CITY OF COLLEGE STATION
Home of Texas A&M University®

College Station, TX

Meeting Agenda
City Council Economic Development Committee — Amended
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.

August 19, 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 May 8, 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 the marketing and branding strategy for Grow College Station.

3.4. Presentation, discussion, and possible action on a prospective grant program for Northgate District businesses.

3.5. Presentation, discussion, and possible action regarding updates on action items in the Economic Development Master Plan.

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 of land 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 for a development on the 28 acres of land generally located at Midtown Drive and Corporate Parkway in the Midtown Business Park.

b. Economic development agreement for a development within the Midtown Business Park relating to baseball fields.

c. Economic development agreement with College Station Town Center, LP.

d. Economic development agreement for a development generally located at the intersection of University Drive and College Avenue.

e. Funding agreement with Greater Brazos Partnership for services related to Plug and Play.

f. Economic development agreement with an organization providing biomanufacturing services to locate within the city limits of College Station.

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 August 13, 2026 at 11:30 a.m.

Tanya Smith

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.

August 19, 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 May 8, 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 May 8, 2026, meeting.

Budget & Financial Summary: N/A

Attachments:
1. 20260508 - Minutes

Minutes Of The City Council Economic Development Committee
City Of College Station
May 8, 2026

1. Call meeting to order and consider absence requests.

With a quorum present, the meeting of the College Station City Council Economic Development Committee meeting was called to order by Mayor Nichols via In-Person and Teleconference at 2:04 pm onFriday, May 8, 2026 in the Visit College Station Large Conference Room, 1207 Texas Avenue, College Station, Texas 77840.

Present:
Mayor John Nichols
Council Member Bob Yancy
Council Member William Wright

City Staff:
Michael Ostrowski, Chief Development Officer
Brian Piscacek, Assistant Director Economic Development
Jeremiah Cook, Assistant Director Tourism
Jeff Kersten, Assistant City Manager (Virtual)
Aaron Longoria, Senior Assistant City Attorney
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 18, 2026, Economic Development Committee meeting.

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

3.2. Presentation, discussion, and possible action on the Tourism Strategic Plan.

Jeremiah Cook, Assistant Director, Tourism, introduced Dan Fenton and Shirin Jafari of Jones Lang LaSalle, who presented the draft Tourism Strategic Plan and its six strategic pillars. The Committee discussed the proposed memorandum of understanding framework with Texas A&M University, phased staffing using year-one benchmarks, and inclusion of underutilized assets such as Wolf Pen Creek Amphitheater. Staff outlined that the plan would go to the Tourism Committee on June 3, 2026, and to City Council on June 11, 2026, and the Committee reached consensus that the regular agenda format would be appropriate. Committee members requested that staff seek a statement of support from a senior Texas A&M University representative prior to the Council presentation.

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

Angie Bertinot, Marketing Manager, presented the marketing and branding strategy for Grow College Station, including purpose, vision, mission, brand pillars, audience segmentation, voice and messaging, logo treatment, color palette, and sample application materials. The Committee discussed alignment with the adopted Economic Development Master Plan, opportunities to share the framework internally across City departments, and sample taglines. Committee members expressed support for the package and directed staff to proceed.

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

Brian Piscacek, Assistant Director, Economic Development, introduced John Lambert, CEO, and Brad True, President, of The Cannon, who presented an operating model, proposed floor plan for the former Police Department building, and a ten-year financial pro forma for a proposed Innovation Center. The proposed structure includes City ownership and capital investment, with The Cannon operating the space under a revenue share model, utilizing the first floor of the building. The Committee discussed the existing anticipated HVAC and capital costs, coordination with broader civic block planning, business vetting, termination rights, and the need for additional space within the community. Committee members expressed support for staff continuing the dialogue, contingent on further internal review and coordination with other City facility planning decisions.

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.

The Committee requested a brief overview of the economic development projects under discussion.

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 4:17 pm.

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.
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 City Council may deliberate on commercial or financial information that the City Council has received from a business prospect that the City Council seeks to have locate, stay or expand in or near the city which the City Council 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.

Executive Session recessed at 4:38 p.m. No action was taken.

