



## 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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June 24, 2026

3:00 PM

City Hall Heart of Aggieland  
Multipurpose 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.

Sponsors: Jeremiah Cook

Attachments: 1. 20260603 - Minutes

##### 3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 48th Annual Property Tax Institute.

Sponsors: Jo Beth Wolfe

Attachments: 1. PropertyTaxInstitute\_ApplicationPacket\_FY26

#### 4. Agenda Items.

##### 4.1. Presentation and discussion on collaboration with Texas A&M University's Sesquicentennial Celebration, TAMU150.

##### 4.2. Presentation, discussion, and possible action on the usage of Veterans Park & Athletic Complex.

##### 4.3. Presentation and discussion on an update on the Tourism Strategic Plan.

##### 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.



**June 24, 2026**  
**Item No. 3.1.**  
**Minutes**

**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 the committee approve the minutes.

**Summary:** NA

**Budget & Financial Summary:** NA

**Attachments:**

1. 20260603 - Minutes

**Minutes Of The Tourism Committee  
City Of College Station  
June 3, 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, June 3, 2026 in the City of College Station Bush 4141 Community Room, 1101 Texas Avenue, College Station, Texas 77840.

**Present:**

Chairperson Cortney Phillips  
Vice Chairperson Greg Stafford  
Committee Member Hunter Goodwin (Virtual)  
Committee Member Rhianon Elizabeth Whitney  
Committee Member Paul Allen Loy  
Committee Member Connor Clark  
Committee Member Kevin Davis  
Committee Member Brandy Tuck

**Absent:**

Committee Member Costa Dallis  
Committee Member Scott Logan  
Committee Member William L. Peel, Jr.  
Committee Member Tina Duncan  
Committee Member Erin Jones

**City Staff:**

Michael Ostrowski, Chief Development Officer  
Jeremiah Cook, Assistant Director Tourism  
Kelsey Heiden, Director, Parks and Recreation  
Alex Aguero, Sports Manager  
Angie Bertinot, Marketing Manager  
Casey Barone, Visitor Engagement Manager  
Lisa McCracken, Administrative Support Specialist

**Others:**

Council Member Scott Shafer  
Leslie Bowlin - Arts Center of Brazos Valley  
Steve Beachy - Brazos Valley Veterans Memorial  
Ben Roper - Brazos Valley Veterans Memorial  
Michael Bottiglieri - Brazos Valley Veterans Memorial

**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.

Item (3.4) was pulled by Committee Member Rhianon Elizabeth Whitney for discussion with 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 2026-2028 Texas A&M Beef Cattle Short Course.

Committee approved in the amount of \$ 75,000 (\$25,000 per year).

**3.3.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Texas EMS Alliance's EMS EVOLUTION.

Committee approved in the amount of \$ 5,000.

**3.4.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Stars Over TX Softball Aggieland Showcase.

Committee approved in the amount of \$5,000.

**3.5.** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 BOOMFIT BCS CLASSIC.

Committee approved in the amount of \$15,000.

**3.6.** Presentation, discussion, and possible action on an agreement with Athletes Unlimited Softball League for sponsorship of the upcoming Championship Series on July 23-27, 2026 for an amount not to exceed \$160,743.00.

**MOTION:** Upon a motion made by Committee Member Connor Clark and a second by Committee Member Paul Allen Loy, the Committee voted 7 for and 0 opposed to approve the

Consent agenda, except for Item 3.4.

**MOTION:** Upon a motion made by Committee Member Connor Clark and a second by Committee Member Hunter Goodwin, the Committee voted 6 for and 0 opposed, with Committee Member Whitney abstaining, to approve the Consent Item 3.4.

#### 4. Agenda Items.

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

Dan Fenton and Shirin Jafari of Jones Lang LaSalle (JLL) were present remotely to address questions on the final draft of the Tourism Strategic Plan. Discussion focused on proposed edits to stakeholder engagement language, including clarifications regarding Texas A&M's academic strengths, venue language, and university partnership framing. The committee discussed the importance of securing conceptual support from Texas A&M leadership prior to committing to staffing positions tied to university engagement. Members also discussed the qualitative research methodology used to identify stakeholder themes.

