

AGENDA

HOUSTON FIRST CORPORATION

***Sales, Tourism, and Marketing Committee Meeting
June 17, 2019 – 9:30 A.M.
Partnership Tower, 701 Avenida de las Americas, Ste. 200
Houston, Texas 77010
HFC BOARD ROOM***

COMMITTEE MEMBERS:

Council Member Robinson (Chair), Bobby Singh (Co-Chair), Sofia Adrogué, James Batt, Elizabeth Brock, Scot Cotton, Kim Davis, Jacques D’Rovencourt, Stephanie Haynes, Jonathan Horowitz, Nicki Keenan, Reginald Martin, Ryan Martin, David Minberg, Desrye Morgan, Eric Schmauch, Patricia Voss, Gerald Womack

In accordance with the Texas Open Meetings Act, this Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located on the exterior wall of the Houston City Hall building, located at 901 Bagby. The Agenda is also available online at <https://www.houstonfirst.com>.

To reserve time to appear, come to the meeting at least ten minutes prior to the scheduled public session shown on the Agenda.

Any questions regarding this Agenda, or requests for special needs assistance, should be directed to Lisa K. Hargrove, General Counsel at either 713.853.8965 or Lisa.Hargrove@houstonfirst.com

- I. **Call to Order**
- II. **Public Comments**
- III. **Minutes**
 - Sales Committee – March 28, 2019
 - Joint Tourism Committee – May 23, 2019
 - Marketing Committee – October 31, 2018
- IV. **Presentations and Reports and Updates**
 - A. Lutheran Church – 2020 National Youth Gathering
 - B. Marketing Update
 - C. Houston Experience Marketplace Update
 - D. Houston Insider Program Update

V. Committee Business

- A. Consideration and possible recommendation of a 2021 Convening Leaders Host City Agreement with the Professional Convention Management Association ("PCMA"), inclusive of Event Budget, for the 2021 PCMA Annual Meeting.

- B. Consideration and possible recommendation of an agreement with the International Association of Exhibitions and Events ("IAEE") for the 2023 Annual Meeting & Exhibition to be held in Houston, Texas, inclusive of the Event Budget.

VI. Adjournment