

**HOUSTON FIRST CORPORATION | GREATER HOUSTON CONVENTION
AND VISITORS BUREAU
JOINT TOURISM COMMITTEE**

**MAY 31, 2017 – 3:00 P.M.
THE PARTNERSHIP TOWER, 701 AVENIDA DE LAS AMERICAS
2ND FLOOR BOARDROOM**

- I. Call to Order
- II. Public Comments
- III. Minutes – March 8, 2017
- IV. Tourism Quiz
- V. Presentations
 - A. Heritage Society
 - B. Houston Marketplace
 - C. Summer Ad Campaign
- VI. Committee Business
 - A. Consideration of and possible approval of the Hobby Airport Visitor Center Build-out
- VII. Updates
 - A. 2017 Tourism Summit – Recap and Feedback
 - B. Certified Tourism Ambassador Program
 - C. Culinary Tours/Walking Tours
 - D. Attraction Study
 - E. Space Center Houston Strategic Plan Progress
 - F. I-69 Bridge Enhancements
- VIII. Announcements
 - A. Tourism Deep Dive – June 1, 2017 – Noon – Partnership Tower, 8th Floor
 - B. Upcoming Joint Tourism Committee Meetings
 - i. August 18, 2017 – 3:00 p.m.
 - ii. October 19, 2017 – 3:00 p.m.
- IX. Adjournment

For special needs assistance, please contact Pamela Walko at 713.853.8089 prior to the scheduled meeting.