6. Adjourn.

Mayor Nichols adjourned the meeting at 4:39 pm.

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John P. Nichols, Mayor

ATTEST:

____
Tanya Smith, City Secretary

August 19, 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 give an update on the work of the Tourism Committee, the Tourism Strategic Plan, Destination Marketing Accreditation, and the upcoming fall event schedule. Staff will also give an update on the Summer events, including the Roadto26 Soccer Match, USATF Lone Star Grand Prix, Athletes Unlimited Softball League Championship, and Games of Texas.

Budget & Financial Summary: N/A

Attachments:
1. 20260204 - Minutes
2. 20260225 - Minutes
3. 20260304- Minutes
4. 20260401 - Minutes
5. 20260506 - Minutes
6. 20260603 - Minutes

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 Committe 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.

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 additional items were proposed.

6. Adjourn.

The meeting adjourned at 4:51 pm.

Minutes Of The Tourism Committee - Special (Amended)
City Of College Station
February 25, 2026

1. Call to order and introductions.

With a quorum present, the meeting of the Tourism Committee was called to order by Cortney Phillips, Chairperson, via In-Person and Teleconference at 3:03 pm on Wednesday, February 25, 2026 in the City of College Station Heart of Aggieland 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 Costa Dallis
Committee Member Paul Allen Loy
Committee Member Connor Clark
Committee Member Kevin Davis
Committee Member Erin Jones

Absent:
Committee Member William L. Peel, Jr. - Unexcused
Committee Member Scott Logan - Excused

City Staff:
Bryan Woods, City Manager
Jeremiah Cook, Assistant Director Tourism
Kelsey Heiden, Director Parks and Recreation
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Casey Barone, Visitor Engagement 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 Paul Allen Loy and a second by Committee Member Hunter Goodwin, the Committee voted 8 for and 0 opposed, to Approve Consent Agenda.

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

4. Agenda Items.

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

Consultants with Jones Lang LaSalle (JLL), Dan Fenton and Shirin Jafari presented a detailed discussion on the direction of the Tourism Strategic Plan. Key topics included academic conference development, staffing structure, Texas A&M partnerships, KPI-driven growth, and challenges related to accessing university facilities. Members emphasized the need to focus on academic partnerships first, noting that this area is the city’s strongest differentiator. The Committee recommended that staff and the consultants continue to engage with Texas A&M.

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.

MOTION: Upon a motion made by Committee Member Hunter Goodwin and a second by Committee Member Greg Stafford, the Committee voted 8 for and 0 opposed, for recommending adoption of the resolution to City Council.

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.

No additional items were proposed.

6. Adjourn.

The meeting adjourned at 4:40 pm.

Minutes Of The Tourism Committee
City Of College Station
March 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 3:01 pm on Wednesday, March 4, 2026 in College Station City Hall Bush 4141 Community Room, 1101 Texas Avenue, College Station, Texas 77840.

Present:
Chairperson Cortney Phillips
Vice Chairperson Greg Stafford
Committee Member Rhianon Elizabeth Whitney
Committee Member Costa Dallis
Committee Member Connor Clark
Committee Member Kevin Davis
Committee Member William L. Peel, Jr.
Committee Member Brandy Tuck

Absent:
Committee Member Hunter Goodwin - Excused
Committee Member Paul Allen Loy - Excused
Committee Member Scott Logan - Excused
Committee Member Erin Jones - Unexcused

City Staff:
Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director Tourism
Brian Pisaceck, Assistant Director Economic Development
Kelsey Heiden, Director Parks and Recreation
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports 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.

Eric Capps addressed the committee regarding a competitive pinball initiative proposing the use of HOT funds to support 20–30 pinball machines and monthly tournaments. He discussed estimated economic impacts, existing models in major Texas cities, and potential venues such as Grand Station, the MSC, and Legends Event Center.

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 Greg Stafford and a second by Committee Member Kevin Davis, the Committee voted 7 for and 0 opposed, to Approve Consent Agenda.

3.1. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Capstone Design Conference.

Committee approved in the amount of $ 10,000.

3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 IEEE SmartGridCom Conference.

Committee approved in the amount of $ 5,000.

