

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

MARCH 9, 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 9, 2015, 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 members participated in the meeting: Fernando Cuellar, Jonathon Glus, Carlos Gutierrez, Winslow Jeffries and Patricia Voss. Gareth Morgans attended for Council Member Robinson. Alex Brennan Martin, Katy Caldwell, Andrew Huang, Council Member Robinson and Latha Thomas were absent.

The meeting was called to order at approximately 9:06 A.M. without a quorum present.

1. Public Comments. None.
2. Minutes. As a quorum was not present, the minutes of the January 26, 2015 and the February 16, 2015 meetings could not be 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. As a quorum wasn't present to take action on the Committee business, a discussion was held regarding the Tourism Master Plan. Julie Gorte advised the Committee that the Tourism Master Plan should be adopted as a roadmap and to develop a workable plan. It will also serve as a guideline to develop our own plan. It is planned to include the Executive Summary of the master plan on Houston First's website following sufficient vetting by the Mayor and affected parties.
5. Tourism Master Plan. Jorge Franz briefed the Committee on the proposed Tourism Master Plan's communication plan and messaging for the greater Houston leadership community. As the economic impact is significant, a 5-year rolling plan will be developed and will include a 29-county focus. Preliminary communication plans were presented for introductory in-person sessions to be held by the end of April as well as a list of proposed organizations in May and June. A letter, accompanied by the Executive Summary, will be sent to all 55 individuals who were interviewed in 2014 for the study. A media launch is tentatively scheduled for the week of May 4, 2015 to coincide with National Tourism Week. Committee Members offered possible assistance with outreach to Uptown hotels, Museum/Theater Districts, HLAGH and the Restaurant Association.

6. National Tourism Week. Holly Clapham-Rosenow shared Marketing's vision for the summer tourism initiative and provided a handout of the MyHouston TV "Adventure Seekers" and a tentative list of offers for 100 Ways to Save. Committee members were asked to assist with creating and/or soliciting ideas to add to the campaign.
7. Tourism Summit. The Tourism Summit is scheduled to occur on September 10 and will be a one-day conference on how to package and promote Houston. This will be an opportunity for community collaboration between the CVB membership, airlines, attractions, transportation companies, media, and government affairs personnel.

After a motion duly seconded, the meeting adjourned at approximately 10:32 a.m.



Pamela Walko

Pamela Walko, Secretary