VISIT GRAHAM ADVISORY BOARD
CITY OF GRAHAM
MINUTES OF THE BOARD MEETING HELD
FEBRUARY 25, 2026, 2:00 PM
GRAHAM VISITOR AND BUSINESS CENTER, 608 ELM ST., GRAHAM, TX 76450

1. **Call to Order** JW Budge called the meeting to order at 2:02 PM.

2. **Notice of Posting:** Notice of this Meeting of the Visit Graham Advisory Board was duly posted at a place readily accessible to the public at least three business days prior to the date and time of this meeting, in accordance with the Texas Open Meetings Act.

3. **Roll Call of Members Present:** Members Present were JW Budge, Penny Berend, Eric Arrell, Kaitlin Shierry, Amanda Dulany, Addison Wyatt, and Cathy Partridge.

4. **Public Forum:** There were no public comments for consideration.

5. **Consider and act to approve the Minutes** of the Regular Scheduled Meeting on January 21, 2026, and the Special Called Meeting on January 22, 2026, of the Visit Graham Board. Eric Arrell moved to approve both sets of minutes, and Amanda Dulany seconded. All voted in favor, and the minutes were approved as presented.

6. **Review of Financial Reports through January 31, 2026.** Time to review financials was allocated. Following a review and responses to clarifying questions, Penny Berend moved to approve the financial reports. Eric Arrell seconded. All approved.

7. **Review and discussion of Hotel/Motel Tax Collection Report as of January 14, 2026.** Hotel collections remain strong, and all reporting units, excluding 711 Shawnee, are current. BJ Cook, Code Enforcement Officer for Graham, reported that the location is now in long-term rental status.

8. **Review and discuss the Sales Tax Collection Comparison report.** The monthly sales tax shows a drop in MTM percentage of 7.27% for Graham.

9. **Discussion regarding approval of engagement of How Big is Texas, LLC for a Tourism Community Assessment Proposal – Graham Texas**. Motion was made by Eric Arrell, seconded by Kaitlin Shierry, to table this item until next month, when we can have Diann Bayes, of How Big is Texas, LLC, make a presentation via ZOOM. All approved.

10. **Update regarding contract with City of Graham and HOT funds**. Cathy Partridge reported that, per City request, an invoice was submitted to the City for the remaining balance of the 2026 contracted amount, which the City will pay in one lump sum.

11. **Update on Crawfish and Cannons.** A brief update on the event's status was provided. All is processing well.

12. **Update on the Food Truck Championship of Texas 2026.** Again, a brief update on the event's status was provided. All is on track for 2026.

13. **Consider and act to set dates for Summer Concerts** 2026. A motion was made by Penny Berend, seconded by Eric Arrell, to table this agenda item until a future meeting. All agreed.

14. **Discussion regarding proposed future agenda items.**
    - How Big is Texas, LLC
    - Summer Concerts
    - Fall Event

15. **The next regular Visit Graham Advisory Board meeting** will be held on April 15, 2026, at 2:00 PM in the Graham Visitor and Business Center Board Room, 608 Elm St., Graham, TX 76450.

16. **Adjourn**. Motion by Amanda Dulany, second by Eric Arrell. All voted in favor. The meeting was adjourned at 3:00 pm.