3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Campus Fire and Life Safety Forum.

Committee approved in the amount of $ 5,000.

3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 SEC Recreation Summit.

Committee approved in the amount of $10,000.

4. Agenda Items.

4.1. Presentation, discussion, and possible action on FY27 Budget Requests.
Jeremiah Cook, Assistant Director of Tourism, presented FY27 budget requests in accordance with the Strategic Plan for the following:

Tourism Department Service Level Adjustments (HOT Fund)

- Director of TAMU Strategy - (One-Time $2,885; Recurring $178,115)- Total $181,000
- Assistant Director of TAMU Sales - (One-Time $2,885; Recurring $169,115) - Total $172,000
- Assistant Director of TAMU Events - (One-Time $2,885; Recurring $169,115) - Total $172,000
- Large Events Sponsorship - Recurring ($500,000)
- Leisure Events Production Company - Recurring ($150,000)

- Leisure Event Execution - Recurring ($225,000)
- Experiential Marketing - One-Time ($100,000)
- Wayfinding - One-Time ($1,500,000)
- Visitor Center - One-Time ($30,000)
- Visitor Center Signage - One-Time ($100,000)

Parks Department Service Level Adjustments (HOT Fund)

- Permanent Shade at Veterans Park - One-Time ($218,500)
- Connection Improvements at Veterans Park - One-Time ($126,500)
- Specialized Turf Grass Equipment - One-Time ($134,500)

Tourism Department Service Level Adjustments (General Fund)

- Sports Facility Analysis - One-Time ($80,000)

The committee requested increasing the large event sponsorship budget line to $750,000 and increasing the Visitor Center enhancements budget request to $50,000.

MOTION: Upon a motion made by Committee Member Greg Stafford and a second by Committee Member William L. Peel, Jr., the Committee voted 7 for and 0 opposed, to Approve FY27 Budget Requests.

4.2. Presentation and discussion on large event updates.

Jeremiah Cook, Assistant Director of Tourism, provided updates on upcoming major events including the Savannah Bananas, USATF made-for-TV meet, and a national softball championship. Sponsorship levels, anticipated attendance, and Texas Event Trust Fund strategies were discussed.

4.3. Presentation and discussion on public art in College Station.

Michael Ostrowski, Chief Development Officer, provided an update on the Lyle Lovett and Robert Earl Keen sculpture planned for Northgate. The project is currently in the foundry stage, with approval through a HOT-funded, Council budget amendment.

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

Jeremiah Cook, Assistant Director of Tourism, reviewed the previous month's data reports, as January performance was impacted by weather-related event cancellations resulting in significant lost room nights. Preliminary February data indicates occupancy may trend upward with stable ADR.

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.

The Committee requested the following:

- Northgate
- Veterans Park Tourism Impact
- Games of Texas Post Event Report.

6. Adjourn.

The meeting adjourned at 4:28 pm.

Minutes Of The Tourism Committee
City Of College Station
April 1, 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 3:01 pm on Wednesday, April 1, 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 Costa Dallis
Committee Member Paul Allen Loy
Committee Member Scott Logan
Committee Member Tina Duncan
Committee Member Connor Clark
Committee Member Kevin Davis
Committee Member William L. Peel, Jr.

Absent:
Non-Voting Member Brandy Tuck
Non-Voting Member Erin Jones

City Staff:
Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director Tourism
Brian Piscacek, Assistant Director Ecomonic Development
Kelsey Heiden, Director Parks and Recreation
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing 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.

Eric Capps addressed the committee regarding a competitive pinball initiative proposing the use of HOT funds to support 20–30 pinball machines and monthly tournaments.

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 Kevin Davis, the Committee voted 10 for and 0 opposed, to Approve.

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 Adidas 3SSB Tournament.

Committee approved in the amount of $ 10,000

3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas Club Championships Tournament.

Committee approved in the amount of $10,000

3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026-2028 Texas Travel & Tourism College.

Committee approved in the amount of $30,000 ($10,000 per year per event).

Vice Chairperson Greg Stafford arrived at 3:17 pm.

