

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

FEBRUARY 12, 2015 – 2:30 P.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, February 12, 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, Scot Cotton, Harry Greenblatt, Stephanie Haynes, Ryan Laskey and David Solomon. Nicki Keenan arrived at 2:38 p.m. and Fernando Cuellar arrived at 2:43 p.m.

The meeting was called to order at approximately 2:33 p.m. and a quorum was established.

1. Public Comments. None.
2. Destination Sales Presentation. John Solis provided background on the 2014 sales productivity and advised the committee that the 2014 room night goal of 550,000 was exceeded by approximately 20,000 room nights. Further, Mr. Solis discussed the increase in the budget and personnel. The Destination Sales goal for 2015 is 620,816 room nights. This number is an increase of 9.8% over a three-year average and includes a 13% increase in citywide, no change in non-citywide and a 44% increase international room nights. Following discussion on this item, a motion was made and duly seconded to approve the Destination Sales 2015 Goals.
3. Destination Services Presentation. Terry Beutler provided an overview of Destination Services, which included an explanation of the increase in budget, increased staffing levels and an explanation of the three components that make up Destination Services – Sales events, services and employee events. Following discussion on this item, a motion was made and duly seconded to approve the Destination Services 2015 Goals.
4. Joint Sales Committee Charter. Lisa Hargrove provided an overview of the Joint Sales Committee charter. Following brief discussion on this item, a motion was made and duly seconded to approve the Joint Sales Committee charter.
5. Announcements. Holly Clapham-Rosenow provided a handout to the committee that outlined the 2015 meetings market.

After a motion duly seconded, the meeting adjourned at approximately 4:05 p.m.



Pamela Walko, Secretary