

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

**JANUARY 26, 2015 – 11:30 A.M.**

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 George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Monday, January 26, 2015, commencing at 11:30 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: Fernando Cuellar, Jonathon Glus, Katy Caldwell, Carlos Gutierrez, Andrew Huang, and Patricia Voss. David Goldberg attended for Council Member Robinson. Alex Brennan Martin and Winslow Jeffries were absent.

The meeting was called to order at approximately 11:42 A.M. and a quorum was established.

1. Public Comments. None.
2. Introductions. The Committee members introduced themselves. The introductions were followed by a discussion on open meeting guidelines led by Jonathon Glus.
3. Tourism Orientation. Dawn Ullrich introduced Jorge Franz, who provided the recent history of tourism in Houston, the history of international tourism efforts, the committee mission, the four areas of tourism, and impacts on the local leadership and hospitality industry. He further outlined that the short and long term goals for Tourism Development should be digestible and have measurable results. His view of the next steps included defining a short and long term plan, identification of key audiences and niche markets; and production of a 2015 Tourism Summit.
4. Nau Center. Julie Gorte provided an overview of the role of the Nau Center that is being programmed to highlight tourism throughout the 29-county, southeast Texas region. Dawn Ullrich added that the Nau Center will promote community pride.
5. Consideration and possible adoption of a Joint Tourism 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 Tourism Committee charter was approved.
6. Announcements. Dawn Ullrich announced that the next Joint Tourism Committee meeting was scheduled for February 16 at 2:00 p.m. Alan Parter of Parter International, Inc. would be in attendance at that meeting to present the Tourism Master Plan.

The committee continued to discuss takeaways and next steps. As a result of this discussion, they would like to explore possible cooperative opportunities with other regional Convention and Visitors' Bureaus. In addition, they requested a copy of the collaborative process of Dallas and Fort Worth.

Julie Gorte and Jorge Franz handed out a draft of the Tourism Master Plan and asked the committee members to take a deliberate and thoughtful look through the report before the Joint Tourism meeting on February 16.

After a motion duly seconded, the meeting adjourned at approximately 12:49 P.M.

*Pamela Walko*

Pamela Walko, Secretary