**MOTION:** Upon a motion made by Committee Member Greg Stafford and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 7 for and 0 opposed, to recommend approval of the Tourism Strategic Plan, inclusive of discussed edits.

##### 4.2. Presentation, discussion, and possible action on the Brazos Valley Veterans Memorial Fiscal Year 2027 funding request.

Michael Balleri, President of the Brazos Valley Veterans Memorial, accompanied by board members Ben Roper and Steve Beechy, presented the organization's FY2027 funding request of \$30,000, consistent with the FY2026 award. The presentation covered current board activities, statue installations completed in the prior year, plans for America's 250th anniversary ceremony on July 4, 2026, and a proposed initiative to hire a marketing consultant to develop outreach strategies connecting Veterans Memorial visitors with local hospitality businesses. Committee Members noted the applicable HOT fund statutory provisions governing arts-related expenditures and the associated 15% expenditure cap.

**MOTION:** Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Connor Clark, the Committee voted 7 for and 0 opposed, to recommend approval of the Brazos Valley Veterans Memorial Fiscal Year 2027 funding request.

##### 4.3. Presentation, discussion, and possible action on the Arts Center of Brazos Valley Fiscal Year 2027 funding request.

Leslie Bowlin, Executive Director of the Arts Center of Brazos Valley, presented the organization's FY2027 HOT fund request across four categories: affiliate grants, operations support, tourism marketing, and public art. She characterized the Arts Center as an enhancer of the visitor experience rather than a primary driver of tourism. The affiliate grant program supports organizations including the Bush Presidential Library and the Museum of the American GI. The committee raised concern that the request represented an aggregate year-over-year increase averaging approximately 8.44% across the four categories, relative to HOT fund revenue growth

averaging 2%. Discussion included whether certain items were more appropriately funded through the general fund.

**MOTION:** Upon a motion made by Committee Member Hunter Goodwin and a second by Committee Member Connor Clark, the Committee voted 7 for and 0 opposed, to recommend approval of the Arts Center of Brazos Valley FY2027 HOT fund request with increases in all four categories limited to no greater than 3% over FY2026 funded levels.

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

Jeremiah Cook, Assistant Director of Tourism, reviewed April and preliminary May performance data. RevPAR was approximately 0.4% above prior year through April. May performance was regional negatively impacted by the absence of the NCAA Track and Field Championship, which generated significant hotel demand in May 2025; preliminary data indicated May occupancy down approximately 5.6% and ADR up approximately 4%, with an estimated 45% revenue decline in the final week. Staff noted the event is scheduled to return in 2027.

**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.**

The meeting adjourned at 5:13 pm.

**June 24, 2026**  
**Item No. 3.2.**  
**48th Annual Property Tax Institute HOT Grant**

**Sponsor:** Jo Beth Wolfe

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 48th Annual Property Tax Institute.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee approve the recommended amount.

**Summary:** See attached applications and staff evaluations.

**Budget & Financial Summary:** Grant funding would be through the Hotel Occupancy Tax Fund through the Tourism budget.

**Attachments:**

1. PropertyTaxInstitute\_ApplicationPacket\_FY26

# Staff Evaluation Form

<b>Event Name</b> 48th Annual Property Tax Institute	<b>Number of Room Nights*</b> 350	<b>Number of Attendees*</b> 275
<b>Max Amount of Funding per Guidelines*</b> \$10,000.00	<b>Staff Recommended Amount*</b> <b>\$10,000.00</b>	
<b>Event Dates</b> December 14 to 16, 2026	<b>Total Direct Economic Impact</b> \$114,780.56	<b>Local HOT Economic Impact</b> \$3,160.50
<b>Need Date</b> Yes	<b>Weekday Business</b> Yes	<b>Grant Dependent</b> Yes
<b>Repeat Group</b> Yes	<b>Potential for Repeat</b> Yes	

## Anything else that would help evaluation of this grant?

The 48th Annual Property Tax Institute is a returning convention projected to generate 350 room nights at the Texas A&M Hotel and Conference Center, with 95 percent of its 275 attendees traveling from outside a 50-mile radius. Texas A&M AgriLife Extension Service is a consistent partner that hosts multiple events in College Station each year, and the requested funds support speaker fees and travel that help sustain the conference. The recommended amount of \$10,000 corresponds to the stimulus level associated with the projected room night volume. Based on these reasons, staff recommends funding of \$10,000.

