

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

MAY 31, 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 Wednesday, May 31, 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: Helen Bonsall, Fernando Cuellar, Katy Caldwell, Carlos Gutierrez, Paul Puente and Patricia Voss. Council Member Robinson was represented by Gareth Morgans. Jonathan Glus, Alex Brennan-Martin, and Wade Morehead were absent.

A quorum of Committee Members was not in attendance when the meeting started at 3:00 p.m.

1. Public Comments. None.
2. Tourism Quiz. The team activity focused on CityPass.
3. Heritage Society. Roksan Okan-Vick advised the Committee that she was working with the leadership of Heritage Society on a strategic plan to propel the asset and current campus to increase attendance and visitation. Sam Houston Park has 10 historic facilities and approximately 15,500 visitors per year. Stephen Lucchesi, Alice Collette and Rodney Nathan were in attendance on behalf of the Heritage Society. Mr. Nathan thanked Houston First for partnering on recent projects. Further, he stated that cultural tourism starts at Sam Houston Park. They would like to formalize the relationship with Houston First for future work and enhancements that are needed. They are also interested in implementing virtual tours, operating a cultural visitor's center and other joint operational opportunities.

Upon the arrival of Helen Bonsall at 3:14 p.m., a quorum was established and the meeting was officially called to order at 3:24 p.m.

4. Minutes. Following a motion duly seconded, the minutes of the March 8, 2017 meeting were approved as presented.
5. Presentations.
 - A. Houston Marketplace. Maureen Haley provided a presentation on Houston Marketplace, which was designed to create a transactional opportunity and improve the visitor experience. She stated that they had worked closely with the marketing team for content.
 - B. Summer Ad Campaign. Holly Clapham-Rosenow provided a presentation on the summer ad campaign, which included broadcast, digital and print leisure advertising as well as analytics and affinity tracking.

6. Committee Business.

- A. Consideration of and possible approval of the Hobby Airport Visitor Center Build-out. Paul Allison described the Hobby Airport Visitor Center build-out design plans and gave an update on the project status. He stated that HFC and the Houston Airport System had reached an agreement on a five-year term license agreement, which provides an allowance for visitor centers to be developed at both Intercontinental and Hobby airports. The return on investment on the visitor center cited an expected additional visitor spend rate to result from the project. Mr. Franz confirmed that the build-out was included in the Tourism Department's 2017 budget. Following discussion on this item, a motion was made and duly seconded to approve this item.

7. Updates.

- A. 2017 Tourism Summit. Jorge Franz stated that approximately 600 tourism and hospitality professionals attended the 2017 Tourism Summit. Based on the feedback received, the 2017 Tourism Summit was very successful.
- B. Certified Tourism Ambassador (CTA) Program. Maureen Haley explained that the CTA program began in 2014 and was being transferred to the Tourism Department. She stated that the program is copyrighted through 2017, so significant changes can't be made until 2018.
- C. Culinary Tours/Walking Tours. Ms. Haley stated that the Tourism Department wants to enhance the offerings of tours and they are currently researching what exists and any available partners. The next step will be to test the reception by consumers to tours through Houston Marketplace and develop itineraries and costs.
- D. Houston Attraction. Roxsan Okan-Vick provided an update on the status of the study being done by AECOM on a Houston attraction, which should be completed by the end of September or October of 2017.
- E. Space Center Houston Strategic Plan Progress. Ms. Okan-Vick continued with an update on the progress of the Space Center Houston strategic plan. She stated that the next planning session is scheduled for the end of June.
- F. I-69 Bridge Enhancements. Ms. Okan-Vick shared a video of the pixelated panels being installed on the I-69 overpasses.

Following a motion duly seconded, the meeting adjourned at approximately 4:41 p.m.

/s/
Pamela Walko, Secretary