

**HOUSTON FIRST CORPORATION | GREATER HOUSTON CONVENTION
AND VISITORS BUREAU
MINUTES OF THE JOINT TOURISM COMMITTEE**

APRIL 14, 2016 – 10:30 A.M.

The Joint Tourism Committee of the Greater Houston Convention and Visitors Bureau, a Texas non-profit corporation, and Houston First Corporation (the "Corporation"), a Texas non-profit corporation created and organized by the City of Houston as a local government corporation pursuant to TEX. TRANSP. CODE ANN. §431.101 et seq. and TEX. LOC. GOV'T. CODE ANN. §394.001 et seq., held a meeting at the George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Thursday, April 14, 2016, commencing at 10:30 A.M. Written notice of the meeting, including the date, hour, place and agenda, was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: Fernando Cuellar, Jonathan Glus, Katy Caldwell, Carlos Gutierrez, and Alex Brennan Martin. Andrew Huang, Winslow Jeffries, Council Member Robinson, Latha Thomas and Patricia Voss were absent.

The meeting was called to order at 10:36 a.m. without a quorum.

1. Public Comments. None.
2. Minutes – December 14, 2015. As a quorum was not in attendance, approval of the minutes of the December 14, 2015 meeting could not be considered.
3. Team Activity. Julie Gorte led a Houston questionnaire team activity.
4. Presentations.
 - A. New Agency and Campaign in Mexico. Jorge Franz explained that visitors from Mexico are going to San Antonio and Austin instead of Houston. This campaign was developed so that visitors from Mexico can experience Houston through all five senses. On Monday, November 21, 2016, the Houston Texans will take on the Oakland Raiders in Mexico, which will provide limitless opportunities for Houston to shine to Mexican tourists, media and customers. Katy Caldwell suggested identifying a taxi service that caters to the Latin market, as well as exploring bi-lingual Uber drivers. Carlos Gutierrez offered to assist with the receptive operator program.
 - B. I-69 Beautification Project. Roksan Okan-Vick gave a presentation on the Freeway Corridor Enhancement Project that will focus on higher maintenance standards and implementation for the major freeway corridors in the region. To jump start this initiative, a \$1.0 million Request for Qualifications was advertised to gauge interest in a small section of the I-69 corridor from I-10 to McGowen. Ten teams, consisting of architects, landscape architects and engineers, responded to have an opportunity to compete to revitalize the I-69 corridor segment. The top five responders will be invited to present their ideas and qualifications before an assembled jury. From that group, the jury will select a winner to complete the work before Super Bowl LI.

5. Consideration of methodology used to determine visitor volume. Jorge Franz introduced Lauren Baker to present this item to the committee. She advised the Committee that Houston First has been working with TNS Travel Association, the official research partner of the US Travel Association, since 2009. According to TNS, the Houston DMA (Designated Market Area) weekend travel was up 25%. This uptick is significant and may not paint a true picture. Rather, TNS suggested that we use a three-year rolling average – a more conservative and less volatile way of measuring visitor volume. This approach will help offset potentially dramatic fluctuations and offer a more stable look at visitor trends now and in the future. Alex Brennan Martin advised a slow approach using a second source or alternate indicator. Another suggestion from the Committee was to identify a way to validate the numbers with trends or graphs. The Committee agreed to move forward with the suggested methodology as long as a second source was cited.
6. Board Portal. Pamela Walko advised the Committee that Diligent Boards was selected to provide an online paperless Board/Committee portal for future Board and Committee meetings.
7. Performance Measures. Dawn Ullrich pointed out that the 2016 Performance Measures for Tourism would be provided at each Committee meeting.
8. Art Fairs. Jonathon Glus advised the Committee of the upcoming art fairs.

After a motion duly seconded, the meeting adjourned at approximately 12:18 P.M.

/s/ _____

Pamela Walko, Secretary