

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

OCTOBER 14, 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 Wednesday, October 14, 2015, commencing at 9:00 a.m. 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, Co-chair, Katy Caldwell, Carlos Gutierrez, Winslow Jeffries, Alex Brennan Martin and Patricia Voss. Jonathon Glus, Andrew Huang, Council Member Robinson and Latha Thomas were absent.

The meeting began without a quorum.

1. Public Comments. None.
2. Team Activity. Julie Gorte led a Houston questionnaire team activity.
3. Tourism Department Update. Jorge Franz began with a brief update of 2015 activities and initiatives.

Carlos Gutierrez arrived at 9:18 a.m. and the meeting was called to order at 9:32 a.m.

4. Minutes. A motion was made and duly seconded to approve the minutes of the September 14, 2015 Joint Tourism Committee meeting.
5. Consideration and recommendation of the Tourism Department 2016 Business Plan and Budget. Jorge Franz oversees the sales and marketing and development divisions in the Tourism department. He began with an overview of the plans and strategies for the sales and marketing division, some of which included investment with top producing online travel agendas, creation of more retail driven initiatives to generate more visits, a focus on international promotion of the top five markets, establishment of a Receptive Operator service and launch of a cooperative advertising plan. Following discussion on this section, he continued with an overview of the plans and strategies for the development division, some of which included the launch of a regional collaboration to promote the greater Houston region, continued promotion of the Matching Grant Program, identification of a site for the official Houston visitor center and creation of an attraction pass that is more inclusive of Houston attractions. Mr. Franz provided ample time for questions and discussion before Brenda Bazan provided details on the 2016 budget. Ms. Bazan explained the variances between 2015 projected expenses and proposed 2016 expenses for personnel, consulting, advertising and promotion, and sponsorships. Following a thorough discussion on this item, a motion was

made and duly seconded to recommend the 2016 Tourism Business Plan and Budget as presented.

6. Visitor Information Services and Retail Operations Update. Cherry Eno provided an update on the program and initiatives currently underway in Visitor Information Services. Since moving the Visitors Center from City Hall to Hilton Americas-Houston, the Visitors Center has experienced a 30% increase in sales.
7. Consideration and recommendation of the Visitor Information Services and Retail Operations 2016 Business Plan and Budget. Following her 2015 update, Ms. Eno presented her 2016 business plan and strategies, which included enhanced customer service in the Visitors Center, maximization of profit, operation of up to three retail stores, assistance in the development of a major visitors information center and satellite visitors centers in strategic locations around Houston. Ms. Eno provided an opportunity for questions and discussion before Brenda Bazan presented the proposed 2016 budget, which included detailed variance explanations between 2015 projections and proposed 2016 expenses for revenue, supplies and contribution expenses. Following thorough discussion on this item, a motion was made and duly seconded to recommend the Visitor Information Services and Retail Operations 2016 Business Plan and Budget as presented.
8. Updates.
 - a. Jorge Franz explained that there were three opportunities for a signature event for the Asian community. Preliminary research determined that the Lunar New Year celebration encompassed all Asian communities. Mr. Franz agreed to discuss these plans with Council Member(s) and the Asian community before proceeding.
 - b. Dawn Ullrich announced the dates of the upcoming GHCVB and HFC budget related meetings.

The meeting adjourned at approximately 9:49 a.m.

Pamela Walko

Pamela Walko, Secretary