

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

JULY 24, 2015

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 Friday, July 24, 2015, commencing at 12:00 noon. Written notice of the meeting including the date, hour, place and agenda for the meeting, was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: Fernando Cuellar, Jonathon Glus, Carlos Gutierrez and Patricia Voss. Gareth Morgans attended for Council Member Robinson. Alex Brennan Martin, Katy Caldwell, Andrew Huang, Winslow Jeffries, Council Member Robinson and Latha Thomas were absent.

As a quorum was not in attendance, the meeting was not called to order.

1. Public Comments. None.
2. Minutes. As a quorum was not in attendance, the minutes of the April 13, 2015 could not be considered for approval.
3. Team Activity. Jorge Franz presented a trivia quiz with tourism-related questions about Houston. A small prize was given to those with correct answers.
4. Presentations. Jeff Ross with Houston Botanic Gardens will provide an update at a future meeting.
5. Updates.
 - A. Dawn Ullrich distributed a hand out of the proposed portfolio of 2015-2016 citywide signature events and the vision for those events. This was developed to align with the strategic direction of Houston First and help establish Houston's reputation as a vibrant, international city.
 - B. Julie Gorte provided an update on the Visitor's Center that recently relocated to the Hilton Americas. A study is planned to determine what tourists want when planning their visits and how best to educate and promote to visitors.
 - C. Ms. Gorte continued with an update on the Matching Grant Program for tourism marketing, which will be announced at the Tourism Summit. This program will assist coordination among groups and stimulate new tourism by providing funding for marketing efforts on new and unique events. A handout detailed the purpose, goals, types of supported programs, potential uses, award criteria, selection process and overall program assessment.

Applications will be due the end of October and the committee will serve as the final selection panel in December 2015.

- D. Jorge Franz updated the committee on the September 10, 2015 Tourism Summit and distributed the agenda.
 - E. Mr. Franz continued with a briefing on Houston and Beyond, a small CVB regional marketing program. This program is intended to be a marketing cooperative to assist small CVBs buy into the Official Visitors Guide, and other media opportunities as well as obtain website exposure and collaborate on consumer and trade shows.
 - F. Mr. Franz provided an update on recent leisure marketing initiatives, highlighting the “Hello Kitty” campaign in Taipei.
5. Announcements.
- A. Jorge Franz introduced the newest member of the Tourism group, Pilar Florez.
 - B. Dawn Ullrich briefed the committee on possible upcoming agenda items.



Pamela Walko, Secretary