

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

**March 8, 2017**

The Joint Tourism 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 Wednesday, March 8, 2017, commencing at 3:00 P.M. Written notice of the meeting, including the date, hour, place and agenda, was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: Fernando Cuellar, Jonathan Glus, Katy Caldwell, Carlos Gutierrez, Wade Morehead, Paul Puente and Patricia Voss. Helen Bonsall, Alex Brennan-Martin and Council Member David Robinson were absent.

A quorum was established and Co-chairperson Glus called the meeting to order at 3:03 p.m.

1. Public Comments. None.
2. Minutes. Following a motion duly seconded, the minutes of the January 17, 2017 meeting were approved as presented. Katy Caldwell was not in attendance at the time of the vote.
3. Team Activity. The team activity focused on Black History Month.
4. Presentations.
  - A. Bandwango. Maureen Haley introduced Monir Parikh, Founder and CEO of Bandwango, who gave a presentation on the capabilities of this destination experiences platform developed to enhance the leisure experience and deliver product for sale to consumers. This platform provides total brand control and a potential for the attraction to increase in per visitor spend. Bandwango is an end to end user engagement platform that is mobile optimized and focused. There are no apps to download and provides targeted communications and advanced reporting and analytics. Additionally, it is capable of fully integrating into Houston First's websites. The Joint Tourism Committee was able to experience this platform on their personal devices. HFC intends to contract with Bandwango as exclusive provider for our tourism packaging initiatives.
5. Updates.
  - A. Forbes Training. Jorge Franz provided an update to the Forbes Training that focused on training for front-line personnel on January 28<sup>th</sup>. Forbes will also be in attendance at the Tourism Summit on March 30<sup>th</sup>.
  - B. Tourism Summit Agenda. Jorge Franz provided a detailed agenda for the March 30, 2017 Tourism Summit. All committee members were encouraged to attend the Summit and the Speakers' Dinner on March 29<sup>th</sup>.

