

# HOUSTON FIRST CORPORATION

## MINUTES OF THE

### CONVENTION COMMITTEE

SEPTEMBER 29, 2011

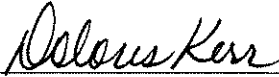
The Convention Committee of the Houston First Corporation (the "Corporation"), a Texas non-profit corporation created and organized by the City of Houston as a local government corporation pursuant to TEX. TRANSP. CODE ANN. §431.101 et seq. and TEX. LOC. GOV'T. CODE ANN §394.001 et seq., held a committee meeting in the 3<sup>rd</sup> Floor Board Room at the George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77010, on September 29, 2011, 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 Meeting Act. The following committee members participated in the meeting: Ric Campo, Katy Caldwell, Hasu Patel and Dawn Ullrich.

Chairperson Campo called the meeting to order at approximately 2:00 p.m. and a quorum was established.

1. Management and Accountability Report. Brenda Bazan reviewed with the committee the overall management and accountability reporting used for the Corporation and the segments of such report applicable to committee business. Luther Villagomez gave a breakdown of expenses and revenues for the Convention Center. Discussion followed by all. It was noted that electricity is a major expenditure and that is being reviewed at this time to determine the best approach for the Corporation concerning an electricity provider.
2. Hilton Americas. Janice O'Neill-Cox gave a brief overview of the Hotel's year-to-date sales pace report and projections for the future years. It was noted that although 2012 is looking good, projections for 2014 are not as strong. Discussion followed concerning the out years.
3. GHCVB Status Report. Greg Ortale of the GHCVB ("Bureau") introduced Mr. Jim Mills, Chairperson of the Bureau who briefly addressed the committee explaining the structure of the Board of Directors. Mr. Ortale gave a brief overview of how the Bureau is organized. Mr. Ortale called upon senior managers of the Bureau to give a presentation of the different departments regarding duties and functions. John Solis presented on sales and marketing areas. George Franz presented on the international business market. Lindsay Brown presented on marketing strategies and programs.

4. GRBCC Base Level Budget Status. Brenda Bazan and Luther Villagomez provided an explanation of the methodology used to in determining the priority of capital improvement projects, the general budget process and related matters.
5. GRBCC Capital Project Status. Luther Villagomez shared with the committee the current capital projects with regard to the Convention Center and their status.
6. New Year's Eve Live. Sharon Adams gave a brief overview of the second annual Houston New Year's Eve Celebration slated for Discovery Green and the George R. Brown Convention Center, noting that this would be the kickoff of the 25<sup>th</sup> Anniversary of the Wortham Theater and GRBCC.
7. GHCVB Performance Measures. Dawn Ullrich advised the committee that in the near future she would be sending to the members a white paper that would provide the means of measuring the performance of the Bureau for their review. Discussion followed concerning the Bureau's contract and how this would be an added tool for that contract.

After motion duly seconded, the meeting was adjourned at approximately 4:00 p.m.

  
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Dolores Kerr, Secretary