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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Brimhall named city's new Parks and Recreation Director

Kerrville, Texas (April 2, 2025) – The City of Kerrville has hired Jay Brimhall as its new Parks and Recreation Department director starting in late May.

Brimhall brings more than a decade of leadership experience as community services director for the City of Show Low, Arizona. In that role, he led efforts to develop parks, expand trail systems, enhance recreation facilities, and grow youth and adult sports programs, with a focus on creating inclusive, meaningful experiences for the community.

A Dallas native, Brimhall holds a Master of Public Administration from Texas Tech University and a bachelor's degree in Spanish from Arizona State University. He played college basketball for Eastern Arizona College during the 2001-02 season, and his athletic background continues to shape his team-oriented, high-energy leadership approach.

Brimhall spent his high school years in Prescott, Arizona, and Hanover, Massachusetts, an experience that helped him develop adaptability and resilience. His professional career began in McAllen, Texas, before he returned to Arizona to focus on community services.

Having lived in Mexico for two years, Brimhall has a deep appreciation for Mexican culture. His leadership in Show Low included work on the city's Sister Cities partnership with Imuris, Sonora, fostering cross-border collaboration and culturally inclusive community building.

Outside of work, Brimhall enjoys sports, music, and spending time outdoors with his family - wife Melissa and children William, Reagan and Hannah. A drummer at heart and an athlete by nature, he brings rhythm, drive, and energy to his work in Kerrville, helping residents connect, play, and thrive.



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