

# AGENDA

## HOUSTON FIRST CORPORATION

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### **JOINT TOURISM COMMITTEE**

**May 23, 2019 – 9:30 A.M.**

**Partnership Tower, 701 Avenida de las Americas, Ste. 200**

**Houston, Texas 77010**

**HFC BOARD ROOM**

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#### **COMMITTEE MEMBERS:**

Council Member Robinson, (Co-Chair), Patricia Voss, (Co-Chair) Helen Bonsall, Fernando Cuellar, Jay Tatum, Carlos Gutierrez, Wade Morehead, Gerald Womack, Irma Diaz-Gonzalez, Ryan Martin

In accordance with the Texas Open Meetings Act, this Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located on the exterior wall of the Houston City Hall building, located at 901 Bagby. The Agenda is also available online at <https://www.houstonfirst.com>.

To reserve time to appear, come to the meeting at least ten minutes prior to the scheduled public session shown on the Agenda.

Any questions regarding this Agenda, or requests for special needs assistance, should be directed to Lisa K. Hargrove, General Counsel at either 713.853.8965 or [Lisa.Hargrove@houstonfirst.com](mailto:Lisa.Hargrove@houstonfirst.com)

- I. Call to Order**
- II. Public Comments**
- III. Minutes – November 2, 2018 and March 29, 2019**
- IV. Tourism Quiz**
- V. Presentations, Reports and Updates**
  - A. Comicpalooza Recap
  - B. New Welcome Center on the Avenida
  - C. Hotel Demand Update Report
  - D. Domestic Tourism Update
    - Tourism Summit Recap
    - Houston Experience Marketplace Sales Update
    - Houston Insider Program

**E. International Tourism Update**

- IPW Trade Show
- 50th Anniversary of the Lunar Landing Activities
- Houston Texans vs. Jacksonville Jaguars game in Wembley Stadium, London, November 3, 2019.

**VI. Adjournment**