

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

NOVEMBER 30, 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 Partnership Tower, 701 Avenida de las Americas, on Wednesday, November 30, 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: David Mincberg, Scot Cotton, Harry Greenblatt and David Solomon. Tom Netting, Fernando Cuellar, Stephanie Haynes, and Nicki Keenan were absent. Ryan Laskey moved from Houston and was not in attendance.

The meeting was called to order at approximately 10:06 a.m.

1. **Public Comments.** None.
2. **Review and Approval of Minutes.** A quorum of the committee was not in attendance so this item was not considered.
3. **Presentations.**

Item IV.B. – Trends Analysis Project Report was taken out of order. Jeff Eastman, President and CEO of Strategic Data Resources, presented the Trends Analysis Project (“TAP”) report that included deep dives into convention industry trends; national/regional data; CBD occupancy/CVB activity; room night and event metrics; 2018 monthly focus; and, data point comparisons. As many committee members were absent, it was decided that Mr. Eastman would return to Houston for the next Joint Sales Committee meeting.

Item IV.C. – Sales Strategy – Mike Waterman presented the George R. Brown Convention Center maximization study prepared by Jones Lang LaSalle, engaged to develop a long-term road map for optimizing the GRB. The goal of the report is to establish an approach to achieve an optimal business mix that is in alignment with the overall mission. This includes economic impact, community impact and Convention Center fiscal results. Again, it was determined that this report would be provided again at the next Joint Sales Committee meeting.

Item IV.D. – PriceWaterhouse Coopers – Luther Villagomez provided details contained in the 2015 Convention Center Report prepared by PriceWaterhouse Coopers. He covered the definition of the convention center profile, gross exhibit space, and GRB benchmarking with other centers containing more than 500,000 square feet of exhibit space. This report would be on the next Joint Sales Committee agenda.

Item IV.A. – External Booking Audit – Don Henderson, DJH Consulting, updated the committee on the external booking audit findings which concluded a clean audit with reliable results.

4. **Consideration and possible recommendation of the 2017 Sales Incentive Plan.** This item was pulled from the agenda and was not considered.

5. **Updates.**

Construction Progress – Peter McStravick updated the committee on the progress of the construction, restaurant openings, and Marriott Marquis opening date.

The meeting adjourned at approximately 11:23 a.m.

/s/_____

Pamela Walko, Secretary