

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

JANUARY 19, 2017 – 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 Partnership Tower, 701 Avenida de las Americas, on Thursday, January 19, 2017, 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: David Mincberg, Tom Netting, Scot Cotton, Harry Greenblatt, Stephanie Haynes, Nicki Keenan and David Solomon. Fernando Cuellar was absent.

The meeting was called to order at approximately 2:30 P.M.

1. **Public Comments.** None.
2. **Review and Approval of Minutes – October 10, 2016 and November 30, 2016.** Following separate motions and seconds on each set of minutes, the October 16, 2016 and November 30, 2016 minutes were approved as presented.
3. **Presentations.**
 - A. **2016 Year-End Sales Results.** Mike Waterman presented the 2016 group sales results showing an increase over previous sales efforts. Tentative production, defined as a strong inquiry, was also very positive. In addition, the number of site visits for non-citywide meetings increased over 2015, indicating a 24% increase in total site visits year-over-year. An internal audit confirmed sales bookings and will be followed by an external audit.
 - B. **WPC 2020.** Mr. Waterman was pleased to announce the success of Houston's third bid for WPC 2020, which is scheduled for December 6-10, 2020 and will be held at the George R. Brown Convention Center. An estimated attendance of 45,200 will bring an approximate economic impact of \$60-\$80 million to Houston. Chairman Mincberg requested a breakdown of the economic impact. Daniel Polomo, Visit Houston, was applauded for his efforts with securing the bid.
 - C. **Trans Analysis Projection Report.** 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. He made suggestions of various measures to take to abate possible economic fluctuations.

- D. Maximization of the George R. Brown Convention Center (“GRB”). Dan Fenton, of Jones Lang Lasalle (“JLL”) was engaged to develop a long-term road map and approach for optimizing the GRB with the goal of achieving an optimal business mix that is aligned with the overall mission. This includes economic impact, convention center fiscal results, and community impact. Mr. Fenton included detailed information related to the current project scope, GRB historical occupancy, current activity and projected results. He continued with goal setting recommendations to maximize the GRB, such as hotel room block capacity, hypothetical concurrent use, optimal use shifts calendar, five-year goals, and metrics for success to goal. The next portion of his presentation focused on a possible sales activity plan needed to achieve goals. Finally, he reported on quarterly reporting goals to inform stakeholders of the progress. JLL will continue to work internally on prospecting initiatives, finalization of revenue implications, development of an initial reporting approach, continuation of ideas related to hotel engagement and preparation of the first report for distribution.

4. Updates.

- A. Construction Progress. Peter McStravick updated the committee on the progress of the construction, restaurant openings, and Marriott Marquis opening date.
- B. Super Bowl. Mike Waterman provided a briefing on various items related to the Super Bowl activation plan, including LAUNCH, Super Bowl Media Lounge, live T.R.U.C.K programming and schedule, Top Taxi and concluded with an update on the activities planned for the February 2017 food and wine festival.

The meeting adjourned at approximately 3:24 P.M.

/s/_____

Pamela Walko, Secretary