

# MINUTES

## HOUSTON FIRST CORPORATION

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**JOINT TOURISM COMMITTEE MEETING  
MAY 3, 2018 – 9:00 A.M.  
Partnership Tower, 701 Avenida de las Americas, Ste. 200  
Houston, Texas 77010  
HFC BOARD ROOM**

*The Joint Tourism Committee of Houston First Corporation (the "Corporation" or "HFC"), a Texas local 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 Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas, 77010, on Wednesday, May 3, 2018, commencing at 9:00 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 Committee members participated in the meeting: Council Member Robinson, (Co-Chair), Patricia Voss, (Co-Chair), Helen Bonsall, Fernando Cuellar, Carlos Gutierrez, Wade Morehead, Gerald Womack, and Ryan Martin.*

The Chairman of the Committee called the meeting to order at 9:04 a.m. and a quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the minutes of March 1, 2018 were approved as presented. Wade Morehead and Helen Bonsall did not participate in the vote.
3. **Tourism Quiz.**
  - A. The Committee members participated in a tourism quiz.
4. **Presentations, Reports, and Updates.**
  - A. **Tourism Incentive Program Report.** Paul Allison presented a Tourism Incentive Program (TIP) report which included a full report from the 2017 program and the differences reflected in the 2018 criteria. Information provided included a report of the total revenue generated, hotel revenue, HFC donated, and total economic impact.
  - B. **Houston Experience Marketplace Update.** Maureen Haley provided the Committee with an update of the Houston Experience Marketplace.

C. Development Summary. Roksan Okan-Vick provided a development summary.

D. Tourism Summary. A tourism summary update was presented to the Committee.

5. Adjournment. The meeting was adjourned at 10:04 A.M.