

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

**MINUTES OF THE
JOINT ENTREPRENEURIAL COMMITTEE**

October 19, 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 in the George R. Brown Convention Center, 3rd Floor Executive Boardroom, 1001 Avenida de las Americas, Houston, Harris County, Texas 77010, on Wednesday, October 19, 2016, 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: Phyllis Bailey, Chris Pappas, and George DeMontrond. Nick Massad and Desrye Morgan were absent.

Co-chairperson Bailey called the meeting to order at approximately 2:32 P.M. and a quorum was established.

1. **Public Comments.** None
2. **Minutes.** After a motion duly made and seconded, the minutes of the July 25, 2016 meeting were approved.
3. **Presentations.** None
4. **Consideration and recommendation of the Entrepreneurial 2017 Business Plan and Budget.** Prior to the Partnerships and Event Development presentation, Dawn Ullrich and Brenda Bazan provided an overview of the 2017 Budget, including long-term investments, the anticipated impact of a reduced distribution from Hilton Americas-Houston and a lower hotel occupancy tax revenue forecast; however, they explained that the lower revenues were neither unexpected nor unanticipated. Houston First has prepared for the volatility of the industry via its Stabilization Reserve, which was established to respond to circumstances such as these. Further, they explained that consultants, sponsorships and non-essential capital would be clearly scrutinized for the 2017 budget.

The members of the Joint Entrepreneurial Committee were provided the full business plan prior to the meeting; thus, Michael Heckman presented an overview of the Business Plan and strategies for Partnerships and Event Development. Topics for discussion included strengthening the operating structure of the ComicPalooza event to increase efficiency of operations; possible

acquisition and/or creation of new events; entrepreneurial opportunities to monetize open dates; and, Avenida business development opportunities.

Brenda Bazan explained the purpose and details of the 2017 pro-forma budget; the 2017 ancillary department revenues; variances in the operating revenues between the 2016 Budget projection and the 2017 proposed budget; budget relieving in-kind revenues; and variances in the non-operating expenses and operating revenues.

Following thorough discussion on this item, a motion was made and duly seconded to recommend the Entrepreneurial 2017 Business Plan and Budget to the HFC Board of Directors for consideration and approval.

5. **Consideration and recommendation regarding a tourism software application for the Greater Houston Convention & Visitors Bureau.** This item was removed from the agenda and was not considered.

6. **Updates.**

Michael Heckman provided updates on ComicPalooza, AdvoCare Texas Kickoff Game and AdvoCare Texas Bowl, and Texas Black Expo. Mike Waterman also provided an update on Phunware and committed to present additional details at the next meeting.

The meeting adjourned at approximately 3:56 P.M.

/s/_____

Pamela Walko, Secretary