

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

**JANUARY 17, 2017**

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 Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas 77010, on Tuesday, January 17, 2017, commencing at 12:00 P.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: Jonathon Glus, Helen Bonsall, Katy Caldwell, Wade Morehead, Paul Puente, Council Member Robinson and Patricia Voss. Fernando Cuellar, Alex Brennan-Martin and Carlos Gutierrez were absent.

A quorum was established and Co-chairperson Glus called the meeting to order at 12:04 p.m.

1. Public Comments. None.
2. Minutes. Following a motion duly seconded, the minutes of the October 12, 2016 meeting were approved as presented. Helen Bonsall and Wade Morehead were not members of the Committee on October 12, 2016; therefore, they abstained from voting on this item.
3. Team Activity. Jorge Franz led a team activity on Super Bowl trivia.
4. Presentations.
  - A. Pierce Skypark. John Cryer, Marcus Martinez and Tami Merrick from Page Southerland Page ("Page") presented their concept of the Pierce Skypark. What is currently known to Houstonians as the Pierce Elevated is scheduled to be demolished by TxDOT. The concept from Page is to repurpose the elevated to provide safe passage over streets, connections to existing amenities, possible bike paths, programming and future potential retail opportunities. He included The High Line in New York City as an example of what the Pierce Elevated could become. Discussions centered on the need for a Business Development Plan, including an economic study, proforma, etc. and possible next steps for launching the concept. Following the discussion, the Committee recommended that the Corporation team return to the Committee with a recommendation.
  - B. Tourism Department 2016 Accomplishments. Jorge Franz provided a presentation on the Tourism Department's 2016 accomplishments and the business plan and strategies for 2017. As part of his presentation, he provided a handout that listed the winners of the 2017 Matching Grants Program and a Save the Date for the 2017 Tourism Summit/CVB Annual meeting on March 30.

5. Committee Business. None.

6. Updates.

- A. Hobby Airport Visitors Information Center. Paul Allison provided an update on the Visitor Information Center. Corporation objectives, Houston Airport System activation requirements, customer (visitor) awareness and access, well-trained staff, compelling tourism content and marketing HFC experience packages are all priorities for this initiative. Additional Visitor Information Center locations may include GRB, Galleria, Texas Medical Center, George Bush Intercontinental Airport, the Houston Premium Outlets and mobile units.
- B. Packaging Software. Maureen Haley briefed the Committee on a possible software package to enhance the leisure experience and deliver to consumers. The application is able to sell experiences directly to the consumers on their smart phones and provides links to mapping, self-guided audio tours, and transportation initiatives.

Council Member Robinson left the meeting at 1:27 p.m.

- C. Competitive Cities. Jorge advised the Committee that Houston was named #6 on Trip Advisor's Travelers Choice "10 US Destinations on the Rise". Traveler's Choice awards are the highest honor that TripAdvisor bestows and is awarded annually based on millions of reviews and opinions from travelers. The award is a great affirmation that Houston is doing the right things in the eyes of visitors.
- D. Attraction Study. Roxsan Okan-Vick gave a presentation on the criteria used for a New Attraction Market Analysis and Feasibility Study, an initiative that will be used to determine the viability of a family-friendly, iconic attraction in Houston. She covered the process for selecting a company to perform the analysis and study. A Request for Qualification was issued to solicit proposals from interested companies to inventory of existing and planned attractions, interview local and national stakeholders, identify Houston's strengths and weaknesses, and determine the feasibility of creating a new iconic attraction in Houston. She also described the proposals received, members of the selection committee and the selection of AECOM to enter into contract negotiations to perform the market analysis and feasibility study.
- E. Houston Public Market. Ms. Okan-Vick's presentation continued with a report on the progress made to determine the viability of a public market, which included the names of the consultants, working group, interviews conducted, and comparable public markets located in other cities. Further, she explained the critical ingredients and potential locations to ensure a positive outcome. The next steps include a site analysis and a detailed business plan for a selected site.

Following a motion duly seconded, the meeting adjourned at approximately 1:49 p.m.

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Pamela Walko, Secretary