

HOUSTON FIRST CORPORATION
MINUTES OF THE
GOVERNANCE, AUDIT & FINANCE COMMITTEE
APRIL 12, 2016 – 12:00 NOON

The Governance, Audit & Finance Committee of 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.TRANSF.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, 1001 Avenida de las Americas, Houston, Harris County, Texas 77010, on Tuesday, April 12, 2016, commencing at 12:00 P.M. Written notice of the meeting, including the date, hour, place and agenda was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: Katy Caldwell, Lisa Anderson, John Johnson, Alex Brennan Martin, and Dawn Ullrich. Winslow Jeffries was absent.

A quorum was established and the meeting was called to order at approximately 12:11 P.M.

1. **Public Comments.** John Guess, of Houston Museum of African American Culture, thanked Houston First for their partnership.
2. **Review and Approval of Minutes.** A motion was made and duly seconded to approve the minutes of the March 7, 2016 meeting as presented.
3. **Presentations.** None.
4. **Consideration and possible recommendation of a sponsorship agreement with the Houston Arts Alliance for a Joint Tourism Asset Enhancement Program and authorizing an initial pilot program for the Houston Museum of African American Culture (HMAAC).** Roger Harris, Director of External Affairs for Houston First Corporation, provided an overview of the arrangements of the Joint Tourism Asset Enhancement Program. Chairperson Caldwell advised that the grant is capacity building in nature and that parameters and deliverables need to be very clear to optimize the opportunity to position for HMAAC for success. Further, Chairperson Caldwell requested that the Governance, Audit & Finance Committee receive regular updates from the Houston Arts Alliance related to HMAAC and that the Committee be apprised of the various phases and plan as it evolves. Following thorough discussion, a motion was made and duly seconded to recommend this item to the Houston First Corporation Board for approval.
5. **Consideration and possible recommendation of sponsorship agreements with RCM Entertainment, L.P., d/b/a Lone Star Sports & Entertainment (LSSE); authorizing the President to negotiate and execute sponsorship agreements with LSSE, within the parameters specified below.** Michael Heckman provided the background and the current request related to this item. He explained that the games are played on Labor Day weekend and the weekend between Christmas and New Year's, weekends that are usually slow from a convention perspective. He continued with highlighting the various benefits to the area as a result of these games.

Following discussion on this item, a motion was made and duly seconded to recommend this item to the Houston First Corporation Board for approval.

6. **Updates.**

- a. Brenda Bazan briefed the Committee on the 1st quarter hotel occupancy tax results and noted that the 2nd quarter tax returns are due at the end of April. The final results will be provided at the next Governance, Audit & Finance Committee and HFC Board meetings in May. Dawn Ullrich advised that a deeper dive into the stress tests is planned for the next Committee meeting.
- b. Chairperson Caldwell advised the Committee that an update on fundraising, including how we would work with other organizations to minimize the appearance of competition, would also be provided at the next meeting.

7. **Announcements.** None.

The meeting adjourned at approximately 1:01 P.M.



Pamela Walko, Secretary