VISIT GRAHAM ADVISORY BOARD
CITY OF GRAHAM
MINUTES OF THE BOARD MEETING HELD
MARCH 18, 2026, 2:00 PM
GRAHAM VISITOR AND BUSINESS CENTER, 608 ELM ST., GRAHAM, TX 76450

1. **Call to Order** Cathy Partridge called the meeting to order at 2:07 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 Kaitlin Shierry, Brendan Weatherman, Amanda Dulany, Tommy Dies, Melinda Brown, 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 February 25, 2026, of the Visit Graham Board. Brendan Weatherman moved to approve the minutes, and Tommy Dies seconded. All voted in favor, and the minutes were approved as presented.

6. **Participated in a Zoom meeting with Diann Bayes of How Big is Texas, LLC,** regarding a tourism community assessment proposal – Graham, Texas.

7. **Review of Financial Reports through February 28, 2026.** Time to review financials was allocated. Following a review and responses to clarifying questions, Amanda Dulany moved to approve the financial reports. Tommy Dies seconded. All approved.

8. **Review and discussion of Hotel/Motel Tax Collection Report.** Hotel collections remain strong, and all reporting units, excluding 711 Shawnee and 1204 Loving Highway, are current. BJ Cook, Code Enforcement Officer for Graham, reported that the Shawnee location is now in long-term rental status.

9. **Review and discuss the Sales Tax Collection Comparison report.** The monthly sales tax shows a drop in MTM percentage of 7% for Graham.

10. **Visit Graham Executive Director, Addison Wyatt,** gave an update on social media activity and upcoming events. All things are trending in a very positive direction.

11. **Consider and act to approve engagement with How Big is Texas, LLC for a Tourism Community Assessment Proposal.** Following extensive conversation, a motion was made by Amanda Dulany, seconded by Kaitlin Shierry, to table this agenda item.

12. **Consider and act to approve a sponsorship application for FEAR Arenacross, which will host three events in 2026 at the Young County Arena: June 26-27, August 14-15, and December 4-5.** Motion was made by Brendan Weatherman, seconded by Tommy Dies, to approve the application in the total amount of $1,500.00, equaling $500.00 per event. Motion carried with a vote by all in approval.

13. **Consider and act to set dates for Summer Concerts 2026.** Motion was made by Amanda Dulany, seconded by Brendan Weatherman, to table this item. Motion carried by all.

14. **Discussion regarding proposed future agenda items.**
    - Summer activities
    - Fall event
    - Crawfish and Cannons/Goodnight Loving Run update

15. **The next regular Visit Graham Advisory Board meeting** will be held on May 20, 2026, at 2:00 PM in the Graham Visitor and Business Center Board Room, 608 Elm St., Graham, TX 76450.

16. **Adjourn**. Motion by Tommy Dies, second by Brendan Weatherman All voted in favor. The meeting was adjourned at 3:18 pm.