4. Agenda Items.

4.1. Presentation, discussion, and possible action on the Visit College Station Partner Engagement Plan.

Casey Barone, Visitor Engagement Manager, presented on the Partner Engagement Plan to strengthen tourism growth through structured partner education, relationship development, and shared community ownership of the visitor experience. The Plan includes 3 distinct phases designed to ensure tourism partners are engaged in the visitor economy.

The Committee engaged in a discussion about the cost of execution, staffing resources, alignment with hotel performance, and opportunities for Texas A&M University partnerships. Staff will bring back an update at a later date.

4.2. Presentation, discussion, and possible action on the Visit College Station Sales Plan.

Alex Aguero, Sports Sales Manager, and Jo Beth Wolfe, Convention Sales Manager, presented the FY26 Sales Plan, including goals, 80,000 definite room nights, and year-to-date pacing. Committee discussion centered on trade show strategy, hotel market outlook, and transient travel softness.

MOTION: Upon a motion made by Vice Chairperson Greg Stafford and a second by Committee Member Connor Clark, the Committee voted 11 for and 0 opposed, to Approve the Sales Plan.

4.3. Presentation and discussion on an update on the Northgate Entertainment District.

Jennifer Luna, District Manager, presented an update on the Northgate Entertainment District. This included 2025 visitation trends (over 500,000 visitors; average 5 visits each; peak times at 10 p.m. and 11 p.m.). Discussion included safety infrastructure, barricades, bollards, bicycle paramedics, brand activations, and future capital projects.

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

Jeremiah Cook, Assistant Director Tourism, reviewed the hotel and Short Term Rental (STR) performance for January and February 2026. STR now represents ~10–12% of lodging revenue. Committee requested validation of Short Term Rental (STR) trends against HOT collections.

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.

The Committee requested the following:

- Mock sales presentation
- District snapshots

6. Adjourn.

The meeting adjourned at 4:38 pm.

Minutes Of The Tourism Committee
City Of College Station
May 6, 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 3:01 pm on Wednesday, May 6, 2026 in the City of College Station Bush 4141 Community Room, 1101 Texas Avenue, College Station, TX 77840.

Present:
Chairperson Cortney Phillips
Vice Chairperson Greg Stafford
Committee Member Connor Clark
Committee Member Costa Dallis
Committee Member Paul Allen Loy
Committee Member Rhianon Elizabeth Whitney
Committee Member Scott Logan
Committee Member Tina Duncan
Committee Member William L. Peel, Jr.
Non-Voting Member Brandy Tuck
Non-Voting Member Erin Jones

Absent:
Committee Member Hunter Goodwin
Committee Member Kevin Davis

City Staff:
Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director Tourism
Brian Piscacek, Assistant Director Economic Development
Kelsey Heiden, Director Parks and Recreation
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Casey Barone, Visitor Engagement 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. 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 Greg Stafford and a second by Committee Member Connor Clark, the Committee voted 9 for and 0 opposed, to Approve.

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.

Committee approved in the amount of $150,000 ($50,000 per year for 3 years)

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.

Committee approved in the amount of $10,000.

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.

Committee approved in the amount of $7,800.

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.

Committee approved in the amount of $5,000.

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.

Committee approved in the amount of $25,000.

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).

Committee approved in the amount of $3,000.

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.

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.

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) presented a recap of priorities in the draft Tourism Strategic Plan, including academic conference positioning, leisure event strategy, the gated multi-year staffing structure, Key Performance Indicators, and lost-business analysis. Discussion focused on the JLL benchmarking comp set, direct outreach to Texas A&M University deans and department heads, facilities access, engagement with university leadership and Athletics, and the structure of a trained sales process. Staff stated that the final plan would be distributed at the end of May and that a Committee vote and recommendation to City Council would be requested at the June 3, 2026 meeting. No action was taken on this item.

Erin Jones arrived at 4:03 pm.

4.2. Presentation and discussion on the Quarterly Marketing Report for FY26 Q2.

Angie Bertinot, Marketing Manager, presented the FY26 Q2 marketing report covering January through March, including website performance, organic and paid social, public relations, and influencer marketing. Discussion included Rodeo activation strategy, co-branding opportunities with the Houston and Fort Worth Livestock Shows, and engagement with Texas A&M Athletics.