## Event Grant History

	2023	2024	2025
<b>Room Nights</b>	363	350	379
<b>HOT Grant</b>	\$10,000	\$10,000	\$10,000
<b>Direct EIC</b>	\$94,172.55	\$102,949.10	\$111,003.46
<b>Local HOT EIC</b>	\$3,023.79	\$3,160.50	\$3,422.37

# 48th Annual Property Tax Institute

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*College Station Event Funding- Tourism  
Committee Approval*

## ***Texas A&M AgriLife Extension Service***

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Ms. Natalie Hejl  
600 John Kimbrough Boulevard  
Suite 128  
College Station, TX 77845

natalie.hejl@ag.tamu.edu  
O: 979-845-4572  
M: 713-409-4719  
F: Texas A&M AgriLife Exten

## ***Ms. Natalie Hejl***

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2137 TAMU  
College Station, TX 77843-217

natalie.hejl@ag.tamu.edu  
O: 979-845-4572  
M: 713-409-4719

# Application Form

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## *Event or Expenditure Description*

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### Event Name\*

48th Annual Property Tax Institute

### Event Website

Website where event information (details, registration, etc.) may be found.

vgyi.tamu.edu

### Event Type\*

Select the type that best fits your event.

Convention

### Event Start Date\*

The date the event is scheduled to begin.

12/14/2026

### Event End Date\*

The date the event is scheduled to end.

12/16/2026

### Event Description\*

Detailed description of the event.

Texas A&M AgriLife Extension, through the VG Young Institute offers continuing education to property tax professionals and others in the form of an annual conference referred to as "Institute on Property Taxation" to be held each December. The conference will offer continuing education credit with the Texas Department of Licensing and Regulation and the Tax Assessor-Collectors Association of Texas and possibly others. The VG Young Institute partners with the Property Tax Assistance Division of the Texas Comptroller of Public Accounts office to develop the conference agenda and secure session speakers.

### Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

FINAL 2025 PTI Agenda.pdf

**Host Venue/Facility\***

Primary location where event will be held in College Station.

Texas A&M Hotel and Conference Center

**Total number of hotel room nights expected?\***

Sum of all hotel rooms over the course of the event.

350

**Nights Hotel Rooms are Needed\***

Select the days of the week hotel rooms will be needed for attendees.

Monday

Tuesday

**List host hotel or hotels that currently have a block of rooms for this event:\***

List the *College Station* hotels currently holding a contracted room block for the event.

Texas A&M Hotel and Conference Center

**Tracking Out-of-town guests\***

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

We will be able to provide this information at the conclusion of the conference. All of this information is collected from the attendees during the registration process. Our registration list shows each participants name and home county. It shows their addresses, their titles, and their registration fees. Of the more than 250 professionals that attended last year less than 5 were from Brazos county.

***Events without Spectators***

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**Number of expected attendees/participants:\***

275

## Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

95

## *Funding Agreement Acknowledgement*

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As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

### **Entity Name (As it appears on line 1 of W9 form)\***

Texas A&M AgriLife Extension Service

### **Applicant Name\***

By entering your name you are agreeing to the above statement.

Natalie Hejl

**Date\***

05/26/2026

***Contract Signatory***

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**Contract Signatory Name\***

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Peter McGuill

**Contract Signatory Email\***

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

pjmguill@ag.tamu.edu

***Funding Request Overview***

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**Amount Requested\***

Total amount of funds requested for the event.

\$10,000.00

**Grant Dependent\***

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

Yes

**Fund Expenditures\***

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

It is imperative to the success of our program that we bring only the best and most knowledgeable experts to speak at these events. We will use the funds to pay for speakers' fees, along with their travel expenses. We host the event at a local hotel and use local vendors for all print materials.

## List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

There are no other means of support/sponsorships/grants outside of the participant's registration fees.

## *Referral*

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**We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.**

## Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

We host the largest annual conference for the state's tax assessors/collectors and their staff. We have approximately 350 attendees along with an additional 50 vendors at this event. We have held this conference in College Station in the past, but were forced to move this event to another location due to the lack of adequate convention space in close proximity to a hotel. It would be our desire to return this event to College Station in the future when a more adequate convention/ hotel venue is constructed that meets our space needs for this event. Many of the attendees for this conference will not attend a conference that is not located at or within walking distance of the hotel where they're staying.

## Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

# File Attachment Summary

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## *Applicant File Uploads*

- FINAL 2025 PTI Agenda.pdf

# 47<sup>th</sup> Annual Property Tax Institute

Texas A&M Hotel and Conference Center

December 16 - 17, 2025

DAY 1 – TUESDAY, DECEMBER 16 <sup>th</sup>		
<i>All Plenary Sessions will be in the Century Ballroom</i>		
8:00 – 8:30 a.m. Morning Refreshments in Pre-Function		
7:30 – 8:30 a.m.	<b>Registration</b>	
8:30 – 8:35 a.m.	<b>Welcome</b> Dr. Peter McGuill	
8:35 – 9:05 a.m.	<b>State of the State</b> Speaker: <b>Lisa Craven</b> , Deputy Comptroller, Texas Comptroller’s Office <i>Moderator: Dr. Peter McGuill</i>  Description: This session presents an update on the State of the State.	
9:05 – 10:05 a.m.	<b>Difficult Conversations</b> Speaker: <b>Meredith Garcia</b> , Director of Professional Development, Texas Comptroller’s Office <i>Moderator: Shannon Murphy</i>  Description: This session presents information on having difficult conversations with others.	
Transition/bathroom break		
10:15 – 10:40 a.m.	<b>Property Tax Assistance Division Reports</b> Speaker: <b>Julie Vela</b> , Data Analyst & Technical Assistant, Texas Comptroller’s Office <i>Moderator: Allison Mansfield</i>  Description: This session presents information on the various reports and resources available through PTAD.	
10:45 – 11:45 a.m.	<b>Cyber Security</b> Speaker: <b>Tim Stewart</b> , Information Security Team Lead, Texas Comptroller’s Office <i>Moderator: Randy Samuelson</i>  Description: This session will explore the importance of cyber security awareness.	
11:45 a.m. – 1:00 p.m. BUFFET LUNCH		
CENTURY BALLROOM 1&2		CENTURY BALLROOM 3&4
1:00 – 2:00 p.m.	<b>Business Personal Property</b> Speaker: <b>Rodney Kret</b> , Engineering Services Manager, Pritchard & Abbott, Inc. <b>Loren Williams</b> , Senior Valuation Manager, Harris Central Appraisal District <i>Moderator: Lorraine Miller</i>  Description: This session provides information on valuing business personal property after H.B. 9.	<b>Risk Awareness</b> Speaker: <b>Shane Hill</b> , Agency Risk Officer, Texas Comptroller’s Office <i>Moderator: Stephanie Mata</i>  Description: This session provides information on the importance of risk awareness to every organization.
2:00 – 3:00 p.m.	<b>Appraisals in Disaster Areas</b> Speaker: <b>Krystal McKinney</b> , Chief Appraiser, Galveston Central Appraisal District <b>Adam Bogard</b> , Chief Appraiser Designee, Harris Central Appraisal District <b>Marcel Pierel</b> , Chief Appraiser, Brazoria County <i>Moderator: Ashley Watts</i>  Description: This session provides information on appraising after a disaster.	<b>Truth in Taxation</b> Speaker: <b>Laurie Mann</b> , Truth in Taxation Specialist, Linebarger Attorney’s at Law, <b>Ryan Sisk</b> , Program Specialist, Texas Comptroller’s Office <b>Elizabeth Shahan</b> , Program Specialist, Texas Comptroller’s Office <i>Moderator: Julie Vela</i>  Description: This session provides information on recent changes in truth-in-taxation.
3:00 – 3:15 p.m. Break in Pre-Function		

