

MINUTES

HOUSTON FIRST CORPORATION

**Joint Tourism Committee
September 6, 2018 – 9:00 A.M.
Partnership Tower, 701 Avenida de las Americas, Ste. 200
Houston, Texas 77010
HFC BOARD ROOM**

The Joint Tourism Committee ("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. GOVT. CODE ANN. §394.001 et seq., posted a meeting at Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas, 77010, on Thursday, September 6, 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: Council Member David Robinson (Co-Chair), Patricia Voss (Co-Chair), Fernando Cuellar, Carlos Gutierrez, and Gerald Womack.

The Chairman of the Committee called the meeting to order at 9:05 a.m. and a quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** No quorum was established; therefore, minutes from July 31, 2018 were not approved.
3. **Tourism Quiz.** The tourism quiz was led by Ashley McKenney, Tourism Project Manager.
4. **Presentations and Reports.**
 - A. **Croozen.** Gordon Taylor of Croozen, a local based travel and tourism start-up, would like to partner with HFC. Croozen is a social travel network that helps connect travelers and informs them of local experiences and mobility options. Croozen is partnering with local and national transportation companies to bring value and further build its social travel network. They would like to integrate tickets sales into their platform and promote the Houston Experience Marketplace as well as the Houston & Beyond Program. Croozen aspires to be the primary transportation tool for visitors to Houston and serve as a concierge tool for the Hilton Americas-Houston Hotel and other local hotels. Through this strategic partnership, Croozen hopes to increase the awareness of Houston as a top tourist destination. The app currently has over 25,000 users, primarily on college

campuses. Maureen Haley, Director of Strategic Tourism Initiatives, has had several conversations with Mr. Taylor about selling tickets on the Houston Experience Marketplace and a possible fee arrangement based on a per transaction basis. A report on the status of the partnership with Croozen will be made at the next Tourism Committee Meeting.

- B. Houston Experience Marketplace Update. Maureen Haley provided a brief update. October 2018 will be the one year anniversary of selling tickets on the Houston Experience Marketplace. The goal is to engage partners all over the Houston region for diverse geographic and cultural experiences. At the next Committee Meeting, Tourism will overlay the experiences with the Houston City Council District map. A total of 1,863 experiences have been sold thus far in 2018 and Space Center Houston is the top seller. At this time, the total sales revenue for 2018 is \$75,344.67. The Houston Experience Marketplace has achieved net sales profit since June 2018.
- C. Tourism Update. Jorge Franz, Senior Vice President of Tourism, gave an update on upcoming international travel to China and Taiwan to meet with various carriers. Jorge wants to establish a direct relationship with Air China. He has also been asked to join Mayor Sylvester Turner on his travels to India.

Jorge was also happy to report that in January 2019 there will be a major launch in the Mexican market with more details to follow.

5. **Committee Business**

Consideration and recommendation of a Tourism Advertising and Consulting Agreement with MMGY Global. Jorge Franz introduced this item and Mitch Miskowski, Purchasing Agent for HFC, provided a presentation regarding the procurement process. Gerald Womack asked how HFC determined the 20% diversity goal for this contract and Roger Harris, Development Specialist Manager, stated he could get with him to further discuss the matter. No action was taken due to lack of a quorum.

6. **Adjournment.** The meeting was adjourned at 10:28 a.m.