

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

OCTOBER 16, 2017

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 Monday, October 16, 2017, commencing at 9:30 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 members participated in the meeting: Tom Netting, David Mincberg, Scot Cotton, Jacques D'Rovencourt, Stephanie Haynes, Dawn Ullrich and Jay Zeidman. Harry Greenblatt, Nicki Keenan and Jay Tatum were absent.

Tom Netting called the meeting to order at approximately 9:34 A.M.

1. **Public Comments.** None.
2. **Review and Approval of Minutes – August 14, 2017.** A motion was made and duly seconded to approve the minutes of the August 14, 2017 meeting as presented. David Mincberg was not in attendance at the time of the vote.

David Mincberg arrived at 9:39 A.M.

3. **Presentations.**
 - A. **JLL Reporting Approach.** Dan Fenton, of Jones Lang LaSalle ("JLL"), advised the Committee that there were a good number of tentatives in place and it is anticipated that the goal will be exceeded by the end of the year. Further, he stated that there were many large opportunities on the horizon. He opined that the goals were achievable and that aggressive client prospecting would bring a positive result.
 - B. **2017 Sales Production Report.** John Solis stated that numerous press releases had been sent to industry partners advising them that Houston is back in business. Mr. Solis said that not a single key client or city-wide convention had cancelled as a result of Hurricane Harvey. Finally, he stated that city-wide business would come in close to goal, non city-wide will be above goal and international business will be at the projected goal.

4. **Committee Business.**

2018 Business Plans and Budgets for all departments were distributed prior to meeting date to allow for Committee review.

Prior to beginning 2018 Business Plans and Budgets discussions, Brenda Bazan provided an overview of the anticipated year end numbers and broad parameters for the 2018 budget. Due to Harvey-related expenditures, there was a concentrated focus to identify savings in areas such as the timing of filling vacancies and to minimize capital expenses (except for life safety issues), to name a few.

- A. Consideration and recommendation of the Sales 2018 Business Plan and Budget.
John Solis provided an update on sales goals for 2018, which included prioritizing opportunities for city-wide conventions and targeting key markets. He stated that there are new corporate opportunities and momentum is key. Further, he stated that increased efforts were ongoing to build relationships and maintain collaboration with hotels.
- B. Consideration and recommendation of the Executive Sales 2018 Business Plan and Budget. Mike Waterman covered the goals for the 2018 Executive Sales Business Plan and stated that the team is focused and driving toward positive results. The team is also working closely with the Partnerships and Sponsorships group to support efforts Houston-wide.
- C. Consideration and recommendation of the Event Services 2018 Business Plan and Budget.
Paul Casso highlighted several Business Plan goals for the Event Services group, which provides logistical support for Sales on customer facing events, sponsorships, etc. He stated that they would continue to support sales activities and provide support to Tourism, Membership and Partnership Development departments to add value wherever possible.
- D. Consideration and recommendation of the Client Services 2018 Business Plan and Budget.
Judi Quesonova stated that the Client Services group will continue to deliver innovative experiences to clients and influence the overall impressions of attendees. Ms. Quesonova's team strives to educate and engage the attendee and cultivate a cooperative relationship with all groups. She provided detail regarding the benefits that the Houston Marketplace brings to the experience by providing customized experiences.

Following each Business Plan presentation, Brenda Bazan provided detailed explanations on each area's budget variances, as well as answered any questions from the Committee.

Ample opportunity was provided for thorough discussion after the presentations were made by each department. At the conclusion of presentations and discussions, a motion was made and duly seconded to approve budgets as presented. David Mincberg did not participate in the vote.

5. **Updates.**

- A. Hotel Occupancy Tax Forecasts. Brenda Bazan provided a one-page summary in the Committee Member's folders that included detail of each of the broader line items.

Chairman Tom Netting requested that Dawn Ullrich and Mike Waterman put together a task force to review the bonus program for Sales and provide suggestions for future strategies. He suggested that Pete Ells, Nicki Keenan, Scot Cotton and himself be included in that task force.

The meeting adjourned at approximately 10:45 A.M.

/s/

Pamela Walko, Secretary