

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

AUGUST 14, 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 Tuesday, August 14, 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, Jacques D'Rovencourt, Stephanie Haynes, Nicki Keenan, Dawn Ullrich and Jay Zeidman. Jay Tatum was absent.

Tom Netting called the meeting to order at approximately 9:32 A.M and welcomed new committee members, Jacques D'Rovencourt and Jay Zeidman.

1. **Public Comments.** None.
2. **Review and Approval of Minutes – June 5, 2017.** A motion was made and duly seconded to approve the minutes of the June 5, 2017 meeting as presented. David Mincberg was not in attendance at the time of the vote. Jacques D'Rovencourt and Jay Zeidman abstained.
3. **Presentations.**
 - A. **Initial Reporting Approach.** Mike Waterman stated that Sales had been working with Jones Lang LaSalle ("JLL") to change the metrics from room nights to tracking closure. Mr. Waterman introduced Dan Fenton of JLL to provide a Sales Department Citywide Report for the 2nd quarter of 2017. Mr. Fenton reviewed the 2nd quarter pace of prospects, tentatives and definites and how that pace compares with goal for each component. Further, he stated that the goal for definite business is 38 high impact events booked and convened annually followed by a discussion of what it would take to achieve that goal.
 - B. **Market Strategy Report.** Cindy Decker gave a report on the strategy to improve market data going out with Citywide leads in an effort to help with the hotel qualification process. She emphasized the importance of open communication between all partners to capitalize on opportunities. Ms. Decker then provided a recommendation of an improved process to increase revenue for the George R. Brown Convention Center.
5. **Updates.**
 - A. **Sales Updates.**

Mike Waterman provided an update on sales production for 2017 with year-over-year comparisons in definite room nights. He also covered the year-to-date sales efforts including definite production and key definites and tentatives. Mr. Waterman also

provided updates on the Customer Advisory Innovation Board and a brief legislative update.

The meeting adjourned at approximately 10:46 A.M.

 /s/

Pamela Walko, Secretary