

**BRYAN CITY COUNCIL  
MINUTES OF WORKSHOP MEETING  
MAY 24, 2016**

The Bryan City Council held a workshop meeting on Tuesday, May 24, 2016, in the Council Chambers of the Bryan Municipal Building, a notice of said meeting having been posted at least 72 hours in advance in accordance with Section 551, Texas Government Code. Mayor Pro Tem Greg Owens and Councilmembers Mike Southerland, Ben Hardeman, Buppy Simank and Al Saenz were present. Mayor Jason Bienski and Councilmember Rafael Peña were absent. Also present were City Manager Kean Register, City Attorney Janis Hampton and Assistant City Secretary Christina Cabrera.

**1. CALL TO ORDER**

The meeting was called to order at 1:45 p.m.

**2. PRESENTATION BY BRYAN-COLLEGE STATION CONVENTION AND VISITORS BUREAU REPRESENTATIVES PROVIDING AN UPDATE ON MARKETING PROGRAMS**

Bryan-College Station Convention and Visitors Bureau Executive Director Shannon Overby presented information regarding Convention and Visitors Bureau (CVB) marketing programs. Ms. Overby provided an update on fiscal year 2016 activities, including hotel occupancy tax grant administration and sales and marketing numbers. She pointed out the CVB now had access to all facilities in the preferred access agreement with Texas A&M University, including the Hall of Champions at Kyle Field. Ms. Overby shared the CVB had employed dedicated digital marketing and communications staff. She discussed growth in social media channels, dedicated social media for sporting events, and website redesign planned for this fiscal year. She then discussed upcoming events and activities including CVB Board strategic planning, sports and events brand full roll-out, new convention marketing strategic planning, Bring It Home Campaign, mobile visitor information center, local awareness campaign, meeting planners' familiarization tour, travel writers familiarization tour, and creating a game day presence. Ms. Overby gave an overview of hotel occupancy statistics for 2015 and the first three months of 2016, showing a downward trend from 2015. Ms. Overby then discussed strategies to combat this downward trend and encourage more tourism in Bryan-College Station. Council asked a question regarding the promotion of the Texas Reds Steak and Grape Festival by the CVB. Ms. Overby explained the CVB includes the festival in the list of events sent to publications and that an individual staff person is assigned to work with the Downtown Bryan Association regarding the promotion of the festival. Ms. Overby also stated she was working with City of Bryan staff to provide quarterly reports with the information requested by the City Council.

**3. PRESENTATION OF THE RESEARCH VALLEY PARTNERSHIP COMPLIANCE REPORT**

Mr. Chuck Martinez, Vice President for Innovation and Development of the Research Valley Partnership (RVP), presented information regarding 2015 economic development agreement compliance of eight companies. He reported that of the eight companies, seven were on track to meet requirements or have already met the requirements of their agreements with the City. He added one company was found to not have met requirements and the RVP staff was working with City staff to determine the next course of action.

**4. DISCUSSION REGARDING CONSENT/STATUTORY AGENDA ITEMS FOR REGULAR MEETING OF MAY 24, 2016**

Council discussed agenda items 8 a, 8 e and 8 f of the consent/statutory agenda for the regular meeting of May 24, 2016. No action was taken by Council regarding these items.

**5. COUNCIL COMMITTEE REPORTS**

A report was provided regarding a recent meeting of the Brazos County Public Health Board.

**6. ADJOURN**

The meeting was adjourned at 2:40 p.m. without objection.

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City Secretary Mary Lynne Stratta

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Mayor Jason P. Bienski