

**HOUSTON FIRST CORPORATION | GREATER HOUSTON CONVENTION
AND VISITORS BUREAU
JOINT MARKETING COMMITTEE**

MAY 30, 2017 – 3:30 P.M.

**PARTNERSHIP TOWER, 701 AVENIDA DE LAS AMERICAS
2ND FLOOR BOARDROOM**

- I. Call to Order
- II. Public Comments
- III. Review and Approval of Minutes – March 9, 2017
- IV. Presentations
 - A. Status of VIC's at Airport
 - B. KHOU
 - C. Retail
- V. Updates
 - A. Film Incentives
 - B. Avenida Houston
 - C. Augmented Reality
 - D. Public Relations
 - E. Houston Marketplace
- VI. Announcements
 - A. Upcoming Joint Marketing Committee Meetings
 - i. August 16, 2017 – 1:30 p.m.
 - ii. October 18, 2017 – 1:30 p.m.
- VII. Adjournment

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