

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

**JANUARY 15, 2015 = 10:00 A.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 Thursday, January 15, 2015, commencing at 10:00 A.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: Laurette Canizares, C. C. Conner, Jr., Phyllis Bailey, Cari Broderson, Irma Diaz-Gonzalez, Council Member Dave Martin, Janis Schmees Burke and Gerald Womack. Reggie Martin arrived at 10:42 A.M. Stephanie Summerall was absent.

Chairperson Conner called the meeting to order at approximately 10:08 A.M. and a quorum was established.

1. Public Comments. Comments were received from the following persons:

- Dzabiti Surandi
- Reginald Davis
- Maria Xiquin, SEIU
- Margo Pena

With regard to consideration on the upcoming janitorial contract.

2. Minutes. None

3. Introductions. Co-chairperson C.C. Conner, Jr. read the Joint Marketing Committee duty followed by introductions by the Committee members. In addition, Co-person Canizares mentioned that Rick Ferguson was the recipient of the Lifetime Achievement Award from the Houston Film Commission.

4. Film Commission Orientation. Rick Ferguson provided an overview of the role of the Houston Film Commission, including its mission, marketing and promotion methods, film incentives, local productions and local and state industry support, etc. In conclusion, he requested assistance from Committee members to help with identifying locations.

5. Announcements. It was announced that the next Joint Marketing Committee would meet on February 10, 2015 for a corporate communications orientation. In addition, goals for all three areas, Marketing, Film and Corporate Communications, would be included on the next agenda.

After a motion duly seconded, the meeting adjourned at approximately 11:14 P.M.

Pamela Walko

Pamela Walko, Secretary