

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

**MAY 1, 2015 – 9:30 A.M.**

The Joint Marketing 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 George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Friday, May 1, 2015, commencing at 9:30 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: Laurette Canizares, C. C. Conner, Jr., Phyllis Bailey, Cari Broderson, Janis Schmees Burke, and Council Member Martin. Irma Diaz-Gonzalez, Reggie Martin, Stephanie Summerall and Gerald Womack were absent.

Chairperson Conner called the meeting to order at approximately 9:34 A.M. without a quorum.

1. Public Comments. None.
2. Minutes. This item could not be considered without a quorum present.
3. Committee Statement. Laurette Canizares read the Joint Marketing Committee statement.
4. Updates.
  - A. Holly Clapham-Rosenow provided an overview of the Corporate and Division branding proposal for Houston First Corporation, Visit Houston and GHCVB. Co-chair Canizares suggested that this item be discussed with the GHCVB chair.
  - B. John Harris provided an update on the process for the Convention District rebranding and announced that it would be a four-phase process that is anticipated to be completed by August 1<sup>st</sup>. This will include a new name and logo design.
  - C. Holly Clapham-Rosenow gave a presentation on this summer's campaign, which includes a budget increase from \$1.9 million last year to \$3.4 million this year. The digital ads increased from 40 to 140 and will include a gaming element. The campaign is tying in with National Tourism Week and OTC. She also provided a brief update on the cultural initiative campaign scheduled for fall 2015.
  - D. Rick Ferguson gave an update on Houston Film Commission activities, including Location Expo in Los Angeles, South by Southwest and Texas Filmmakers Showcase. He also showed a 10-second bumper of the Movie Maker print ad and the recently shot Porsche commercial.

5. Minutes. During the updates, a quorum was established. Following a motion duly seconded, the minutes of the February 10, 2015 meeting were approved.

After a motion duly seconded, the meeting adjourned at approximately 10:30 A.M.

Pamela Walko

Pamela Walko, Secretary