4.3. Presentation and discussion on the Quarterly Sales Report for FY26 Q2.

Jo Beth Wolfe, Convention Sales Manager, and Alex Aguero, Sports Sales Manager, presented the FY26 Q2 sales overview covering January through March. Discussion included the booking pace toward the annual goal, softening Fall 2026 demand, statewide trends in lead volume, and shortening booking windows, the Texas A&M University 150th Anniversary as a potential demand driver.

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

Jeremiah Cook, Assistant Director, reviewed data reports from the previous month, including Texas direct travel spend rankings, the most recent weekly STR report, and a preview of May indicators.

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.

Committee requested the following:

- A presentation on Texas A&M’s 150th Anniversary and related tourism opportunities.

6. Adjourn.

The meeting adjourned at 4:47 pm.

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.

August 19, 2026
Item No. 3.3.
Grow College Station 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 recommends that the committee receive the presentation and provide feedback as desired.

Summary: Grow College Station has completed Phase II of our brand identity project, delivering a full suite of tools to support consistent, professional communication across every touchpoint. The finalized brand book now anchors our visual and verbal identity with key messaging targeting our various audiences. This is paired with business collateral, flyer templates and a large tri-fold community profile piece designed to introduce site selectors, industry leaders and partners to the College Station story. A polished PowerPoint deck and trade show resources round out the toolkit, giving our team the tools needed to represent Grow College Station with clarity and confidence at meetings, conferences and community events alike.

Alongside this milestone, we're also ramping up proactive PR efforts to keep the community informed as new development projects take shape. This includes coordinated announcements, media outreach and clear public messaging.

Staff will provide a presentation of the materials at the meeting.

Budget & Financial Summary: N/A

Attachments:
None

August 19, 2026
Item No. 3.4.
Northgate District Grant Program

Sponsor: Brian Piscacek, Assistant Director - Economic Development

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion, and possible action on a prospective grant program for Northgate District businesses.

Relationship to Strategic Goals:

- Diverse & Growing Economy

Recommendation(s): Staff recommends that the committee receive the presentation and provide feedback on the program framework, eligibility criteria, and implementation strategy.

Summary: The City is currently developing parameters for a potential grant program for the Northgate Entertainment District, tentatively titled the Northgate District Building Improvement Grant (BIG) Program. The program concept is intended to encourage strategic private investment through a public-private partnership that would provide matching grant assistance for eligible building renovations, rehabilitation, restoration, and façade and interior improvements. As envisioned, the program would aim to strengthen existing businesses, attract new investment, improve the appearance and functionality of commercial properties, support the preservation of historically and architecturally significant structures, and protect the district's unique character while promoting long-term economic vitality.

The development of this program directly responds to recommendations identified in the Greater Northgate Small Area Engagement Report, which emphasized the need for incentives that encourage property reinvestment, building rehabilitation, historic preservation, and enhanced business environments to support the continued evolution of Northgate as a premier entertainment and mixed-use district. Northgate's historic building stock and legacy establishments are central to its identity, and the proposed program would provide a meaningful tool to help property owners maintain, restore, and adaptively reuse these assets in a manner that honors the district's heritage.

The proposed program would also advance the City's Economic Development Master Plan (EDMP) Goal 1.1.5 – Grant Programs, which calls for the development and implementation of targeted grant and incentive programs that encourage redevelopment, business investment, and property improvements in key commercial districts. Establishing a Building Improvement Grant Program provides a strategic economic development tool to leverage private capital, support business retention and attraction, and promote high-quality redevelopment consistent with the City's long-term economic development objectives.

Staff will present the potential program parameters at the meeting and is seeking feedback and direction from the Committee.

Budget & Financial Summary: N/A

Attachments:
None

August 19, 2026
Item No. 3.5.
Economic Development Master Plan Updates

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion, and possible action regarding updates on action items in the Economic Development Master Plan.

Relationship to Strategic Goals:

Recommendation(s): To receive the presentation and provide direction.

Summary: Staff will present updates on the action items included in the Economic Development Master Plan.

Budget & Financial Summary: N/A

Attachments:
None