

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

OCTOBER 21, 2016

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 Friday, October 21, 2016, commencing at 2:00 P.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: C. C. Conner, Jr., Susan Bischoff, Phyllis Bailey, Cari Broderson, Janis Burke, and Stephanie Summerall. Irma Diaz-Gonzalez, Council Member Dave Martin, Reginald Martin and Gerald Womack were absent.

Chairperson Conner called the meeting to order at approximately 2:04 P.M.

1. Public Comments. None.
2. Review and Approval of Minutes – April 13, 2016 and May 1, 2015. A motion was made and duly seconded to approve the minutes of the April 13, 2016 meeting as presented. A quorum of Committee members were not present to consider the May 1, 2015 minutes.
3. Presentation. None.
4. Prior to the Film Commission and Marketing and Communications budget presentations, Dawn Ullrich and Brenda Bazan provided an overview of the 2017 Budget, including long-term investments, the anticipated impact of a reduced distribution from Hilton Americas-Houston and a lower hotel occupancy tax revenue forecast; however, they explained that the lower revenues were neither unexpected nor unanticipated. Houston First has prepared for the volatility of the industry via its Stabilization Reserve, which was established to respond to circumstances such as these. Further, they explained that consultants, sponsorships and non-essential capital had been closely scrutinized for the 2017 budget.
5. Consideration and recommendation of the Film Commission 2017 Business Plan and Budget. The members of the Joint Marketing Committee were provided the full Film Committee Business Plan prior to the meeting; thus, Rick Ferguson presented an overview of the Business Plan and strategies for the Film Commission. Topics for discussion included Houston area representation as a responsive and professional production center; optimization of the Los Angeles representation; bolstering the capability of ReelScout; updating content of the Houston Film Commission website; and, development of a comprehensive lobby and advocacy plan prior to the 2017 State legislative session to strengthen the Texas film incentive program.

Brenda Bazan explained the details of the variances between the 2016 Budget projection and the 2017 proposed budget in the operating revenues, operating expenses and the non-operating expenses.

Following thorough discussion on this item, a motion was made and duly seconded to recommend the Film Commission 2017 Business Plan and Budget to the HFC Board of Directors for consideration and approval.

6. Consideration and recommendation of the Marketing and Communications 2017 Business Plan and Budget. As the members of the Joint Marketing Committee received the full business plan prior to the meeting, Holly Clapham-Rosenow covered some of the highlights included in the Marketing plan, such as the image brand, meetings and conventions, tourism, and owned and operated events. She also provided mid-year (January – June 2016) performance for Marketing & Communications, Advertising & Graphic Design, Advertising Research, Web & Social Network, Public Relations & Social Reach, Corporate Communications and 2017 & Beyond.

Brenda Bazan explained the details of the variances between the 2016 Budget projection and the 2017 proposed budget in the operating revenues, operating expenses and non-operating expenses.

Following thorough discussion on this item, a motion was made and duly seconded to recommend the Marketing and Communications 2017 Business Plan and Budget to the HFC Board of Directors for consideration and approval.

7. Consideration of the logo options for the Avenida de las Americas. The Committee thoroughly discussed this item and made recommendations for revisions.
8. Updates.
 - A. Holly Clapham-Rosenow provided media updates and information on the HUE Festival.
 - B. Rick Ferguson updated the Committee on various items from the Film Commission.

The meeting adjourned at approximately 3:05 P.M.

/s/ _____

Pamela Walko, Secretary