

**HOUSTON FIRST CORPORATION
JOINT MARKETING COMMITTEE**

**MARCH 9, 2017 – 11:30 A.M.
PARTNERSHIP TOWER, 701 AVENIDA DE LAS AMERICAS
2ND FLOOR BOARDROOM**

- I. Call to Order
- II. Public Comments
- III. Review and Approval of Minutes – October 21, 2016
- IV. Presentations
 - A. 2016 Recap
- V. Committee Business - None
- VI. Updates
 - A. Media Lounge
 - B. Trade Show Media
 - C. Summer Ad Campaign
 - D. Avenida Marketing Plan
 - E. Houston Film Commission
- VII. Announcements
 - A. Avenida Houston Grand Opening – March 11, 2017
 - B. Upcoming Joint Marketing Committee Meetings
 - May 30, 2017 – 3:30 p.m.
 - August 16, 2017 – 1:30 p.m.
 - October 18, 2017 – 1:30 p.m.
- VIII. Adjournment

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