

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

APRIL 13, 2015

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 George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Monday, March 13, 2015, commencing at 10:05 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: Fernando Cuellar, Jonathon Glus, Katy Caldwell, Carlos Gutierrez, Andrew Huang, Latha Thomas and Patricia Voss. Karen Haller attended for Council Member Robinson. Alex Brennan Martin, Winslow Jeffries and Council Member Robinson were absent.

The meeting was called to order at approximately 10:05 A.M. and a quorum was established.

1. Public Comments. None.
2. Minutes. After a motion duly seconded, the minutes of the January 26, 2015, February 16, 2015 and March 9, 2015 meetings were approved.
3. Team Activity. Jorge Franz presented a trivia quiz with tourism-related questions about Houston. A small prize was given to those with correct answers.
4. Presentations. Jorge Franz briefed the Committee on the Tourism Master Plan, which included the proposed Tourism Team goals, the communication plan and messaging for the greater Houston leadership community. Katy Caldwell suggested adding plans for the Astrodome and Carlos Gutierrez initiated a conversation about the possible sports component.
5. Consideration and adoption of the 2015 Tourism Team Goals. Following brief discussion on this item, a motion was made and duly seconded to adopt the 2015 Tourism Team Goals.
6. Consideration and adoption of the communication plan for the Tourism Master Plan. Following brief discussion on this item, a motion was made and duly seconded to adopt the communication plan for the Tourism Master Plan.
7. Updates.
 - a. Holly Clapham Rosenow provided an update on "100 Ways to Save", National Tourism Week kick-off event on April 29, 2015, and the Tourism Summit. Pamela Walko will resend the April 8, 2015 memo from the co-chairs to committee members on the "100 Ways to Save" program.

- b. Jorge Franz provided an update on the possibility of a satellite Visitors' Center in the Houston Airports and continued with an update on the matching grants program. Katy Caldwell and Jonathan Glus offered their assistance with this initiative.
- c. Julie Gorte briefed the committee on the Nau Center.
- d. Peter McStravick provided an update on the Visitors' Information Center that is being moved from City Hall to a temporary location in the Convention District.

After a motion duly seconded, the meeting adjourned at approximately 11:16 a.m.

Pamela Walko

Pamela Walko, Secretary