VISIT GRAHAM ADVISORY BOARD
CITY OF GRAHAM
MINUTES OF THE BOARD MEETING HELD
JANUARY 22, 2025, 2:00 PM
GRAHAM VISITOR AND BUSINESS CENTER, 608 ELM ST., GRAHAM, TX 76450

1. **Call to Order:** JW Budge, Board Chair, 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 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:** JW Budge, Tommy Dies, Gayle Pratt, Eric Arrell, Brendan Weatherman, Cathy Partridge, and Zach Balch.

4. **Consider and Act to Approve the minutes of the October, 2024 meeting of the Visit Graham Board:** Motion to approve was made by Brendan Weatherman. Second by Tommy Dies. Motion carried and minutes were approved.

5. **Consider and Act to Approve the minutes of the November, 2024 meeting of the Visit Graham Board:** Motion to approve was made by Brendan Weatherman. Second by Tommy Dies. Motion carried and minutes were approved.

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

7. **Discussion regarding Rhythm & Dirt feat. Randy Rogers Band (November 23, 2024):** Chamber CEO Cathy Partridge presented post-event financials, which were better than anticipated, but the event still operated at a loss.
   Income: $85,213.98
   Expenses: $91,644.74
   Deficit: ($6,430.76)

8. **Discussion regarding the Uniguest Interactive Display:** The board discussed relocating the board to the Visitor and Business Center foyer. Display requires dedicated Wifi and power. Eric Arrell suggested looking into building weather-proof outdoor awning/cover on Downtown Square. Board also considered selling the display.

9. **Discussion regarding Crawfish & Cannons:**
   Zach Balch shared the new logo and branding packet prepared by Cait Ewing of Agency of Saints. Musician lineup was posted live on January 13th. Tickets to Crawfish & Cannons went live on January 20. Some sponsorships are still available.

10. **Discussion regarding Food Truck Championship of Texas (June 7, 2025):** Zach Balch shared branding packet prepared by Cait Ewing of Agency of Saints. Applications went live on January 15th. Chamber CEO Cathy Patridge shared that restrooms are problematic, especially as the city owned mobile facility is beyond repair. Board was made aware that portable restrooms must be rented for this year's Food Truck Championship.

11. **Discussion regarding Summer Concert Series 2025:** Zach Balch shared that 3 of 5 acts have been confirmed. The board shared concerns for last year's sound quality, particularly the Randy Rogers concert, and asked that this year be bigger, better, clearer.

12. **Consider and Act to Approve sponsor requests:**
    - Texas High School Rodeo Region III (24/25 Season) **$2,500.00**
      3rd Reading: October and November 24 meetings tabled this item pending more information.
    - In addition to previously established requirements for sponsorships (sponsor banner, signage, VG logo), board discussed a requirement to track hotel room bookings for events/programs. JW Budge volunteered to take ownership of researching a solution as well as building relationships with local hotel management.
    - Motion by Eric Arrell to award $500 sponsorship, second by Brendan Weatherman. Motion carries with stipulation that money cannot be used for scholarships, but for awards and marketing.

13. **Discussion regarding proposed future agenda items:**
    - Granbury Wine Walk: Can we replicate it in Graham? Can this be combined with a Summer Concert Series night? Can Texas Forts Trail pick this up as another installation of their annual wine fest lineup? Contact Amy Winters at Granbury Chamber of Commerce for more details about how they run their event.

14. **Discussion regarding open board seat:** Kaitlin Shierry was nominated by Cathy Patridge for open board seat. Motion by Tommie Dies, seconded by Gayle Pratt. Motion carried and nomination will be brought before City Council at next meeting.

15. **Discussion regarding possibly Graham Wine Walk:** Cathy to pursue 3rd party vendor as an option to facilitate.

16. **The next Visit Graham Advisory Board Meeting will be on February 19, 2025, at 2:00 PM in the Graham Visitor and Business Center Board Room at 608 Elm Street.**

17. Adjournment: With no other topics to discuss, the meeting concluded at 3:07 PM.