

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

**JUNE 5, 2017**

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 Partnership Tower, 701 Avenida de las Americas, on Monday, June 5, 2017, commencing at 9:30 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: David Mincberg, Scot Cotton, Fernando Cuellar, Harry Greenblatt, Stephanie Haynes, Nicki Keenan and David Solomon. Tom Netting was absent.

The meeting was called to order at approximately 9:35 A.M.

1. **Public Comments.** None.
2. **Review and Approval of Minutes – March 20, 2017.** A motion was made and duly seconded to approve the minutes of the March 20, 2017 meeting as presented.
3. **Presentations.**
  - A. **PWC Benchmarking Report.** Luther Villagomez provided information obtained from the 2016 PricewaterhouseCoopers Convention Center report. This report evaluates trends in the North American convention industry as well as provides an opportunity for facility managers and markets to gage their facility's operating performance. He covered the definitions of size and destination categories. In addition, he explained the metrics between the George R. Brown Convention Center versus comparables related to the number of exhibit hall events, attendance, total building activity, exhibit hall occupancy, effective rental rate, rental revenue per attendee, gross food and beverage per attendee and hotel room nights.
  - B. **WPC Update and Economic Impact.** Michael Heckman provided an update on World Petroleum Congress (WPC) and stated that WPC is considered the Olympics of the oil industry. The last time the WPC was held in the United States was in 1987. Mr. Heckman lauded the efforts of Mayor Turner, who had been engaged from the beginning of the bid process. This event is attended by heads of state, ministers of state, international media and major CEO's from around the world. Mr. Heckman estimated that there was approximately \$38 million in direct expenditures and \$21 million in indirect/induced expenditures. There will be significant local planning necessary for WPC, including a Host Committee structure similar to the Super Bowl and other major events.
4. **Committee Business.** None.

**5. Updates.**

A. Sales Updates.

John Solis provided an update on sales production for 2017 with year-over-year comparisons in definite room nights, lead production and site visits. He also covered the 2017 Marriott Masters that was attended by approximately 300 association clients. Mr. Solis also provided an update on the PCMA bid and a Super Bowl familiarization update.

The meeting adjourned at approximately 10:25 A.M.

/s/\_\_\_\_\_

Pamela Walko, Secretary