

AGENDA

HOUSTON FIRST CORPORATION

BOARD OF DIRECTORS MEETING
December 17, 2020 – 3:00 P.M.
Live Video and Audio Conference Meeting
Join the Meeting [Here](#)
Meeting Room Password: 575792

BOARD MEMBERS:

David Mincberg (Chair), Desrye Morgan (Vice-Chair), Sofia Adrogué, Elizabeth Brock, Nicki Keenan, Reginald Martin, Ryan Martin, Alex Brennan-Martin, Paul Puente, Bobby Singh, Tom Segesta, Gerald Womack, Jay Zeidman, Council Member Dave Martin, Ex-officio, Council Member David Robinson, Ex-officio

In accordance with the modified Texas Open Meetings Act provisions announced by Texas Governor Greg Abbott on March 16, 2020, this Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting online at <https://www.houstonfirst.com>.

Any questions regarding this Agenda, should be directed to Lisa K. Hargrove, General Counsel at either 713.853.8965 or Lisa.Hargrove@houstonfirst.com

Code of Business Conduct and Ethics – As a reminder, under Houston First Corporation’s Code of Business Conduct and Ethics Policy, if you have a potential conflict of interest that you have not previously disclosed relating to a transaction or arrangement being discussed or voted on, you should notify the Chair and refrain from voting on the transaction or arrangement and recuse yourself from the discussion on the matter at hand. You should have received a copy of the Policy, but if not, let us know and we will provide one for you.

- I. Call to Order**
- II. Public Comments**
- III. Minutes – November 19, 2020**
- IV. Presentations, Reports, and Updates**
 - A. Houston First Chairman Report
 - B. HFC Acting President & CEO Report
 - C. Financial Report

V. Board Business

- A. Consideration and possible approval of a Landscaping Services Agreement with Western Horticultural Services, LP.

VI. Adjourn

III. Minutes – November 19, 2020

MINUTES

HOUSTON FIRST CORPORATION

BOARD OF DIRECTORS MEETING
November 19, 2020 – 3:00 P.M.
Live Video and Audio Conference Meeting

The Board of Directors (“Board”) of Houston First Corporation (the “Corporation” or “HFC”), a Texas local 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 via Live Video and Audio Conference on Thursday, November 19, 2020, commencing at 3:00 p.m.

In accordance with the modified Texas Open Meetings Act provisions announced by Texas Governor Greg Abbott on March 16, 2020, this Agenda was posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting online at <https://www.houstonfirst.com>.

The following Board members participated in the meeting: David Mincberg (Chair), Desrye Morgan (Co-Chair), Sofia Adrogué, Elizabeth Brock, Alex Brennan-Martin, Reginald Martin, Ryan Martin, Paul Puente, Tom Segesta, Bobby Singh, Gerald Womack, Jay Zeidman, Council Member Dave Martin, Ex-Officio, and Council Member David Robinson, Ex-Officio.

1. **Call to Order.** The Chairman called the meeting to order at 3:01 p.m. and a quorum was established, with all Board Members virtually present.
2. **Public Comments.** None.
3. **Review and approval of minutes from prior meeting.**

Following a motion duly seconded, the meeting minutes of October 22, 2020 were approved as presented.
4. **Presentations and Reports.** [The Chairman moved items 4A & 4B to be discussed followed by Board Business. Items 4C-4F were discussed at the conclusion of Board Business].
 - A. **Houston First Chairman Report.** The Chairman stated that he continues to meet with Board Members regarding general concerns because it is a challenging time for everyone at Houston First both physically and mentally. He further explained that it is the responsibility of Board Members to ensure that the staff is doing well and coping with the difficult challenges.

The Chairman also reported that he attended the opening of the new Kinder building at the Museum of Fine Arts. He stated that both the architecture and art galleries are unbelievable and the facility rivals any other museum around the

country. He discussed the safety protocols that have been implemented and encouraged all Board Members to attend. The Chairman said he believes that the new facility will help distinguish Houston as a landmark destination. He then asked Council Member David Robinson to discuss another architectural project that he was instrumental in developing.

Council Member David Robinson encouraged Board Members to visit the new Kinder building at the Museum of Fine Arts and explained that the world of architects, engineering, and design is focused on Houston. He also stated that the galleries are wonderful and spacious, but there is also an intimacy to the space. He then addressed the Chairman's earlier statement regarding the opening of a facility for the local Houston chapter of the American Institute of Architects (AIA) in downtown Houston. He explained that the building has received Mayor Turner's support and has been in development for some time as part of the 2020 Houston Visions initiative, which includes the development of Lynn Wyatt Square for the Performing Arts. He concluded his remarks by extending an invitation to Board Members to visit the space and thanked the Chairman for the opportunity to discuss the exciting new addition to Houston.

