VISIT GRAHAM ADVISORY BOARD
CITY OF GRAHAM
MINUTES OF THE BOARD MEETING HELD
June 18, 2025, 2:00 PM
GRAHAM VISITOR AND BUSINESS CENTER, 608 ELM ST., GRAHAM, TX 76450

1. **Call to Order** Cathy Partridge, Chamber CEO, 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 72 hours prior to the date and time of this meeting, in accordance with the Texas Open Meetings Act.

3. **Roll Call of Members Present:** Tommy Dies, Eric Arrell, JW Budge, Kaitlin Shierry, Cathy Partridge, Melinda Brown, and Zach Balch.

4. **Consider and act to approve the Minutes of the April 15, 2025 meeting of the Visit Graham Board.** Tommy Dies motions, Melinda Brown seconds. All voted in favor, and the minutes were approved.

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

6. **Discussion regarding Hotel visitor tracking for events.** JW gave a report on his visits with some of the hotels and suggested a coffee with the hoteliers in the near future.

7. **Review of Visit Graham financial statement and hotel occupancy tax report**. Eric Arrell motions to approve. Tomy Dies seconds. All in favor, motion is approved.

8. **Discussion regarding Food Truck Championship of Texas -** The group shared feedback on logistical successes and challenges from the weekend including clean-up. A meeting with the Food Truck Championship of Texas committee will continue to gather feedback and input for 2026.

9. **Discussion regarding Summer Concert Series 2025** Zach Balch updated musical acts for the 2025 Summer Concert season.

10. **The Uniguest Kiosk** at the Young County Area will be removed. Eric Arrell will lead that removal, enlisting help as needed. No new location has yet been identified.

11. **Discussion regarding external sponsorships.** The Board continues to discuss the desire to have metrics and statistics from prior year events and accurate accounting following an event to help substantiate and validate the decision on sponsorship awards. From the discussion, it appears that the most expedient way to accomplish this as it relates to lodging would be the relationship built with hoteliers in our area and the requirement of the requestor to provide actual data along with their request.

12. **A discussion was held regarding a letter from the Visit Graham Board to sponsorship recipients.** No notes were taken as to the exact outcome of that discussion.

13. **Discussion regarding proposed future agenda items.** No items were listed.

14. **The next Visit Graham Advisory Board Meeting will be on August 20, 2025, at 2:00 PM in the Graham Visitor and Business Center Board Room, 608 Elm St., Graham, TX 76450.** Tommy Dies motions to adjourn. Eric Arrell seconds. All in-favor.

15. **Adjournment .** With no other topics to discuss, the meeting concluded at 3:10 PM.