

# MINUTES

## HOUSTON FIRST CORPORATION

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**Joint Marketing Committee  
September 12, 2018 – 9:00 A.M.  
Partnership Tower, 701 Avenida de las Americas, Ste. 200  
Houston, Texas 77010  
HFC BOARD ROOM**

*The Joint Marketing ("Committee") of Houston First Corporation (the "Corporation" or "HFC"), a Texas local 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., posted a meeting at Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas, 77010, on Wednesday September 12, 2018, 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 Committee members were present for the meeting: Bobby Singh (Co-Chair), Sofia Adrogué, Phyllis Bailey, Reginald Martin, Tom Segesta, and Stephanie Summerall.*

The Co-Chair of the Committee called the meeting to order at 9:03 a.m. and a quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the minutes of July 11, 2018 were approved as presented.
3. **Presentations and Reports.**
  - A. **Houston Film Commission Update.** Rick Ferguson, Sr. Vice President of the Houston Film Commission, gave an update on some of the events and upcoming projects for the Houston Film Commission.

The Austin Filmmaker Reception took place June 8-12, 2018. The event included decision makers in television and was well attended with 115 guests.

July 7, 2018 was the kick off for the Texas Filmmaker Showcase in San Antonio, Texas. The showcase highlights Latino films and will have screenings in Austin, Dallas, McAllen, Fredericksburg, and Beaumont through June 2019.

A number of other film festivals are scheduled including the Gulf Coast Film Festival September 21-23, 2018; Indian Film Festival of Houston October 4-6, 2018; and the Houston Cinema Arts Festival November 8-12, 2018.

A recent film shot in Houston that has received a lot of great buzz is the film "Bull". The film was written and directed by award-winning filmmaker Annie Silverstein who won the top prize at the Cannes International Film Festival in 2014. The win will allow her new film to premiere at the renowned film festival next year.

Various shots for the production were filmed in northwest Houston in Acres Homes and at the Brazoria County Detention Center. The film used a lot of local talent for production.

Rick Ferguson concluded the presentation by presenting the number of films shot in Houston and the overall economic impact.

Bobby Singh stated that the report was impressive and suggested that some of the information be displayed on the Houston Film Commission website.

Rick Ferguson explained that he would need to coordinate the release of certain information with production. Holly Clapham-Rosenow, Chief Marketing Officer, mentioned that HFC could create some graphics and visuals with production highlights and statistics. She also mentioned she had made arrangements with the Houston Chronicle and coordinated many desk-side visits for Rick to promote the Houston Film Commission.

Phyllis Bailey stated a press release could be a valuable tool in getting the word out to the public.

Bobby Singh suggested that a clarification be made to the information presented related to direct expenditures by productions.

Sofia Adrogué was happy to hear about the desk-side visits. She mentioned that it was important to determine what information was being disseminated about the Film Commission in order to highlight momentum and continuity.

- B. Marketing Update. Holly Clapham-Rosenow began her presentation with an update regarding the skybridge signage on Avenida Plaza. There has been some delay as HFC hoped to have the sign completed for the soft opening of the KHOU Avenida Studio.

Holly was very excited to announce that KHOU will broadcast from the new Avenida Studio daily at four o' clock. KHOU is thrilled for the opportunity to partner with HFC and loves the new space and the chance to have activations with the general public, including live broadcasts of Great Day Houston.

A Media Mission will take place in New York City on October 1-4, 2018. The event will highlight Houston talent such as local chefs and artists.

One such group is The Community Cloth. The Community Cloth is a non-profit organization that teaches refugees how to thrive in the urban marketplace by creating and selling handmade, indigenous arts and crafts such as woven scarves and knitwear.

Donkeeboy and Mom are a mother son duo who create amazing murals. Urban Sketchers will also be present and all attendees of the Media Mission will receive a sketch as a gift.

Chefs David Cordua and Kiran Verma will create an exciting culinary experience and Sarah Crowl-Keck will prepare some delicious mocktails.