- B. HFC Acting President & CEO Report. Michael Heckman explained that Houston First Corporation (HFC) has been actively engaged in the 2021 strategic planning and budget process; however, the focus of his presentation was HFC's continued efforts to promote Houston both in the short-term and the future. He then asked Chief Marketing Officer, Holly Clapham, to discuss City Lights at Avenida Houston.

Ms. Clapham explained that, after learning about the Deck the Trees event at the George R. Brown Convention Center (GRB) and the Texas Winter Lights activation at the Marriott Marquis, she and her team created a branded effort called the City Lights at Avenida Houston in partnership with the Alley Theater, Marriott Marquis, and Discovery Green. Houston First, she said, will utilize social media as well as its partnership with KHOU to promote a magical holiday experience.

Elizabeth Brock asked Ms. Clapham to contact other downtown stakeholders that may be cutting their holiday budgets to make them aware of the event. Ms. Clapham explained that she is working collaboratively with other groups, but that she will continue to communicate with all downtown stakeholders.

Mr. Heckman also informed the Board that the Senior Vice President of Tourism, Jorge Franz, hosted the first Mexico media familiarization trip since the pandemic in partnership with Houston Airport Systems and United Airlines. He also thanked Tom Segesta and the Four Seasons Hotel for hosting the guests who were able to visit a number of Houston attractions. Mr. Heckman said Tourism will also focus on promoting the Houston Clean initiative, which he said he expects to be an important part of business going forward.

Mr. Heckman then provided a market update that reflects nearly 46% occupancy city wide. At its lowest point in April, he said, occupancy was at 24.9%; while there

has been great improvement, the average occupancy for this time of year is generally 65%. Mr. Heckman stated he does not anticipate a huge change in occupancy going into the holiday season, but Vice President of Market Strategy, Cindy Decker, continues to closely monitor market trends and work with Marketing to monitor staycation campaigns and determine strategies to deploy advertising. With regard to Sales, Mr. Heckman informed the Board that there is movement into the third and fourth quarters of 2021 and fortunately there has been fewer cancellations. The second half of the year could be very good for business, he added, though HFC must continue to monitor the on-going pandemic. Mr. Heckman then asked the Senior Vice President of Sales and Client Services, John Solis, to provide an update on 2022 business.

Mr. Solis stated that, going into 2020, the Sales team anticipated that it would be a fantastic year as would 2021 and 2022, but 2023 remained in the balance; however, he added, 2023 is now on pace to be a strong year, as are all others through 2025, as a number of groups have rescheduled events during these periods.

Mr. Heckman informed the Board that he completed a listening tour with all employees. He said the meetings have gone very well and morale is important to keep up during this time. He further explained that it is important for employees to know where we are going as a company and why, and he said he was glad to speak to those matters directly. He mentioned that he received a lot of feedback and identified a few changes going forward.

Lastly, Mr. Heckman announced that he has promoted Aimée McCurtain to Vice President of Enterprise Strategy in the Partnerships and Event Development department. Ms. McCurtain, he noted, has been with HFC for four years and leads the strategy related to Comicpalooza, as well as other events, and serves as the Chief Marketing Officer for the World Petroleum Congress Organizing Committee. He then asked Ms. McCurtain to share a few remarks.

Ms. McCurtain stated she has lived in Houston her entire life and has fond memories of attending ballet performances with her grandmother as a child at Jones Hall and the construction of the GRB. Ms. McCurtain further explained that her professional career started over 20 years ago on the agency side and she has managed accounts for some of the largest companies in Houston from a broad section of industries. She said she served as a senior executive at a large publicly traded conglomerate, as well as a smaller software services company. She mentioned that she joined HFC four years ago and has now served on both sides of events and sponsorships. Ms. McCurtain concluded her remarks by stating that it is a privilege to continue to work at HFC and serve the community.

The Chairman thanked Ms. McCurtain for her remarks and extended his congratulations.

Michael Heckman also announced Ms. McCurtain's birthday before concluding his report.

The Chairman also encouraged Board Members to visit the Houston Botanic Garden before moving on to Board Business.

- C. Executive Search Firm Update. Vice Chair, Desrye Morgan, stated that the selection committee has narrowed the number of proposals received from 36 to four. The committee, she said, will conduct interviews with the four firms that earned the highest scores beginning after Thanksgiving and she anticipates coming before the Board in December or January.

The Chairman thanked the Vice Chair for her participation on behalf of the Board. Ms. Morgan also thanked all members of the selection committee for their time and effort.

