

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

**DECEMBER 8, 2014 – 11:00 A.M.**

The Joint Marketing 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 Monday, December 8, 2014, commencing at 11:00 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: Laurette Canizares, C. C. Conner, Jr., Phyllis Bailey, Cari Broderson, Irma Diaz-Gonzalez, Council Member Dave Martin, Stephanie Summerall, and Gerald Womack. Janis Schmees Burke and Reggie Martin were absent.

Chairperson Conner called the meeting to order at approximately 11:01 A.M. and a quorum was established.

1. Public Comments. None
2. Minutes. None
3. Introductions. The Committee members introduced themselves.
4. Committee Organizational Matters. Laurette Canizares asked Pamela Walko to send Committee contact information to all Committee members. C.C. Conner shared the following Joint Marketing Committee duty:

"As we come together to provide oversight and ensure the quality of marketing activity of Houston First and the CVB, we commit to provide direction that is in the best interest of the greater Houston area, challenging ourselves to make recommendations and decisions that we believe are best for the collective community, even if those decisions might not represent the best interest of the individual organizations or interests we serve in other capacities."

Further, Chairperson Canizares requested that Committee members should refrain from using cellphones during Committee meetings. She continued with an explanation of the open records rules.

5. Marketing Department Orientation. Holly Clapham-Rosenow provided an overview of the Marketing Department scope of services. She also mentioned a possible April/May 2015 Tourism Summit.
6. Announcements. None

After a motion duly seconded, the meeting adjourned at approximately 12:12 P.M.

Pamela Walko

Pamela Walko, Secretary