VISIT GRAHAM ADVISORY BOARD
CITY OF GRAHAM
MINUTES OF THE BOARD MEETING HELD
SEPTEMBER 17, 2025, 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 2:05 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**:** Tommy Dies, Eric Arrell, JW Budge, Kaitlin Shierry, Penny Berend, Brendan Weatherman, Melinda Brown, Eric Garretty, and Cathy Partridge.

4. **Consider and act to approve the Minutes of the August 20, 2025, meeting of the Visit Graham Board.** Brendan Weatherman motioned to approve the as presented. Melinda Brown seconds. All voted in favor, and the minutes were approved.

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

6. **Review of Financial Reports through August 30, 2025.** Time to review financials was allocated. Following review and answering some clarifying questions, Eric Arrell made a motion that the financial reports be approved. Brendan Weatherman seconded. All approved.

7. **Review and discuss Hotel/Motel Tax Collection Report as of September 17, 2025.** Hotel collections continue to be strong.

8. **Review and discuss Sales Tax Collection Comparison report.** Melinda Brown shared the data on the report.

9. **Consider and act to fill one Visit Graham Advisory Board position.** Discussion was had, and three names were lifted as potential Board members: first with a motion and second: Amanda Dulany, motion by Eric Arrel, seconded by Tommy Dies. Vote for Amanda – 5 in favor and 1 against.

Additionally, a discussion was held regarding Visit Graham hosting a quarterly hotelier meeting. This will be added to a future agenda item.

10. **Consider and act to set a budget for the Visit Graham Advisory Board's fiscal year 2025-2026, said budget to be submitted to the City Council of the City of Graham on September 25, 2025.** A recommendation was made to remove Placer AI from the budget and Threshold 360. With those reductions in the budget, a motion was made by Eric Arrell and seconded by Tommy Dies to approve the budget for submission to the City Council for approval. All voted in agreement.

11. **Consider and act to establish an interview committee comprised of Eric Arrell, Brendan Weataherman, Melinda Brown, Tommy Dies, Penny Berend, and Cathy Partridge to fill the position of Executive Director of Visit Graham (CVB).** A motion was made to amend slate of committee members and add J. W. Budge and Kaitlin Shierry. Motion made by Eric Arrell, seconded by Brendan Weatherman. All approved.

12. **Discussion regarding proposed future agenda items.**

    - Review Job Description for Executive Director
    - Review posting for position of Executive Director

13. The next regular Visit Graham Advisory Board meeting will be held on October 15, 2025, at 2:00 PM in the Graham Visitor and Business Center Board Room, 608 Elm St., Graham, TX 76450.

14. **Adjourn**. The meeting was adjourned at 4:15 pm.