- D. Hilton Loan Maturity and Refinancing Efforts Update. Frank Wilson stated that HFC has been working with loan brokers at Walker & Dunlop, outside legal counsel, in-house counsel, and the Chairman to refinance the loan at the Hilton Americas-Houston Hotel. According to Mr. Wilson, HFC received a term sheet from the existing lender, and is working on preparing a revised term sheet. At this time, he added, HFC is well ahead of schedule from the loans maturity date in May 2021 and will continue to work through some additional negotiations.

The Chairman stated that the negotiations are delicate and asked General Counsel if the Board could convene in executive session at the next Board meeting to discuss things further. Lisa Hargrove, General Counsel, stated she will give some thought on how to accommodate the Chairman's request.

- E. Philanthropic Fundraising Discussion. Roksan Okan-Vick, Urban Development Officer, commented that, in previous meetings, the Vice Chair raised the topic of philanthropic fundraising diversity efforts regarding Lynn Wyatt Square for the Performing Arts, and she hopes to engage the Board in HFC's fundraising efforts. Ms. Okan-Vick shared the project schedule and announced that the construction RFP will be posted tomorrow. She also discussed the fundraising efforts for Lynn Wyatt Square and its challenges. She said HFC was able to raise foundation commitments and a large charitable donation from philanthropist Lynn Wyatt. Ms. Okan-Vick stated that her goal is to establish a framework for philanthropic fundraising for the Lynn Wyatt Square project and future projects at HFC.

The Vice Chair, Desrye Morgan, stated that it is important to give diverse donors from a variety of backgrounds and communities of color an opportunity to be a part of the project. Ms. Morgan requested that all Board Members provide the name of one person that may be interested in fundraising or to get involved with the fundraising efforts at HFC.

The Chairman recognized Ms. Okan-Vick for her work and stated that the Lynn Wyatt Square project would not be going forward without her efforts. He explained that HFC does better with community support, and the way that people can do so is through a show of dollars. Both the Chair and Vice Chair, he noted, have asked Board Members to recommend one person, family, or organization that they would be willing to introduce.

Paul Puente asked what non-profit organization HFC partnered with. Ms. Okan-Vick responded that HFC worked with Central Houston Improvement Inc., who acts as a fiscal agent for a lot of downtown work and shares staff with the Downtown Redevelopment Authority. Mr. Puente asked if staff conducted an audit of the organization. Ms. Okan-Vick stated that the organization is well regarded in the community and she is confident that they will be a good fiscal agent.

The Chairman stated he looks forward to working with the Vice Chair and others on HFC's fundraising efforts.

- F. GHCVB 2021 Outlook. The Chairman explained that HFC has been working collaboratively with the Greater Houston Convention & Visitors Bureau (GHCVB), under the leadership of Tom Segesta, to determine the proper path for the GHCVB going forward. Both organizations, he said, have challenged one another, and the Chairman commended outgoing Chair, Tom Segesta, for establishing an outline and vision for the organization. He also recognized the incoming Chair, Reginald Martin, and asked him to share a few words on his vision for the organization going forward.

Reginald Martin thanked the Chairman and Tom Segesta for helping to establish the role of the GHCVB and its relationship to HFC. Mr. Martin discussed three key goals for the organization moving forward including, board governance and financial stability, member engagement and advocacy, and diversity and inclusion. He said that a number of businesses have been negatively impacted by COVID-19 and, as a result, memberships are down, but the GHCVB has maintained just shy of 1,000 members. He thanked Karen Williams for processing member payments and Diana Muñoz for her administrative support.

Going into 2021, Mr. Martin explained, the GHCVB will continue to find ways to support its members and a task force will be put in place to help create new revenue streams. The GHCVB, he said, has proposed creating a fund that will allow the GHCVB to invest in potential events that will activate the central business district. Mr. Martin also thanked Brenda Scott-Savage for overseeing member engagement and stated that he hopes to create even more innovative opportunities going forward.

Mr. Martin noted that the pandemic has created an opportunity for the GHCVB to get more involved with advocacy at the local, state, and national levels. He also announced that the GHCVB has agreed to fund an equity and inclusion internship program for 2021 and 2022. Mr. Martin stated that the Chairman, along with HFC

staff members, are very excited for this initiative and several have already asked how they can be of assistance. While the GHCVB has not had a designated leader for some time, he noted, the organization has chosen a short-term approach to first decide its mission and then hire an executive director during the second or third quarter of 2021. Mr. Martin stated he is very excited to take on the new role as Chair and will continue to work with HFC to determine how they can partner with the GHCVB and support its mission.