Holly discussed the Visit Houston AR application. Augmented Reality is cutting edge technology that allows you to point your phone camera in any direction and labels pop up automatically displaying information about restaurants, buildings, etc. The Committee viewed a brief video clip created by the Marketing team that is being used to promote the app.

The venture has become too expensive for the Marketing Department to invest in the build out. Marketing will continue to support the existing platform and is looking to gain support through strategic partnerships.

Holly provided statistics on the number of visitors to the Visit Houston website. The number of visitors to the website has increased significantly and HFC is on track to meet the projected 8,000,000 visitors. Holly also informed the Committee that with budget cuts marketing will not have as much fuel as it has had in the past, but she believes the website will continue to see growth.

Committee members asked what the impact of Super Bowl and the World Series had on traffic to the website. Holly explained that these events had less impact on traffic to the website than on social media. Holly mentioned the peak of this trend and the World Series effect.

January 2019 is the 50th anniversary of the Apollo moon landing. Holly was asked to assist NASA and a group of other Houston leaders to coordinate Space Week July 14- 20, 2019.

The event will provide a lot of national and regional media opportunities for HFC. Additionally, the event will include regional community activations, social series, and outer market activations. Some of the highlights of Space Week also include 3-D food printing, restored mission control, and neutral buoyancy lab.

Holly mentioned the positive response on social media from candidate Beto O'Rourke's photo with the Houston Inspired mural. Marketing has also been engaged with Mayor Sylvester Turner about the use of the term "inspired."

Holly discussed recent media coverage of Houston. The recent GQ Article, "Houston Is the New Southern Capital of Cool," has generated a lot of positive attention and resulted in several other new stories.

Tom Segesta stated that he thought the GQ article was phenomenal and asked if it might be used on the sales side to promote business.

Sofia Adrogué asked if Holly planned to engage Donkeeboy about creating some new artwork for Space Week. Holly was excited to announce that NASA had approached the planning committee about using the new astronaut-inspired image created by Gonzo during Super Bowl LI.

Sofia Adrogué also asked for more details on the goal of the Media Mission. Holly further explained that the ultimate goal of the event was to pitch direct stories to the media in attendance and promote visitors to Houston. The projected cost of the event is \$45,000 including travel, food, products, and event space. Mayor Turner was invited to the Media Mission; however, unable to attend.

Reginald Martin asked how HFC could make the restaurant tenants more successful and asked if HFC had an ad campaign. Holly explained that some of the restaurant tenants had more restrictions on use of Avenida Houston for branding purposes. A major benefit to HFC is its media partnership with KHOU, but due to budget cuts, HFC has less funding for traditional ad campaigns. Mr. Martin explained that the budget should not preclude HFC from coming up with creative social media campaigns. He suggested that HFC partner with the hospitality and restaurant associations.

The Committee discussed additional improvements to Avenida including a designated pick-up/drop-off area for Uber and Lyft and more signage to promote the restaurants. Holly mentioned the possibility of 3-D mapping to draw visitors to Avenida.

Bobby Singh asked if there was more the Committee members wanted to see from HFC staff and in contrast Tom Segesta stated if there was more that Committee members could do to support HFC and be ambassadors to Houston, the staff should let them know.

Sofia Adrogué suggested that Marketing should reach out to Mister McKinney, a local historian and tour guide.

Holly mentioned that Katz Coffee has reached out to her about the possibility of a partnership in selling Houston Inspired coffee.

Sofia Adrogué mentioned the possibility of a partnership with the organization 2<sup>nd</sup> Cup, which is a coffee shop that helps fight against Human Trafficking.

There was some discussion of ownership of the Houston-Inspired logo and a licensing opportunity for HFC.

Sofia Adrogué mentioned a special vending machine in the Kansas City airport that includes a number of local products and the possibility of doing something similar in Houston with the Houston-Inspired logo.

4. **Adjournment.** The meeting was adjourned at 9:47 a.m.