

**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**

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

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

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**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**
- 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**