

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

JUNE 14, 2016 – 11:30 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 Tuesday, June 14, 2016, 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: Ric Campo, Scot Cotton, Fernando Cuellar, Harry Greenblatt, Nicki Keenan and Ryan Laskey and David Solomon. Tom Netting, and Stephanie Haynes were absent.

The meeting was called to order at approximately 11:35 a.m.

1. Public Comments. None.
2. Review and Approval of Minutes – May 19, 2016. After a motion duly seconded, the minutes of the May 19, 2016 meeting of the Joint Sales Committee were approved as presented. Ryan Laskey and David Solomon were not in attendance at the time of the vote.
3. Updates.
 - A. Destination Sales – Mike Waterman presented the 2016 year-to-date sales results, which indicate an increase of 92% from the same time last year. Possible reasons for this result are strategic initiatives in marketing and site visits. He also briefed the Committee on the 2nd quarter sales blitz results and highlights from the May 11-13, 2016 Customer Advisory & Innovation Board (CAIB). Scot Cotton requested that sales teams receive a copy of the CAIB results. The next CAIB meeting will be held November 16-18, 2016. He continued with an overview of the YouVisit virtual reality showroom which will launch on June 30, 2016. He committed to share information gleaned from the Direct Marketing Association International (DMAI) meeting in August 2016 with the HFC Board and the Tourism Summit in November. He ended with a Taco Bell video starring James Harden.
 - B. Houston Infusion – Christine West provided a presentation of the Houston Infusion art installations being incorporated at various locations in and around the George R. Brown Convention Center.
4. Executive (closed) session. The Houston First Board of Directors went into Executive (closed) Session at 12:05 P.M. pursuant to Texas Government Code Section 551.072 for the purpose of deliberations regarding real property. The Board came out of Executive Session at approximately 12:23 P.M.

5. Consideration and possible recommendation of revised terms for a Lease Agreement with Free Range HCC LLC for a retail and entertainment concept to be located in the proximity of the George R. Brown Convention Center. Peter McStravick presented the changes to the agreement that was previously approved by the HFC Board of Directors. Following discussion on this item, a motion was made and duly seconded, to recommend the amendments to the Lease Agreement with Free Range HCC LLC to the HFC Board of Directors for review and consideration.

After a motion duly seconded, the meeting adjourned at approximately 12:25 P.M.

/s/_____

Pamela Walko, Secretary