

HOUSTON FIRST CORPORATION
MINUTES OF CONVENTION COMMITTEE

February 24, 2014

The Convention Committee of 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 in the 3rd Floor Executive Board Room, 1001 Avenida de las Americas, Houston, Harris County, Texas 77010, on Monday, February 24, 2014, commencing at 2:15 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, Katy Caldwell, Winslow Jeffries, Hasu Patel and Dawn Ullrich.

Chairperson Campo called the meeting to order at 2:15 p.m. and a quorum was established.

1. Approval of Minutes. After a motion duly seconded, the minutes of the October 21, 2013 Convention Committee meeting were approved.
2. Consideration of, and possible recommendation with regard to, the approval of an Event Agreement with the Greater Houston Convention and Visitors Bureau relating to Medical World Americas Conference and Expo. Luther Villagomez and Michael Heckman provided show information and potential growth and profit capability. Houston First Corporation's monetary and in-kind investments into this event will result in a 50% ownership share with the Greater Houston Convention & Visitors Bureau. Following a brief discussion, it was determined that the Convention Committee would recommend this item to the Board for review and approval.
3. GHCVB Sales Report. Nathan Tollett provided a GHCVB sales recap to the Committee followed by highlights on GHCVB marketing efforts by Holly Clapham-Rosenow. Greg Ortale briefed the Committee on international sales and tourism. In addition, he mentioned that Master Connection Associates would be conducting a joint sales training class for GHCVB and GRBCC sales staff on May 28-30, 2014. The GHCVB Annual Meeting is slated for March 26, 2014.
4. Hilton Sales Report. Janice O'Neill-Cox updated the Committee on the 2014 bookings.
5. GRBCC Sales Report. Terry Beutler updated the Committee on bookings at the George R. Brown Convention Center.
6. COO Report. Luther Villagomez briefed the Committee on the addition of a secondary Greenlink route, the Marriott model room buildout on the north end of the GRBCC, the renovation of meeting rooms 310 and 320, and the coordination of ADLA construction. Chairperson Campo recommended that frequent and regular communications be sent regarding lane closures, construction, etc.

The meeting adjourned at approximately 3:15 p.m.



Pamela Walko, Secretary