# 47<sup>th</sup> Annual Property Tax Institute

Texas A&M Hotel and Conference Center

December 16 - 17, 2025

3:15 – 4:15 p.m.	<p><b>Ethics</b>                  Speaker: <b>Justin Scott</b>, Chief/Director of Law Enforcement, Texas Comptroller’s Office  <i>Moderator: Darlene Rippamonti</i></p> <p>Description: This session provides information on ethical behavior.</p>	<p><b>Targeted Appraisal Review Program</b>                  Speaker: <b>Stephanie Mata</b>, Manager, Texas Comptroller’s Office  <b>Randy Samuelson</b>, PTAD Area Manager, Texas Comptroller’s Office  <i>Moderator: Lorraine Miller</i></p> <p>Description: This session presents information on the Targeted Appraisal Review Program.</p>
4:15 – 4:45 p.m.	<p><b>Board of Director Training</b>                  Speaker: <b>Dr. Peter McGuill</b>, Director, VG Young Institute of County Government  <b>Shannon Murphy</b>, Property Tax Assistance Director, Texas Comptroller’s Office  <i>Moderator: Ashley Watts</i></p> <p>Description: This session presents information on the newly required appraisal district board of directors training.</p>	<p><b>Litigation Planning</b>                  Speaker: <b>Jason Cunningham</b>, Deputy Chief Appraiser, Harris Central Appraisal District  <b>Chris Connelly</b>, Deputy Chief Appraiser, Williamson Central Appraisal District  <i>Moderator: Darlene Rippamonti</i></p> <p>Description: This session presents information on climbing litigation costs and how to plan for them.</p>
4:45 p.m.	ADJOURN	
<b>DAY 2 - WEDNESDAY, DECEMBER 17<sup>th</sup></b> <i>All Plenary Sessions will be in the Century Ballroom</i>		
<b>8:00 – 8:30 a.m. Morning Refreshments in Pre-Registration</b>		
8:30 – 9:30 a.m.	<p><b>Economic Update</b>                  Speaker: <b>Dr. Lynn Krebs</b>, Research Economist, Texas A&amp;M University  <i>Moderator: Stephanie Mata</i></p> <p>Description: This session presents an update on the Texas Economy.</p>	
<b>Transition/bathroom break</b>		
9:35 – 11:05 a.m.	<p><b>TITLE: State Laws and Rules Update</b>                  Speaker: <b>Allison Mansfield</b>, Texas Comptroller’s Office  <b>Thomas Ratliff</b>, Owner, Ratliff Company  <i>Moderator: Shannon Murphy</i></p> <p>Description: This session presents legislation passed in the most recent legislative session. It also qualifies for the state-required laws and rules update continuing education requirement.</p>	
11:05 – 11:15 a.m.	<p><b>Closing Remarks</b>                  Shannon Murphy</p>	
11:15 a.m.	ADJOURN	

**June 24, 2026**

**Item No. 4.1.**

**Texas A&M University's Sesquicentennial Celebration, TAMU150 Update**

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

**Reviewed By CBC:** Tourism Committee

**Agenda Caption:** Presentation and discussion on collaboration with Texas A&M University's Sesquicentennial Celebration, TAMU150.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee receive the presentation and make recommendations.

**Summary:** Staff from Texas A&M University will join the committee to lead a discussion on planned events, partnerships, and marketing for the upcoming Sesquicentennial Celebration, TAMU150.

**Budget & Financial Summary:** NA

**Attachments:**

None

**June 24, 2026**  
**Item No. 4.2.**  
**Veterans Park & Athletic Complex Usage**

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

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on the usage of Veterans Park & Athletic Complex.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee receive the presentation and provide recommendations.

**Summary:** Based on a request from the Tourism Committee, Tourism Staff and Parks & Recreation Staff will present an update on the creation, funding, and usage of Veterans Park & Athletic Complex, specifically in relation to tourism uses.

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

**Attachments:**

None

**June 24, 2026**  
**Item No. 4.3.**  
**Tourism Strategic Plan Update**

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

**Reviewed By CBC:** Tourism Committee

**Agenda Caption:** Presentation and discussion on an update on the Tourism Strategic Plan.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee receive the presentation.

**Summary:** Staff will provide an update on the Strategic Plan approval by the City Council.

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

**Attachments:**

None

**June 24, 2026**  
**Item No. 4.4.**  
**Data Reports**

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

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on data reports from the previous month.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends that the committee receive the data reports and provide recommendations.

**Summary:** The Committee will receive the data reports prior to the meeting.

**Budget & Financial Summary:** NA

**Attachments:**

None