

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

May 21, 2015

The Joint Sales 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, Executive Boardroom, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Tuesday, May 21, 2015, commencing at 2:30 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: Ric Campo, Co-chair, Tom Netting, Co-chair, Fernando Cuellar, Stephanie Haynes, and Ryan Laskey. Scot Cotton, Harry Greenblatt, Nicki Keenan and David Solomon were absent.

The meeting was called to order at approximately 2:42 p.m. and a quorum was established.

1. Public Comments. None.
2. Minutes. After a motion duly seconded, the minutes of the February 12, 2015 meeting of the Joint Sales Committee were approved.
3. Updates.
 - A. Director of Sales Introduction and Quarterly Results – Mike Waterman introduced himself and provided the quarterly sales results that included definite bookings, tentative and lost opportunities, conventions hosted, sales activities, site visits, conventions, 2015 pace room night dashboard and key tentatives.
 - B. Taxicabs. Judi Qesonova updated the committee on the current permitting process. Further, she stated that Houston First was considering the need for cab drivers to attend "charm school" with incentives to those who are polite and courteous. Terry Beutler has begun working with Indianapolis on their successful program.
 - C. PricewaterhouseCoopers. Luther Villagomez reported that the current PwC report shows improvement over previous years on the daily rate.
 - D. Updated HOT Forecast. Brenda Bazan gave an update on the current hotel occupancy tax collections and reminded the committee that, while collections are up 11% year over year, we are off approximately 5% compared to budget. Ms. Bazan reminded the Committee that earlier in the year, the 2015 HOT revenue forecast was lowered from \$98 million to \$94.5 million after additional analysis in May as a result of the extended period of lower oil prices.
 - E. Summer Events. Judi Qesonova updated the committee on future summer events.
 - F. Partnerships. Michael Heckman reported on the economics of the current partnerships. It was suggested that we establish criteria to identify funding reserves going forward.

After a motion duly seconded, the meeting adjourned at approximately 4:11 p.m.

Pamela Walko

Pamela Walko, Secretary