

**BREWSTER COUNTY
Tourism Council**

LINDA WALKER
Vice-President

CAROL PETERSON
Treasurer

BARBARA TRAMMELL
Secretary



BILL IVEY
President

EILEEN PIPP
ELIZABETH LEWIS
JULIE CHILDS
ELEAZAR CANO
HAYLEY DE ARMAN
GENEVIEVE JAHN
MONTIE MUDD
SCOTT WRIGHT
WENDY LITTLE
JOHN PRICE

PUBLIC NOTICE: June 25, 2025, at 1:30 PM

Regular Business Meeting - Marathon Community Center
106 NE 3rd St, Marathon, TX 79842

AGENDA

- 1. Call to Order**
- 2. Public Comments**
- 3. Review, discuss and take necessary action to approve previous meeting minutes**
- 4. Lightening Rounds - 5 minute presentations on tourism from no more than 3 board members; discussion only**
 - A. One new or exciting program, action or event in the presenter's business**
 - B. Vision for the presenter's business**
 - C. What can we do to improve or better promote tourism in Brewster County?**
- 5. Officer and Executive Director Reports**
 - A. Executive Director**
 - B. Treasurer**
 - C. President**
- 6. Reports & Updates - Affiliates**
 - A. Alpine Chamber of Commerce**

- B. Marathon Chamber of Commerce**
 - C. Big Bend Chamber of Commerce**
 - D. Brewster County Historical Commission**
 - E. Big Bend National Park**
 - F. Big Bend Ranch State Park**
 - G. Texas Mountain Trail**
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- 7. Review, discuss and take necessary action related to Brewster County Tourism marketing budget; update and report from marketing committee**
 - 8. Review, discuss and take action regarding the establishment of a Strategic Plan; formation of committee**
 - 9. Presentation by Billy Bartko related to Social Media and digital marketing**
 - 10. Review, discuss and take action regarding establishing metrics for promotion and advertising; formation of committee**
 - 11. Old Business - discussion and action**
 - 12. Discuss and take action on next Council meeting date, time and location**
 - 13. Adjourn**