

MINUTES

HOUSTON FIRST CORPORATION

JOINT SALES COMMITTEE MEETING

November 1, 2018– 10:30 A.M.

Partnership Tower, 701 Avenida de las Americas, Ste. 200

Houston, Texas 77010

HFC BOARD ROOM

The Joint Sales Committee of Houston First Corporation (the "Corporation" or "HFC"), a Texas local 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 Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas, 77010, on Thursday, November 1, 2018, commencing at 10:30 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 Committee members participated in the meeting: Nicki Keenan (Co-Chair), Tom Netting (Co-Chair), Stephanie Haynes, Jacques D'Rovencourt, and Scot Cotton.

The meeting was called to order at 10:34 a.m. and a quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the minutes of May 8, 2018 were approved as presented.
3. **Presentations and Reports.**
 - A. **JLL Update.** Mike Waterman provided a quarterly report and graphics of city-wide dates for 2019 through 2024.

Brenda Bazan also provided a brief status update on the bid for the Democratic National Convention in 2020. John Solis discussed some of the challenges faced by the sales team with booking new business during the bid process.

4. **Committee Business.**
 - A. **Consideration and possible recommendation of the 2019 Sales Strategic Plan and Budget.**

Brenda Bazan presented the 2019 proposed Budget and Strategic Plan for HFC. She discussed her employee listening tour and how it shaped the strategic planning process. The key areas of improvement identified throughout the listening tour were communication, increased transparency, and fiscal responsibility. In

2019, HFC will work on developing a global strategic plan with the input of its stakeholders and the Board of Directors.

Brenda Bazan then introduced Frank Wilson to discuss the 2019 HFC Budget and budget process.

Committee members asked for clarity on the budget presented and debt services.

John Solis then discussed the 2019 Sales Strategic Plan. He began his presentation by reporting some of the highlights for the Sales Department in 2018. He also discussed the priorities for the department in the upcoming year to maximize booking opportunities and utilize core industries in Houston. Frank Wilson conclude that portion of the presentation with an overview of the 2019 Sales Budget.

Mike Waterman then provided a brief overview of the Client Services and Event Services Departments 2019 Strategic Plans and Budgets.

A motion was made to approve the 2019 Sales Strategic Plan and Budget. The motion was approved unanimously.

5. **Announcements**. None.
6. **Adjournment**. The meeting was adjourned at 11:23 a.m.