

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

JULY 6, 2016 – 2:00 P.M.

The Joint Tourism 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 Wednesday, July 6, 2016, commencing at 2:00 P.M. Written notice of the meeting, including the date, hour, place and agenda, was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: Jonathon Glus, Katy Caldwell, Andrew Huang, Winslow Jeffries, Alex Brennan Martin, Council Member Robinson and Patricia Voss. Fernando Cuellar, Carlos Gutierrez and Latha Thomas were absent.

A quorum was established and Co-chairperson Glus called the meeting to order at 2:07 p.m.

1. Public Comments. None.
2. Minutes – December 14, 2015 and April 14, 2016. Following a motion duly seconded, the minutes of the December 14, 2015 and April 14, 2016 were approved as presented.
3. Team Activity. Julie Gorte led a Houston tourism trivia team activity.
4. Presentations.
 - A. Mexico Tourism Campaign – Jorge Franz, Senior Vice President of Tourism, introduced the newest member of his team, Maureen Haley, Leisure Product Development Manager. Following the introduction, he gave a presentation on the 2016 Mexico Tourism Campaign, and explained that Houston has been a favorite destination for Mexican travelers for years due to its proximity, shopping, Texas Medical Center and Space Center Houston. The campaign was developed to provide an experience for each sense – TasteHouston, HearHouston, SeeHouston, FeelHouston, and BreatheHouston. For each of the senses, a social media influencer was identified to promote Houston. In only three days, Hola Houston (the newly-renamed Spanish language website) earned more than 10 million impressions related to the new campaign. Additionally, he described a campaign that will allow the visitor to picture themselves in Houston and learn all that Houston has to offer with a tagline – Hay un Houston para ti (There is a Houston for you).
5. Consideration and endorsement to proceed with the 2017 Tourism Marketing Matching Grant Program. Jorge Franz continued with a presentation on the Tourism Marketing Matching Grant program which included a recap of and lessons learned during the 2016 inaugural program. He explained the proposed improvements to the 2017 program administration, content and

evaluation process. The Committee suggested several upgrades and clarifications to the evaluation process, including measures of economic impact to the region. Following discussion on these recommendations, which staff agreed to implement, the Committee endorsed the criteria for the 2017 Tourism Marketing Matching Grant Program.

6. Updates.

- A. Tourism – Jorge Franz led the discussion on recent tourism initiatives, including the positive tourism impacts from partnerships with companies such as Expedia, CityPass, Space Center Houston and Independence Park. He also announced that the next Tourism Summit would be held on September 7, 2016. He concluded with the success of the launch of Air New Zealand from Houston. Chairperson Glus requested highlights of the tourism efforts other cities are pursuing, such as Dallas, San Antonio and Chicago to evaluate Houston’s competitive set.
- B. Regional Product Development – Roksan Okan-Vick, Sr. Vice President, gave a presentation on various topics, including planning efforts aimed to elevate Space Center Houston, enhancement of the San Jacinto Battleground visitor experience, freeway corridor enhancements. She also reviewed the recent proposals for beautification projects along I-69 between I-10 and Highway 288.
- C. Houston Infusion – Christine West, Houston First’s Cultural Program Manager, made a presentation of the pieces of public art that will appear in various areas of the George R. Brown Convention Center, garages and the Partnership Tower.

After a motion duly seconded, the meeting adjourned at approximately 3:39 P.M.

/s/_____

Pamela Walko, Secretary