

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

FEBRUARY 16, 2015 – 2:00 P.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, February 16, 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: Fernando Cuellar, Jonathon Glus, Katy Caldwell and Patricia Voss. Gareth Morgans attended for Council Member Robinson. Alex Brennan Martin, Carlos Gutierrez, Andrew Huang, and Winslow Jeffries were absent.

The meeting was called to order at approximately 2:30 P.M. without a quorum present.

1. Public Comments. None.
2. Minutes. As a quorum was not present, the minutes of the January 26, 2015 meeting could not be approved.
3. Team Activity. Jorge Franz presented a trivia quiz with tourism-related questions about Houston. A small prize was given to those with correct answers.
4. Presentations. Julie Gorte introduced Alan Parter of Parter International to brief the committee on various topics covered in the Tourism Master Plan, including, Objective, Guiding Principles, Process/Approach/Methodology, Comprehensive Analysis, Initial Activities, Findings, Goals and Strategies and Recommendations. It was recommended that Houston be committed to the leisure tourism product and marketing development; encourage regional tourism; and make the area accessible to tourists. Further, recommendations included a Tourism Summit, search for matching grants and partnership opportunities, development of packages and themed promotions.
5. 2015 Tourism Team Goals. Jorge Franz provided an update of the 2015 Tourism Team Goals. In addition, he told the committee that the one-day Tourism Summit was planned for late August or early September, 2015 at the GRB. He sees an opportunity for increased education to the region's senior leadership to sell Houston. His plan is to brief the committee on initial priorities, followed by a two-year rolling business plan in the near future. As a quorum was not present, the committee could not adopt the 2015 Tourism Team Goals at this meeting. It is anticipated that adoption of the Tourism Team Goals would occur at the March 9, 2015 meeting, followed by presentations to the HFC Board and the GHCVB Executive Committee and Board.

After a motion duly seconded, the meeting adjourned at approximately 3:57 p.m.

Pamela Walko

Pamela Walko, Secretary