

MINUTES

HOUSTON FIRST CORPORATION

JOINT MARKETING COMMITTEE MEETING

JULY 11, 2018 – 9:00 A.M.

**Partnership Tower, 701 Avenida de las Americas, Ste. 200
Houston, Texas 77010
HFC BOARD ROOM**

The Joint Marketing Committee of Houston First Corporation (the "Corporation" or "HFC"), a Texas local 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 Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas, 77010, on Wednesday, July 11, 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 Board members participated in the meeting: Susan Bischoff, Bobby Singh, Reginald Martin, Gerald Womack, Stephanie Summerall, Tom Segesta and Sofia Adrogué.

The Chairman of the Board called the meeting to order at 9:04 a.m. and a quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the minutes of March 14, 2018 were approved as presented.
3. **Presentations and Reports.**

A. **Houston Film Commission Update.** Rick Ferguson presented an update with information relating to the Film Commission's presence during the Sundance Film Festival, January 19-24, 2018. The Film Department co-hosted a "Film Texas" reception for filmmakers attending the festival. The event occurred January 19, 2018 with over 150-175 people in attendance.

The Film Commission attended SXSW March 19-23, 2018 and co-hosted a "Film Texas" BBQ reception for attending filmmakers at Luster Pearl on March 10. The reception was attended by over 200 filmmakers and visitors.

The 26th "Film TX Brunch" was held in Los Angeles in conjunction with the TX Association of Film Commission with 225 guests including clients and first time guests.

Bryan Daniels with the Governor's Office spoke on the expansion of film incentive program at next legislative session.

The 24th Texas Filmmakers Showcase took place on June 24, 2018 in Los Angeles. This event was held for the first time at the American Film Institute. "Caroline", one of the films presented, shot in Houston and won an award at the Cannes Film Festival. It was announced that the Texas Filmmakers Showcase would soon be presented in various cities throughout Texas.

More recent events highlighted included the Dallas International Film Festival, held May 4-8, 2018, ATX Television Film Festival, held June 8-12, 2018, and the CineFest highlighting Latin and Latino films.

It was also mentioned that a feature film, "Playing God", was recently shot in Houston starring actor Michael McKean and behind-the-scenes pictures of the filming process were provided.

The presentation concluded with film production numbers which highlighted the 534 filming days, 98 film projects, equating to an economic impact of \$22 million for 2018.

Reginald Martin asked about a signature marketing event in line with Comicpalooza. Rick Ferguson responded that there were discussions to expand the film festival portion of Comicpalooza and combining their efforts had a natural synergy.

Gerald Womack asked about the local vendors and people of color benefiting from the economic impact of \$22 million. Rick Ferguson responded yes, however, each film project has its own unique equation.

Stephanie Summerall stated that Hotel Derek can facilitate 8 tour buses and 5% of business is related to entertainment so it is an important part of the business mix for hoteliers.

Rick Ferguson explained that he would be speaking with everyone regarding state film incentives as the Legislative Session gets closer.

Bobby Singh commended the film commission on the work they have been able to complete with a staff of 5, calling their efforts tremendous.

B. DNC 2020 Bid. As an introduction, Holly Clapham, Chief Marketing Officer, first explained the written materials provided and mentioned that she sends out bimonthly emails regarding updates within her department. The prepared packet included a PR (year to date), earned media report with value, KHOU, media activity sheet and engagements from specific publications.

Holly discussed the DNC 2020 bid and stated that the Houston site visit will take place in August. She reviewed how the team positioned Houston for the bid. The theme of our bid was responsive, vibrant, and authentic.

Magpies & Peacocks, a creator who takes donated materials to create jewelry, fashion, and custom handmade binders from scrap pieces of wood, developed the custom handmade binders for the DNC bid book. The selection committee will receive an active directory as a communications tool via iPad to timely answer questions about the RFP.

Custom cases by artists at Magpies & Peacocks from 100% recycled materials were also used for the iPads. Each tag talks about the design and the artist. America is a tapestry of cultures and so is Houston.

The entire project was completed within a 14-day collaborative effort with City and City Services with Marketing, Sales, etc. There is more content and written materials in the bid but specifically, the tabs in the bid were used to show visuals and the vibrancy of Houston. Competitors in the running are Miami Beach and Milwaukee.

