**HOUSTON FIRST CORPORATION ⎜GREATER HOUSTON CONVENTION**

**AND VISITORS BUREAU**

**JOINT MARKETING COMMITTEE**

**MAY 9, 2018 – 9:00 A.M.**

**PARTNERSHIP TOWER, 701 AVENIDA DE LAS AMERICAS**

**2ND FLOOR BOARDROOM**

1. Call to Order
2. Public Comments
3. Minutes – March 14, 2018
4. Presentations and Reports
	1. Marketing Updates
		1. ATX Event – Update
		2. Business Plan Quarterly Update
		3. Comicpalooza Campaign Recap
		4. Research Update: 2018 National performance, preview of 10-year white paper
	2. Houston Film Commission
5. Adjournment

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