

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

**AUGUST 18, 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 Friday, August 18, 2017, commencing at 3:00 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: Helen Bonsall, Irma Diaz-Gonzalez, Carlos Gutierrez, Wade Morehead, Patricia Voss and Jay Zeidman. Council Member Robinson, Elizabeth Brock, and Gerald Womack were absent.

After a quorum was established, the meeting was called to order at 3:00 p.m.

1. Public Comments. None.
2. Minutes. A motion was made and duly seconded to approve the minutes of May 31, 2017 as presented.
3. Tourism Quiz. The committee members played a Houston-centric version of loteria.
4. Lone Star Flight Museum. Katie Jackman, Vice President, Marketing, Sales and Communications of the Lone Star Flight Museum provided an update on the recently renovated museum that was destroyed by Hurricane Ike. Ms. Jackman discussed the museum features, which includes an education program, hang glider simulators, and an aviation learning center. She stated that it had 20 functional aircraft in its permanent collection. Committee members were invited to attend a public grand opening scheduled for September 2, 2017.
5. Updates.
  - A. Regional Development. Roksan Okan-Vick gave an update on Houston and Beyond, a strategic initiative developed to review various projects and enhancements within a 90-mile radius from the central business district.
  - B. Smithsonian Institution. Maureen Haley stated that preliminary discussions had begun with the Smithsonian.
  - C. Tourism Sales and Development. Jorge Franz presented a Tourism update, which included an overview of a renewed tourism focus, potential opportunities, basic overview, Houston Marketplace, Visitor Information Centers, Mexico tourism promotion, and the Tourism Incentive Program.

Following a motion duly seconded, the meeting adjourned at approximately 4:00 p.m.

/s/  
Pamela Walko, Secretary