C. Media Mission. Holly Clapham highlighted public relations, explaining that there have been 93 published stories year-to-date for a total value of \$1,735,860. The reflected statistics only included stories where the majority of the content came from the department. Visit Houston also now has the largest Facebook following of any Texas DMO.

Bobby Singh previously requested a narrative update of business plan prior to marketing meetings and how we were progressing with business plans. Next-on-demand reporting was presented. Holly mentioned that Marketing is creating a dynamic Houston First dashboard is to be placed onto HoustonFirst.com. Interactive examples of elements were provided showcasing marketing tracks. The overarching goal is for all departments to have a dashboard to report live.

Tom offered congratulations on success and being #1 on Facebook. He then asked if there was a way to tie in what marketing is doing to the total number of anticipated visitors to Houston. 25 million is a mix of domestic and international all of which comes from things like websites, PR, etc. It was asked if there was a way to track how close we are to the goal. We have several indication models but HFC does not invest in bi-annual pacing reports because they are expensive so what we are doing is an "omnibus study" (snapshots) based on market share and demographic information to indicate a slump. Star reports are used as a sales tool but it is not as reflective as leisure transit business.

Stephanie discussed a breakdown from hotel business and is pacing up through July due to certain events like Alpha Kappa Alpha Sorority, Incorporated.

Holly further explained 25 million is visitors to Houston it is not hotels but Cindy Decker is researching Airbnb markets which has also been difficult to track. About 46% of visitors visit for the day stay with friends and family. That is what the Houston marketplace is for is to get people out of their house and doing other activities within the city.

Gerald Womack spoke about Alpha Kappa Alpha Sorority, Incorporated, and the impact the organization has had on Houston and potentially bringing other sororities and fraternities to Houston. However, there is a need for marketing towards more publications with people of color. Other committee members echoed the success of the event and that you can displays at the airport and hotels and Houston is being shown in the best light. Attendance for the event went from 12,000 to 20,000 attendees. Holly thanked Judi Quesenova, Client Services, for creating the city-wide engagement.

D. Avenida Houston. In August, Branded signage will be displayed on the skywalks to serve as a "Welcome to Avenida Houston" sign. Bobby Singh suggested that there should

be more welcome signs placed to maximize our real estate. Johnathan Newport stated the code needs to change to get bigger signage and it has not been revisited in 7 years.

Tom asked if it would be possible to create assign that is more iconic, similar to the Hollywood sign. Holly explained it wasn't just a sign they envisioned but, if successful, more can be done. Conversation with everyone affected and what people would like to see in the future to change the sign code has been going on and HFC has not been met with opposition.

Research- Ad Effectiveness study in last 5yrs with an increase from 43%- 53% in 2018. In 2016, we had a provocative campaign from Dallas "Big" to Houston "Bigger" so were #1- 65%. Tom Segesta asked who is responsible for the ranks and Holly explained that it is done through an outside third party. In 2016, we ranked number one. In 2017, we fell to number 8. In 2018, we reached the top 5. The full report in print has been provided.

In the past 5 years, we have placed ads in the WSJ using the same creative. Now we need to introduce some new creative, as currents are showing exhaustion for the current ads.

Gerald Womack stated that with the DNC, we need to reach out to local vendors and talent that has been working with the Democratic National Party. Holly agreed and stated in the bid the two largest sections are ADA and OVO- both departments and the City are working with HFC to create a more inclusive package. Once a host committee is formed the City will make sure all the needs are fulfilled. The final decision will be made January 2019 and it could go from 2 cities to 3 in October.

Sofia Adrougue asked what the appeal was in the City of Milwaukee. It was explained that the Co-owner of the Milwaukee Bucks is a national democratic doner and they are creating a new Stadium. The build out is walkable, however, they do not have enough hotels. They have been focusing on the bid since February and they already have a host committee set in place. Reginald Martin asked about the number of hotels we had to commit to for this bid and Holly spoke to Nathan Tollet, Sales, who's worked hard to secure rooms , even though the dates for the has DNC changed. The number provided was 15,000 rooms on peak and 20,000 total.

Holly also explained that the timing of the DNC was very unusual and had not been done in July since the 90s but due to the summer Olympics and the Democrats wanted a clear candidate to avoid the previous election year they wanted an earlier convention.

4. **Adjournment.** The meeting was adjourned at 10:11 a.m.