

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

AUGUST 16, 2017

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 Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas 77010, on Thursday, August 16, 2017, commencing at 1:30 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: Susan Bischoff, Bobby Singh, Sofia Adrogué, Phyllis Bailey, Reginald Martin and Ryan Martin. Laura Paletz, Tom Segesta and Stephanie Summerall were absent.

A quorum was established and Chairperson Bischoff called the meeting to order at approximately 1:37 p.m. and introduced the new members of the committee.

1. Public Comments. None.
2. Presentations.
 - A. Advertising Plan 2018. Holly Clapham-Rosenow provided handouts that included detail on the Marketing Department advertising plan and an organizational chart of her department. As part of her presentation, she provided updates on the KHOU Studio @ Avenida Houston, "Houston Marketplace", various advertising platforms, HUE Mural Festival, and the NY Media Activation.
3. Updates.
 - A. Film Commission. Rick Ferguson provided an overview of the Film Commission. He also presented the year-to-date Film Department production report and various marketing events. He discussed the decision of the Texas State Legislature to cut the filming budget and the impact that has on the industry. Mr. Ferguson also stated that there was currently no film programs in academia and the hope for a 4-year degree path in the future.

The meeting adjourned at approximately 2:39 P.M.

_____/s/_____

Pamela Walko, Secretary