

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

**OCTOBER 18, 2017 – 1:30 P.M.  
PARTNERSHIP TOWER, 701 AVENIDA DE LAS AMERICAS  
2<sup>ND</sup> FLOOR BOARDROOM**

- I. Call to Order
- II. Public Comments
- III. Review and Approval of Minutes – August 16, 2017
- IV. Presentations
  - A. Augmented Reality
- V. Committee Business
  - A. Consideration of and recommendation of the Film Commission 2018 Business Plan and Budget.
  - B. Consideration and recommendation of the Retail Operations 2018 Business Plan and Budget.
  - C. Consideration of and recommendation of the Marketing and Communications 2018 Business Plan and Budget.
- VI. Updates
  - A. New York Media Event
- VII. Announcements
- VIII. Adjournment

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