

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

FEBRUARY 10, 2015 – 2:00 P.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 Tuesday, February 10, 2015, commencing at 2:00 P.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, Reggie Martin, Stephanie Summerall, Dawn Ullrich and Gerald Womack. Irma Diaz-Gonzalez and Council Member Martin were absent.

Chairperson Conner called the meeting to order at approximately 2:01 P.M. and a quorum was established.

1. Public Comments. None.
2. Minutes. A motion was made and duly seconded to approve the minutes of the meetings held on December 8, 2014 and January 15, 2015. Janis Schmees Burke and Gerald Womack were not present for the vote and Stephanie Summerall abstained.
3. Corporate Communications Orientation. John Harris provided a handout and an overview of the Corporate Communications Department, including the department vision statement, organization, Convention District communications, Theater District marketing, and employee communications. He asked that if the Committee was aware of best practices related to on-line newsrooms and employee intranet, he would be open to hearing their suggestions.
4. Consideration and possible adoption of a Joint Marketing Committee Charter. Lisa Hargrove provided an overview of the Committee charter, including procurement, open meetings, open records and terms. After a motion duly seconded, the Joint Marketing Committee charter was approved as presented.
5. Consideration and possible approval of 2015 Team Goals. Dawn Ullrich explained that no goals were presented with the budget and these goals were part of a two-year rolling business plan. The goals would be measured after November 30, 2015. After presentations made by John Harris on Corporate Communications, Rick Ferguson on Film and Holly Clapham-Rosenow on Marketing, a motion was made a duly seconded, to approve the 2015 Corporate Communication, Film and Marketing Team Goals.

6. Announcements. Dawn Ullrich announced that Houston First would be reviewing possible agenda items for 2015.

After a motion duly seconded, the meeting adjourned at approximately 2:56 P.M.

Pamela Walko

Pamela Walko, Secretary