

MINUTES

HOUSTON FIRST CORPORATION

JOINT MARKETING COMMITTEE

March 14, 2018 – 9:00 A.M.

Partnership Tower, 701 Avenida de las Americas, Ste. 200
Houston, Texas 77010
HFC Board Room

COMMITTEE MEMBERS:

Susan Bischoff, (Co-Chair), Bobby Singh, (Co-Chair) Sofia Adrogué, Phyllis Bailey, Reginald Martin, Clint Pasche, Tom Segesta, Stephanie Summerall, Gerald Womack

The Joint Marketing Committee of the Greater Houston Convention and Visitors Bureau, 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 in the Partnership Tower, 2nd floor, Conference Room One, 701 Avenida de las Americas, Houston, Harris County, Texas 77010, on Wednesday March 14, 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 members participated in the meeting: Phyllis Bailey, Susan Bischoff, Bobby Singh, Tom Segesta, and Stephanie Summerall.

A quorum was established and the meeting was called to order at approximately 9:05 a.m.

1. Public Comments. None.
2. Minutes – Following a motion duly seconded, the minutes of October 18, 2017 and October 31, 2017 were approved as presented.
3. Presentations.
 - A. Chief Marketing Officer Report.
 - I. Texas Monthly Publications. Holly Clapham-Rosenow stated that an RFP would be advertised in the near future for production related services for the Official Visitors Guide and the Annual Meetings Guide. The current contract is with Texas Monthly Publications and is nearing the end of its term.
 - II. Sky Art Submissions. Ms. Clapham-Rosenow provided information related to the Sky Art project. A total of 125 submissions were received. A five-member committee will be reviewing the submissions and narrowing it down to four finalists.

Once they are selected, it will take approximately three weeks to print and will be displayed for one year. Ms. Clapham-Rosenow committed to share the finalists with the Committee members.

- III. *KHOU Studio*. The KHOU studio is currently under construction and should be complete by mid- to late-May, 2018.
- IV. *Altering Outdated and Prohibitive Ordinances*. Ms. Clapham-Rosenow stated that work is ongoing internally and with the Downtown District to revise and update three City of Houston ordinances. Those three ordinances relate to miscellaneous sign provisions, food carts, and street performers. She stated that there was specific interest in changing ordinances that deal directly with advertising Houston First's business interests.
- V. *2018 Summer Advertising*. Summer advertising will be moving away from branding and OTA's and increasing trackable impressions using digital aspects and more of a focus on short-term travel.
- VI. *Houston Invasion in ATX*. An event is being planning for Saturday, May 19th in Austin that will incorporate art cars, music, food, kids area, contests and more in an effort to lure more visitors from Austin to Houston.
- VII. *Inspired Neighborhood TV Series on KPRC*. Ms. Clapham-Rosenow provided an update on the plans for the Inspired Neighborhood TV Series, a series that will use influencers to draw interest to various locations around Houston.
- VIII. *2018 Comicpalooza*. Ms. Clapham-Rosenow provided an overview of the marketing efforts related to Comicpalooza. Dialogue on this item included a discussion on security measures. Bobby Singh suggested that a written security policy be put in place containing various tiers and templates of security requirements. Rob Jackson responded that Houston First is currently participating in a pilot program that develops protocols for each tier and threat levels.
- IX. *2018 National Digital*. Ms. Clapham-Rosenow advised the Committee that the focus on national digital would be on culinary, culture and golf. She also provided advertising example.
- X. *2018 Summer TV Spot*. Ms. Clapham-Rosenow's presentation provided possible cast, verbiage and location information for this initiative.
- XI. *Houston Theater District Website*. The website is in its final stages of design. The Committee will receive a preview of the website.

Bobby Singh stated that he would like to see a high level white paper at each Joint Marketing Committee meeting that shows progress made on items from the 2018 Business Plan.

- B. Houston Film Commission. Rick Ferguson provided an update on happenings in the Film Department, such as upcoming marketing events, recognition for a Film Commission print ad, January/February 2018 productions and a clip of a sizzle roll created for Billion Dollar Buyer.

The meeting adjourned at approximately 10:16 a.m.