

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

**OCTOBER 19, 2017**

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 Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas 77010, on Thursday, October 19, 2017, commencing at 3:00 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: Co-Chair Council Member Robinson, Co-Chair Patricia Voss, Helen Bonsall, Fernando Cuellar, Carlos Gutierrez, Wade Morehead, and Gerald Womack. Committee Members Irma Diaz-Gonzalez, Elizabeth Brock and Jay Zeidman were absent.

After a quorum was established, the meeting was called to order at 3:03 p.m.

1. Public Comments. None.
2. Minutes. A motion was made and duly seconded to approve the minutes of August 18, 2017 as presented.
3. Tourism Quiz. The committee members participated in an "Astros" tourism quiz.
4. Visit Houston Augmented Reality. Holly Clapham-Rosenow provided an update on the progress made on the Augmented Reality platform. The purpose of the platform will be to help promote Houston and experiences through the use of a mobile application that will identify restaurants, lodging, and attractions. The application also provides the ability to make table reservations, buy tickets or get additional information, if desired. She announced that Houston's Augmented Reality application went live on Friday, October 13, 2017 followed by a media launch on November 1.

Prior to the following discussions on Business Plans and Budgets, Frank Wilson provided an overview of the 2017 year-end projections and broad parameters used to develop the 2018 budget. Due to Harvey-related expenditures, there was a concentrated focus to identify savings; examples include timing of filling vacancies and limiting capital expenses to life safety issues.

5. Committee Business.
  - A. Consideration of and possible recommendation of the Tourism Department 2018 Business Plan and Budget. Jorge Franz began his presentation with an introduction of the staff of the Tourism Department. Mr. Franz provided brief descriptions of various initiatives included in his 2018 Business Plan in the areas of Tourism sales and marketing, regional development and diversity participation. Following his presentation, Frank Wilson provided explanations for variances in personnel and advertising and promotion. Following discussion on this item, a motion was made and duly seconded to recommend

the 2018 Tourism Department Business Plan and Budget to the Houston First Corporation Board of Directors for review and approval.

- B. Consideration of and possible recommendation of the Regional Product Development Department 2018 Business Plan and Budget. Roksan Okan-Vick provided updates on various initiatives and projects planned for 2018, such as flood mitigation in the Theater District, increased focus on the west side of downtown, Space Center Houston strategic plan, San Jacinto battleground, a possible Houston Public Market in east downtown and a Houston attraction. Following her presentation, Frank Wilson provided explanations for variances in the Regional Product Development budget, which consisted of consulting for design work for various projects. Following discussion on this item, a motion was made and duly seconded to recommend the 2018 Regional Product Development Department Business Plan and Budget to the Houston First Corporation Board of Directors for review and approval.

6. Updates.

- A. Tourism Department. Maureen Haley provided information related to Houston Marketplace, an initiative designed to simplify the process of planning an experience. She stated that there are currently 36 partners working together on the packaging. She was pleased to advise the committee that the fall campaign would donate 100% of the net profits to the Mayor's Hurricane Harvey fund. Ms. Haley is continuing to explore regional day trips as well as culinary and neighborhood experiences.
- B. Hobby Airport Visitors Center. Paul Allison advised the committee that the Hobby Airport Visitors Center was located in a prime corner by the luggage area. He stated that the interactive component of this visitors center is very important and will allow a visitor to curate their own itinerary using various thematic and location categories. The official opening of the Visitors Center is scheduled for 1:30 p.m. on October 20.
- C. Regional Product Development. Roksan Okan-Vick provided updates on Sam Houston Park; UNESCO designation for Freedmen's Town; birding and nature opportunities; and awards received by HFC for the I-69 bridge enhancements.

Following a motion duly seconded, the meeting adjourned at approximately 4:28 p.m.

/s/  
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Pamela Walko, Secretary