

YN 4/8/16  
3:45 pm

**HOUSTON FIRST CORPORATION  
JOINT TOURISM COMMITTEE**

**APRIL 14, 2016 – 10:30 A.M.  
GEORGE R. BROWN CONVENTION CENTER  
3<sup>rd</sup> FLOOR EXECUTIVE BOARDROOM**

- I. Call to Order
- II. Public Comments
- III. Minutes – December 14, 2015
- IV. Team Activity
- V. Presentations
  - A. New Agency and Campaign in Mexico
  - B. I-69 Beautification Project
- VI. Committee Business
  - A. Consideration of methodology used to determine visitor volume.
- VII. Updates
  - A. Tourism
  - B. Board Portal
- VIII. Announcements
- IX. Adjournment

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