

AGENDA

HOUSTON FIRST CORPORATION

JOINT TOURISM COMMITTEE
MARCH 29, 2019 – 9:30 A.M.
Partnership Tower, 701 Avenida de las Americas, Ste. 200
Houston, Texas 77010
HFC BOARD ROOM

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

- I. **Call to Order**
- II. **Public Comments**
- III. **Minutes – November 2, 2018**
- IV. **Tourism Quiz**
- V. **Presentations, Reports and Update**
 - A. **Domestic Tourism Update**
 - i. Houston Insider Program
 - ii. Tourism Summit
 - iii. Houston Experience Marketplace
 - iv. Texas Travel Counselor Conference
 - B. **International Tourism Update**
 - i. New Account Director in Mexico
 - ii. Hola Houston Market
 - iii. IPW Conference

C. Tourism Results

- i. Preliminary estimated 2018 numbers and methodology

VI. Adjournment