

# MINUTES

## HOUSTON FIRST CORPORATION

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### **JOINT SALES COMMITTEE MEETING**

**March 28, 2019 – 10:00 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, March 28, 2019, 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 Committee members participated in the meeting: Tom Netting (Co-Chair), Stephanie Haynes, Jacques D'Rouvencourt, and Scot Cotton.*

The meeting began at 10:03 a.m.; no quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** [Item was not discussed and no action was taken].
3. **Presentations and Reports.**
  - A. **JLL Update.** A representative of Jones Lang LaSalle discussed the Sales Department Citywide Report. He informed the Committee that the sales team must work a net number of 1,500 prospects in order to achieve HFC's sales goals for the year and continues to add new prospects.

Scott Cotton asked HFC staff why they chose to track prospects rather than tentative bookings and the representative from JLL provided additional information.

A diagram for future year bookings was presented to the Committee by John Solis. According to Mr. Solis, the year 2020 will be a record-breaking year for HFC.

Tom Netting suggested that HFC staff re-calibrate its sales goals based on the information presented.

Stephanie Haynes asked about sales incentives and Mike Waterman provided additional details on HFC policy and procedures.

- B. 2018 Sales Recap. John Solis explained that the sales team has seen a lot of growth from the years 2014 through 2016 due to the development of new hotels. Mr. Solis also provided a recap of the sales team's room night production and city-wide dates from 2018.
- C. 58<sup>th</sup> International Congress and Convention Association (ICCA) and FAM 2019. Mike Waterman briefly discussed the 58<sup>th</sup> International Congress and Convention Association ("ICCA") that will be held at the George R. Brown Convention Center on October 27-30, 2019.

4. **Committee Business.**

- A. Consideration and possible recommendation of the 2019 Room Night Goals for Sales.

Cindy Decker briefly discussed the 2019 room night goals and the conversion rates for 2018. Mike Waterman stated that he and Ms. Decker would provide the Committee with additional information.

No action was taken on this item.

5. **Announcements.** None.

6. **Adjournment.** The meeting ended at 11:01 a.m.