

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

MAY 19, 2016 – 10:00 A.M.

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, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Thursday, May 19, 2016, commencing at 10:00 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: Ric Campo, Tom Netting, Harry Greenblatt, Nicki Keenan and David Solomon. Scot Cotton, Fernando Cuellar, Stephanie Haynes and Ryan Laskey were absent.

The meeting was called to order at approximately 10:02 a.m. without a quorum.

1. Public Comments. None.
2. Signet Research, Inc. – AdStudy Report. Lauren Baker presented the results of the Meeting Professionals Ad Study Results, which was a collaboration between Meeting Planners International and *The Meeting Professional* magazine to conduct an advertising effectiveness study as part of the March 2016 ad buy. Signet Research, an independent third party research company, conducted the survey. Scores were calculated using a combination of *Recall Seeing* and *Recall Reading* to achieve the AdStudy Core index. Visit Houston received the highest score received for any ad in the book and won across all categories, beating out several high profile advertisers. During Ms. Baker's presentation, David Solomon joined the meeting and a quorum was established.
3. Review and Approval of Minutes – March 7, 2016. After a motion duly seconded, the minutes of the March 7, 2016 meeting of the Joint Sales Committee were approved as presented.
4. Customer Advisory Innovative Board. Mike Waterman provided the highlights of the Customer Advisory Innovative Board meeting held on May 11-13, 2016. Louise Upshaw-McKinney conducted the meeting. The attendees represented an approximate total of 245,000 attendees and 264,000 room nights, which amounts to approximately \$175MM in economic impact. The next Customer Advisory Innovative Board is scheduled for November 13-16, 2016.
5. Telemarketing Blitz (1st Quarter Results). Mike Waterman continued his presentation with the results of the 1st quarter sales telemarketing blitz, which led to 52 potential leads and 47,176 potential room nights with an additional 88 opportunities that need additional qualification. The next quarterly blitz is scheduled for May 24-25, 2016.
6. Medical World Americas. Medical World Americas will be in full-swing on May 18-20, 2016, with Dean Kamen slated as keynote speaker. There will be an estimated 2,200 participants, national press, and 800-900 participants from the Texas Medical Center.

7. ComicPalooza. It was announced that the dates for ComicPalooza would be moved to June of this year.
8. TAP Report. Mike Waterman reported that, with some variances for 2016-2023, room nights and events were tracking with forecast pace.
9. Announcements. Dawn Ullrich announced that performance measures for Destination Sales and Destination Services would be provided at all upcoming Joint Sales Committee meetings.

After a motion duly seconded, the meeting adjourned at approximately 11:03 A.M.

Pamela Walko

Pamela Walko, Secretary