

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

October 12, 2015

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 George R. Brown Convention Center, Executive Boardroom, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Monday, October 12, 2015, 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 members participated in the meeting: Ric Campo, Co-chair, Tom Netting, Co-chair, Scot Cotton, Fernando Cuellar, Harry Greenblatt, Stephanie Haynes, Nicki Keenan, and Ryan Laskey. David Solomon was absent.

The meeting was called to order at approximately 10:03 a.m. and a quorum was established.

1. Public Comments. None.
2. Minutes. After a motion duly seconded, the minutes of the May 21, 2015 meeting of the Joint Sales Committee were approved.
3. Updates.
 - A. Destination Sales. John Solis provided a brief update on the sales efforts for 2015. If projections for citywide, non-citywide and international sales proceed as anticipated, Mr. Solis estimates that Sales will end the year at 104% of goal.
4. Consideration and recommendation of the Destination Sales 2016 Business Plan and Budget. Following his update, Mr. Solis presented his 2016 business plan and strategies, which is set at 675,000 room nights, an 8.7% increase over the 2015 goal. He explained the strategies he planned to use to reach that goal. Some of the targets for the citywide business include a focus on booking new business and key vertical markets, collaboration with hotels, and creation of a Client Advisory Board. He continued to outline his strategies for non-citywide and international markets. Following the presentation of his goals and strategies, he explained data as presented in the TAP report, discussed 2017 initiatives and meeting activity. At the conclusion of his presentation, he provided an opportunity for questions and discussion before Brenda Bazan explained the proposed Destination Sales 2016 budget, which included explanations of variances between 2015 projected expenses and proposed 2016 budget expenses for personnel, travel and promotion. Following a thorough discussion on this item, a motion was made and duly seconded to recommend the Destination Sales 2016 Business Plan and Budget as presented.

5. Updates.

A. Destination Services. Terry Beutler briefed the Committee on the initiatives currently underway in the Destination Services department, which included the Certified Tourism Ambassador (“CTA”) Program and the training program, “Top Taxi Houston.”

6. Consideration and recommendation of the Destination Services 2016 Business Plan and Budget.

Ms. Beutler proceeded to present highlights and major initiatives from her 2016 business plan within the three divisions she oversees – services, events, and employee engagement. Included in the services division are plans for advancing the customer experience, developing an amenities plan and increasing participation in the CTA program. Plans in the events division include continued collaboration with Destination Sales and leading efforts for HFC and GHCVB public-facing events. The employee engagement division plans to maintain the momentum gained in 2015 and to expand the current program. Following Ms. Beutler’s presentation, Brenda Bazan provided details related to the Destination Services budget, including detailed explanations of variances between 2015 projected expenses and proposed 2016 budget expenses for personnel, travel, promotion and other expenses, as well as capital spending. Ample time was provided for questions and a thorough discussion. A motion was made and duly seconded to recommend the Destination Services 2016 Business Plan and Budget as presented.

7. Announcements. Dawn Ullrich announced the upcoming GHCVB and HFC budget related meetings.

After a motion duly seconded, the meeting adjourned at approximately 11:00 a.m.



Pamela Walko, Secretary