

HOUSTON FIRST CORPORATION  
JOINT TOURISM COMMITTEE

JULY 6, 2016 – 2:00 P.M.  
GEORGE R. BROWN CONVENTION CENTER  
3.0 EXECUTIVE BOARDROOM

7.1.16  
4:00p  
pw

- I. Call to Order
- II. Public Comments
- III. Minutes – December 14, 2015 and April 14, 2016
- IV. Team Activity
- V. Presentations
  - A. Mexico Tourism Campaign
- VI. Committee Business
  - A. Consideration and endorsement to proceed with the 2016 Marketing Matching Grants Program.
- VII. Updates
  - A. Tourism
  - B. Regional Product Development
  - C. Houston Infusion
- VIII. Announcements
  - A. Tourism Summit – September 7, 2016
  - B. Next meeting – October 2016
- IX. Adjournment

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