

10/27/17 4:40pm JN

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

**OCTOBER 31, 2017 – NOON  
PARTNERSHIP TOWER, 701 AVENIDA DE LAS AMERICAS  
2<sup>ND</sup> FLOOR BOARDROOM**

- I. Call to Order
- II. Public Comments
- III. Presentations
  - A. Retail Strategic Plan
  - B. Quarterly Film Marketing Wrap
- IV. Committee Business
  - A. Consideration of and recommendation of the Film Commission 2018 Business Plan and Budget.
  - B. Consideration of and recommendation of the Marketing and Communications 2018 Business Plan and Budget.
- V. Announcements
- VI. Adjournment

***For special needs assistance, please contact Pamela Walko at 713.853.8089 prior to the scheduled meeting.***