NOTICE OF PUBLIC MEETING
VISIT GRAHAM ADVISORY BOARD
CITY OF GRAHAM
MARCH 19, 2025, 2:00 P.M.
GRAHAM VISITOR AND BUSINESS CENTER, 608 ELM ST., GRAHAM, TX 76450

PURSUANT TO THE TEXAS OPEN MEETINGS ACT, NOTICE IS HEREBY GIVEN THAT A MEETING OF THE VISIT GRAHAM ADVISORY BOARD WILL BE HELD ON **March 19, 2025**, AT **2:00 P.M.** IN THE **GRAHAM VISITOR AND BUSINESS CENTER BOARD ROOM, 608 ELM ST., GRAHAM, TEXAS 76450**, AT WHICH MEETING, THE FOLLOWING ITEMS WILL BE CONSIDERED. ITEMS ON THE AGENDA ARE SUBJECT TO ACTION. THE ADVISORY BOARD RESERVES THE RIGHT TO MEET IN CLOSED/EXECUTIVE SESSION ON AN AGENDA ITEM SHOULD THE NEED ARISE, AND IF APPLICABLE, PURSUANT TO AUTHORIZATION BY TITLE 5, CHAPTER 551 OF THE TEXAS LOCAL GOVERNMENT CODE.

AGENDA

1. **Call to Order** Cathy Partridge, Chamber CEO, 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:** Brendan Weatherman, Tommie Dies, Melinda Brown, Cathy Partridge, Penny Berend, Kaitlin Shierry, Zach Balch

4. **Consider and act to approve the Minutes of the January 22, 2025, meeting of the Visit Graham Board.** Tommie Dies makes a motion to approve, Brendan Weatherman seconds, all in-favor and minutes were approved.

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

5. **Discussion regarding Hotel visitor tracking for events**. JW Budge was not in attendance to report on this project, so this conversation was tabled until our next meeting.

6. **Review of Visit Graham financial statement and hotel occupancy tax report.** Brendan Weatherman motions to approve of financial statement, Tommie Dies seconds, all in-favor and the financial report and hotel occupancy report were approved.

7. **Discussion regarding Crawfish and Cannons (April 12, 2025)**
    - Zach Balch gave an update on current standings of sponsorship, ticketing, Goodnight Loving Run participant update. Sponsorships and the GNLR were trending as well as last year, but ticket sales were slower. With three weeks left until the event, major media outlets in DFW and Wichita Falls are now promoting the event and we expect ticket sales to pickup closer to the event.

8. **Discussion regarding Food Truck Championship of Texas (June 7, 2025)**
    - Zach Balch provided an update on approved trucks, vendors, and music. Music programming is booked, vendor applications open April 1 through the Old Post, and truck applications are steadily incoming. We expect to fill the square with 50 food trucks this year.

9. **Discussion regarding Summer Concert Series 2025**
    - **June 14 – CONFIRMED Adam Hood ($5,000)**
    - **June 28 – CONFIRMED ($2,000) The Last Plainsmen**
    - **July 12 – CONFIRMED ($10,000) The Strike**
    - **July 26 – CONFIRMED ($7,500) – Robert Ellis**
    - **August 9 – CONFIRMED ($15,000) Hudson Westbrook**

    Zach Balch provided an update on musical acts for the 2025 Summer Concert season. Some discussion occurred around The Last Plainsmen as a local act, with all board members in support.

10. **Consider and Act on sponsorship requests:**
    - **Champion Rodeo requests $2,500**
    - **This amount is consistent with past sponsorship of this event.**

    Penny Berend motioned to approve $2.500 sponsorship, Brendan Weatherman seconds. All were in-favor and the sponsorship was approved.

11. **Discussion regarding proposed future agenda items.**
    Items to be included on the April 16 board meeting shall include Crawfish and Cannons debrief. The board will also discuss Visit Graham signage for the Fall, including Billboard.

12. **The next Visit Graham Advisory Board Meeting will be on April 16, 2025, at 2:00 PM in the Graham Visitor and Business Center Board Room, 608 Elm St., Graham, TX 76450.**
    Brendan Weatherman motions to adjourn. Tommie Dies seconds. All in-favor.

13. **Adjournment:** With no other topics to discuss, the meeting concluded at 2:48 PM.

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Cathy Partridge, Visit Graham CEO

NOTICE

The Visit Graham Advisory Board reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations Regarding Real Property), 551.073 (Deliberations Regarding Prospective Gifts), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices) and 551.087 (Deliberations Regarding Economic Development). Before any closed session is convened, the Presiding Officer will publicly identify the section or sections of the act authorizing the closed session. All final votes, actions, or decisions will be taken in open session.

I, the Undersigned Authority, do hereby certify that the above notice of Meeting of Visit Graham Advisory Board is a true and correct copy of said notice posted at the Graham Visitor and Business Center, and a place convenient and readily accessible to the general public at all times.

Posted at _____ am/pm on the _____ day of _____

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Cathy Partridge, Visit Graham CEO

ACCESSIBILITY NOTICE

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodation and interpretive services must be made 48 hours prior to the meeting. Contact City Hall at (940) 549-3324.

I hereby certify that the above shown notice was removed from the posting location at the Graham Visitor and Business Center, 608 Elm St., Graham, TX 76450, at _____ am/pm on the _____ day of _____ and satisfies the 72-hour posting requirement.

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Cathy Partridge, Visit Graham CEO