Tom Segesta thanked the Chairman and Michael Heckman for their support of the GHCVB and stated that the organization is in great hands with their continued support and the leadership of Mr. Martin.

Alex Brennan-Martin stated that HFC's constituency is largely the hospitality community and, as the GHCVB is where you go to find those individuals, he hopes that the two organizations can find a way to work more closely together.

Gerald Womack congratulated Tom Segesta for his fine work and Reginald Martin for his new role as Chair. Mr. Womack stated that it is great to have Mr. Martin also serve on the HFC Board and thanked him for a great presentation.

The Chairman stated that the challenge for the GHCVB was to establish its mission and he is excited to see it defined into three areas of focus. He is also committed to ensuring that the GHCVB has representation on the HFC Board. He also stated that he serves as an adjunct professor at Texas Southern University and would be happy to help facilitate the application of some qualified candidates for the internship program.

The Vice Chair also congratulated Mr. Martin and offered her assistance in any way possible.

5. **Board Business** [Item taken out of order and discussed following items 4A & 4B].

A. *Consideration and possible approval of the annual election of Officers pursuant to the Houston First Corporation Bylaws.*

Lisa Hargrove, General Counsel, informed the Board that item 5A was presented to the Benefits, Compensation, and Finance Committee and approved unanimously.

Following a motion duly seconded, the approval of the annual election of Officers pursuant to the Houston First Corporation Bylaws was approved unanimously.

B. *Consideration and possible approval of the Houston First Corporation 2021 Budget.*

Michael Heckman stated that the development of the 2021 strategy has been a months-long process and thanked staff for the tremendous group effort, namely

Frank Wilson and the Finance department for managing a difficult budget process. He then shared a timeline of the budget process that began with a meeting between Mayor Turner, Frank Wilson, Rob Jackson, and the Chairman to provide a high-level strategy for 2021. Each department budget, he noted, was thoroughly reviewed by their respective committee and unanimously approved. There was great discussion of strategy and governance leading to the Board meeting, according to Mr. Heckman,

If approved, he said, the budget will be presented to Fiscal Affairs at the City of Houston (City) with final approval by City Council. Mr. Heckman stated that 2021 is a transitional year, and he is hopeful that recovery will begin by mid-2021. The organization, he said, will have to have strong forecasting and has built in a lot of flexibility to the budget given the uncertainty of next year. Organizational priorities for next year include managing finances, deploying a new sales approach, creating a unified brand for Houston, promoting the Houston Clean initiative, expanding the digital marketing strategy, and focusing international efforts on Mexico. He also discussed the importance of managing marketing trends and HFC's engagements with various community partners. He then asked Frank Wilson to discuss the budget in further detail.

Frank Wilson, Chief Financial Officer, began his presentation by discussing a recent study of the airline industry using predictive analytics and stated that HFC will do the same in order to better manage the budget and to conduct forecasting on an on-going basis in 2021. Mr. Wilson discussed the 2021 budget assumptions, noting that total revenues are projected at \$108.8 million and total expenses are projected at \$164.3 million, resulting in a \$55.5 million budget deficit. Non-operating expenses, he said, exceed operating expenses by approximately \$30 million and include debt service, commitments to the City, and capital. He then provided a more detailed look at the budget by account. He announced that HFC will address the budget deficit through FEMA reimbursements, a loan from the City, cash reserves, and access to the subordinated note program. The goal, according to Mr. Wilson, is to finish 2021 with \$20 million in emergency cash reserves.

Following a motion duly seconded, the Chairman asked for discussion.

Alex Brennan-Martin stated it was not a fun budget to pass and it was a long and difficult process for the Finance team; however, he is pleased that the Benefits, Compensation, and Finance Committee came to a unanimous decision. He thanked staff for their tremendous effort with such a difficult task.

Jay Zeidman stated that there are a lot of difficult decisions, but the staff worked to ensure that the budget is not short-sighted and funds are being spent where necessary. He also explained that the budget is a rolling forecast and will be revised on a monthly basis.

Council Member Dave Martin stated that he doesn't like passing a deficit budget and asked if there was a way to reduce operating expenses. He also asked if HFC was in dialogue with the City, because both he and Council Member David Robinson are aware of a number of agencies receiving funds through the CARES Act and would love to see HFC receive those funds, subject to an audit. Mr. Wilson stated that HFC is meeting with the City to request additional CARES funds and has already received \$3 million. Council Member Martin explained there are ways to cover general fund expenditures with CARES funds.

