

AGENDA

HOUSTON FIRST CORPORATION

JOINT TOURISM COMMITTEE
NOVEMBER 2, 2018 - 10:00 A.M.
Partnership Tower, 701 Avenida de las Americas, Ste. 200
Houston, Texas 77010
HFC BOARD ROOM

COMMITTEE MEMBERS:

Council Member Dave Robinson, (Co-Chair), Patricia Voss, (Co-Chair) Helen Bonsall, Fernando Cuellar, Jay Tatum, Carlos Gutierrez, Wade Morehead, Gerald Womack, Irma Diaz-Gonzalez, Ryan Martin

In accordance with the Texas Open Meetings Act, this Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located on the exterior wall of the Houston City Hall building, located at 901 Bagby. The Agenda is also available online at <https://www.houstonfirst.com>.

To reserve time to appear, come to the meeting at least ten minutes prior to the scheduled public session shown on the Agenda.

Any questions regarding this Agenda, or requests for special needs assistance, should be directed to Lisa K. Hargrove, General Counsel at either 713.853.8965 or Lisa.Hargrove@houstonfirst.com

- I. **Call to Order**
- II. **Public Comments**
- III. **Minutes – July 31, 2018 and September 6, 2018**
- IV. **Tourism Quiz**
- V. **Presentations, Reports and Updates**
 - A. **Tourism Update**
 - i. Houston Insider Program
 - ii. Tourism Summit
 - iii. Houston Experience Marketplace
 - iv. Fall Tourism Advertising Campaign
 - v. Holiday Tourism Advertising Campaign
 - B. **International Tourism Update**
 - i. Market Spotlight: New Research on India
 - ii. Mayor's Mission to India
 - iii. International Agency Strategy Meeting

VI. Committee Business

- A. Consideration and possible recommendation for the 2019 Tourism Strategic Plan and Budget.

VII. Adjournment