



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.

May 8, 2026

2:00 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 18, 2026, Economic Development Committee meeting.
- 3.2. Presentation, discussion, and possible action on the Tourism Strategic Plan.
- 3.3. Presentation, discussion, and possible action on the marketing and branding strategy for Grow College Station.
- 3.4. 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 City Council 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.

May 8, 2026
Item No. 3.1.
Minutes of Previous Meeting

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 18, 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 18, 2026, meeting.

Budget & Financial Summary: N/A

Attachments:

1. City Council Economic Development Committee_Minutes_2026-2-18

**Minutes Of The City Council Economic Development Committee
City Of College Station
February 18, 2026**



1. Call meeting to order and consider absence requests.

With a quorum present, the meeting of College Station City Council Economic Development meeting was called to order by Council Member William Wright via In-Person and Teleconference at 3:03 pm on Wednesday, February 18, 2026 in the Visit College Station Large Conference, 1207 Texas Avenue, College Station, Texas 77840.

Present:

Mayor John Nichols
Council Member Bob Yancy
Council Member 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
Wende Anderson, Economic Development Manager
Jennifer Luna, District Manager
Angie Bertinot, Marketing 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 the minutes of the February 2, 2026, Economic Development Committee meeting.

MOTION: Upon a motion made by Council Member Bob Yancy and a second by Council Member William Wright, the motion passed 2-0.

3.2. Presentation, discussion, and possible action regarding an update on Tourism initiatives.

Jeremiah Cook, Assistant Director Tourism, provided an update covering recent Tourism Committee meetings, which included a discussion regarding tournament booking procedures with the City's Parks & Recreation Department, the Houston Livestock Show & Rodeo (HLSR) planning, the City's leisure event strategy, and the preferred access agreement with Texas A&M University.

Mayor Nichols arrived at 3:08 p.m.

3.3. Presentation, discussion, and possible action on an update regarding regional economic development efforts.

Wende Anderson, Economic Development Manager, provided information on an update from the Brazos Valley Council of Governments (BVCOG) regarding its Comprehensive Economic Development Strategy (CEDS). As a part of the planning effort, Brazos County's SWOT session was held in December; staff attended and contributed to the findings. Alignment was noted between the developing CEFS and College Station's Economic Development Master Plan. Adoption of the CEDS is expected later this year.

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

Angie Bertnot, Marketing Manager, provided an outline of the branding identity expansion for Grow College Station. The first phase builds upon the existing Grow logo to establish a unified voice, tone, key messaging, refreshed color palette, typography, and iconography. Work is under contract with designer Daniel Cardoza of Operating Hours. The kickoff event was held on February 6, with a concept review to follow. Deliverables include new presentation templates, one-pagers, an e-newsletter revamp, and data driver visuals (infographics/maps).

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

Wende Anderson, Economic Development Manager, presented a concept vision for an Innovation Center that could offer flexible/co-working and private offices, meeting/event space, and services to support small business growth. The committee directed staff to continue pursuing the concept while also considering spaces for companies to locate and grow in College Station.

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 items requested.

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 Committee chose not to enter into 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.

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 Committee chose not to enter into Executive Session.

6. Adjourn.

Committee Member William Wright adjourned the meeting at 4:49 pm.

May 8, 2026
Item No. 3.2.
Tourism Strategic Plan

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

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

Relationship to Strategic Goals:

Diverse and Growing Economy

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

Summary: Representatives from Jones Lang Lasalle will virtually lead a discussion about the tourism strategic plan. Members will be sent a draft of the plan for review prior to the meeting.

Budget & Financial Summary: N/A

Attachments:

None

May 8, 2026

Item No. 3.3.

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: This item is part of Action Item 4.2.1 in the Economic Development Master Plan.

- *4.2.1. Launch a marketing and branding campaign with tailored, audience-specific components, using a refreshed economic development web presence.*

Since the February kickoff, the Grow College Station brand expansion effort has advanced from foundational alignment into a fully developed brand concept. Staff will present a comprehensive evolution of the brand, including refined brand identity and positioning, a clearly defined voice and messaging framework, and initial visual direction through the logo concept, color palette, and typography. The presentation will also demonstrate how these elements come together through brand expression and real-world applications, giving a tangible sense of how the brand will appear across marketing materials and communications. Feedback at this stage will help ensure alignment before final refinement.

Next steps will focus on finalizing the brand identity and positioning based on committee input, followed by development of formal brand guidelines to ensure consistency across all uses. Once adopted, the team will move into collateral development, translating the brand into practical tools and materials to support ongoing economic development, marketing, and stakeholder engagement efforts.

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

Attachments:

None

May 8, 2026

Item No. 3.4.

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: This item is part of Action Item 3.3.1 in the Economic Development Master Plan.

- *3.3.1 Determine potential locations for one or multiple innovation districts.*

Since the previous discussion in February, staff has advanced the innovation center concept from a high-level vision into a more defined implementation strategy centered on a potential operating partnership with The Cannon. Staff will present an overview of this prospective partnership, including how an experienced operator could activate a City-owned space to deliver entrepreneurial programming, support startups, and foster collaboration within the broader innovation ecosystem. The presentation will also highlight initial space planning concepts, including a proposed floor plan, as well as a preliminary financial model outlining operating assumptions, potential revenue streams, and partnership structure considerations.

This update is intended to gather committee input on the proposed approach, partnership framework, and overall direction. If there is direction to continue, next steps would include refining the partnership terms and business model based on feedback, conducting any necessary due diligence, and further developing operational details.

Budget & Financial Summary:

Attachments:

1. Prospective Floor Plan

Prospective Floor Plan

