

**HOUSTON FIRST CORPORATION | GREATER HOUSTON
CONVENTION AND VISITORS BUREAU**

**MINUTES OF THE
JOINT ENTREPRENEURIAL COMMITTEE
November 30, 2016**

The Joint Entrepreneurial Committee of the Greater Houston Convention and Visitors Bureau (“GHCVB”), 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.TRANS.P.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, Houston, Harris County, Texas 77010, on Wednesday, November 30, 2016, commencing at 3:00 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: Phyllis Bailey, Chris Pappas, Nick Massad, Jr., Desrye Morgan and George DeMontrond.

Co-chairperson Bailey called the meeting to order at approximately 3:06 P.M. and a quorum was established.

1. **Public Comments.** None
2. **Minutes.** After a motion duly made and seconded, the minutes of the October 19, 2016 meeting were approved as presented.
3. **Presentations.** None
4. **Executive (closed) session for Item VI.A. pursuant to the Texas Local Government Code Section 551.087 for the purpose of deliberations regarding economic development negotiations.** The Committee went into Executive Session at 3:08 P.M. and came out of Executive Session at 3:38 P.M.
5. **Consideration and recommendation of a proposed partnership agreement for ComicPalooza.** Details regarding this item were thoroughly discussed and vetted in Executive Session. This item was approved for further consideration by the Greater Houston Convention & Visitors Bureau’s Executive Committee.
6. **SpaceCom.** Michael Heckman provided an update on the results and success of SpaceCom, including the overall financial performance and impact and the 2017 budget. He also noted that 50 credentialed media and 2,000 attendees (700 of which were out of town visitors resulting in 1,400 room nights) were in attendance and the event appeared three consecutive days on the front page of the Houston Chronicle’s business section.

7. **Phunware.** Mike Waterman briefed the Committee on the capabilities and outreach of Phunware, which has the capacity to promote events and businesses; book METRO rail tickets and view schedules; highlight neighborhoods and bring users to events; highlight green spaces and city changes; drive hotel bookings; and, city maps and interaction points. This platform was created to power audience management and target the right audience to the right location.

The meeting adjourned at approximately 4:18 P.M.

/s/_____

Pamela Walko, Secretary