application Approval Letter
- 3.9. Presentation, discussion, and possible action on an agreement with Texas A&M University in an amount not to exceed \$500,000 for the upcoming soccer match at Kyle Field on June 6, 2026.  
Sponsors: Jeremiah Cook  
Attachments: None

**4. Agenda Items.**

- 4.1. Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.  
4.2. Presentation and discussion on the Quarterly Marketing Report for FY26 Q2.  
4.3. Presentation and discussion on the Quarterly Sales Report for FY26 Q2.  
4.4. Presentation, discussion, and possible action on data reports from the previous month.

**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 April 27, 2026 at 5:00 p.m.

  
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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.