

**HOUSTON FIRST CORPORATION | GREATER HOUSTON CONVENTION
AND VISITORS BUREAU
MINUTES OF THE JOINT MARKETING COMMITTEE**

APRIL 13, 2016 – 12:00 P.M.

The Joint Marketing Committee of the Greater Houston Convention and Visitors Bureau, a Texas non-profit corporation, and Houston First Corporation (the "Corporation"), a Texas non-profit corporation created and organized by the City of Houston as a local government corporation pursuant to TEX. TRANSP. CODE ANN. §431.101 et seq. and TEX. LOC. GOV'T. CODE ANN. §394.001 et seq., held a meeting at the George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Wednesday, April 13, 2016, commencing at 12:00 P.M. Written notice of the meeting including the date, hour, place and agenda for the meeting, was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: C. C. Conner, Jr., Phyllis Bailey, Cari Broderson, Janis Burke, Irma Diaz-Gonzalez and Gerald Womack. Co-chair Bischoff arrived at 12:53 p.m. and Council Member Dave Martin arrived after the minutes of October 8, 2015 had been considered and approved.

Chairperson Conner called the meeting to order at approximately 12:10 P.M.

1. Public Comments. None.
2. Review and Approval of Minutes – October 8, 2015. A motion was made and duly seconded to approve the minutes of the October 8, 2015 meeting as presented. Co-Chair Bischoff and Council Member Dave Martin arrived after the vote.
3. Presentation. Holly Clapham gave a presentation on the Avenida branding initiative. She also provided Committee members with handouts that illustrated each of the proposed logos and their various uses. The entertainment cluster being branded as "The Avenida" is being developed for the area along the Avenida de las Americas as an area for locals to gather and take visitors. All of the Committee members participated in a discussion about the attributes and impressions of each of the logos and determined that they would eliminate logo #1, described as a lower case "a" with avenida underneath it. For logo #2, the most colorful and whimsical of the three, they agreed to take out the fork, the bell and add color to the picture. Following the recommended revisions, the Committee asked the staff to send out the remaining choices for review.
4. Consideration of the logo options for the Avenida de las Americas. The Committee thoroughly discussed this item and made recommendations for revisions.
5. Updates.
 - A. Holly Clapham provided updates related to the new temporary wrap advertising at Bush Intercontinental and Hobby Airports. She also shared the new digital ad by Brandon Ray, and new "experiential" concepts proposed for the airports. VisitHouston has a new commercial featuring the band, The Suffers, who is also going to be featured on Jimmy Kimmel Live. She concluded with an update on the Houston Is... national ad testing.

- B. Michael Heckman provided a recap of the 2016 Houston Final Four highlights, which included logistics on social media and advertising as well as custom welcome activations for visitors and media. The “Come Ready to Play” campaign theme provided to the NCAA was played for the Committee. In addition, he thanked the Marketing team for all of their work on Comicpalooza.
 - C. Rick Ferguson, Houston Film Commission, gave an update on Sundance 2016, South by Southwest in March of 2016, Houston Filmmaker Grant 2015, Location Expo Los Angeles in April of 2016 and ATX Television Festival scheduled for June 2016 in Austin, Texas. He also briefed the Committee on calendar year 2015 logistics and calendar year 2016 through March 31, 2016.
 - D. John Rolfe briefed the Committee on the decision to begin implementing a portal for the HFC Board and all of the HFC and VisitHouston Committees.
6. Announcements.
- A. Dawn Ullrich directed the Committee members to a recap of the 2016 Marketing Performance Measures in the front of their binders and committed to provide progress on those measures at the upcoming meetings. She also mentioned that the Marketing team is meeting with all of the Council Members to learn about each individual district, the goal of which will be to highlight various points of interest for each district on the Visit Houston website.

The meeting adjourned at approximately 1:23 P.M.

/s/_____

Pamela Walko, Secretary