Council Member Robinson stated that, in addition to the deployments, a spreadsheet has been circulated at City Hall of hours worked that are tangibly related to COVID-19 and would justify the use of CARES dollars. He said that, there should be a thorough audit, but if HFC can substantiate any operational work that is COVID related, it should do so. As an example, Council Member Robinson discussed work being conducted at Miller Outdoor Theatre and stated that the City would be happy to provide the spreadsheet. Mr. Wilson explained that HFC has gotten approval to use certain CARES funds for certain advertising expenses. He further explained that the forecast assumes that expenses will be low during the first half of the year in 2021, and he hopes spending will increase with a return in business. He also informed the Board that he had a great discussion with HFC's financial advisors at the recommendation of Vice Chair, Desrye Morgan, and HFC will complete a debt restructuring, so no stone will be left unturned.

The Chairman informed the Board that he continues to have on-going discussions with members of Congress who are receptive about additional aid for the hospitality industry in Houston.

Bobby Singh stated he supports the budget, in spite of the challenges, because of the approach taken by staff. He also thanked everyone for their hard work and input in the budget process.

Ryan Martin commended Michael Heckman and Frank Wilson for the budget. He further commended Mr. Heckman for the level of effort that went into the strategic plan. Mr. Martin stated that he supports the budget as well, because HFC has a go forward strategy considering the tremendous financial challenges going back to Hurricane Harvey. He said that he hopes that the strategy for the organization going forward will strengthen HFC beyond the pandemic.

Michael Heckman stated that value creation for the organization and the community it serves is critical and he is hopeful that there is light at the end of the tunnel.

Sofia Adrogué stated that the staff approach makes her think of a start-up mindset and is indicative of a hunger and drive we must have as an organization, obviously not forgetting about our people and utilizing the team that we have.

Following a motion duly seconded, the Houston First Corporation 2021 budget was approved unanimously.

C. Consideration and possible ratification of the Second Amendment to the Lease Agreement between the City of Houston and Houston First Corporation.

Frank Wilson explained that approval of this item will allow for the transfer of a \$20 million loan from the City and reimbursement of approximately \$3 million of CARES Act funds.

Following a motion duly seconded there was discussion. Reginald Martin asked if approval of this item will grant HFC authority to receive additional CARES funds in the future or if there will be another amendment. Lisa Hargrove replied that the decision is dependent upon the City and how they chose to structure the transaction.

Following a motion duly seconded, ratification of a Second Amendment to the Lease Agreement between the City of Houston and Houston First Corporation was approved unanimously.

6. **Adjournment.** The meeting was adjourned at 4:40 p.m.

V. (A) Consideration and possible approval of a Landscaping Services Agreement with Western Horticultural Services, LP.

Consideration and possible approval of a Landscaping Services Agreement with Western Horticultural Services LP.

DESCRIPTION: On September 15, 2020, Houston First Corporation (the "Corporation") issued a Landscaping Services Best Value Invitation to Bid ("ITB") from experienced contractors to provide landscape and maintenance services to all landscaped areas at its facilities.

The Corporation received a total of eight bids. The selection committee reviewed and scored all bids received, and the contractor that received the highest score was Western Horticultural Services LP.

The Corporation will enter into a Landscaping Services Agreement ("Agreement") with Western Horticultural Services LP for a term of five years; per-task fees for services, based on projected frequencies prepared by the Corporation, are estimated to total approximately \$210,938.00 per year. Western Horticultural Services LP has also agreed to meet a 20% diversity goal under the Agreement.

RESOLVED, that the Board of Directors of Houston First Corporation approves the following resolutions with respect to Landscaping Services Agreement:

RESOLVED, that the Board of Directors of Houston First Corporation hereby approves the negotiation and finalization of a Landscaping Services Agreement (the "Agreement") between Houston First Corporation and Western Horticultural Services LP based upon the above parameters together with such conditions or modifications that are approved by the Chairperson or Acting President, as they may determine to be in the best interest of the Corporation and to execute such Agreement; each acting alone hereby is, severally and without the necessity for joinder of any other person, authorized, empowered and directed for and on behalf of the Corporation to execute and deliver the Agreement in a form as approved by either the Chairperson or the Acting President, or any Authorized Person (defined below), such approval to be conclusively established by the execution and delivery of the Agreement by any Authorized Person; and

FURTHER RESOLVED, that each of the Chairperson, Acting President and Chief Executive Officer, Chief Operating Officer, General Counsel, and Chief Financial Officer of this Corporation are each hereby designated by this Corporation as an "Authorized Person" for purposes of this resolution and with respect to the Agreement to be executed hereunder; and

FURTHER RESOLVED, that the Agreement executed by any Authorized Person, for and on behalf of and in the name of this Corporation before or following the adoption of the foregoing resolution, in connection with the described transaction, be and is hereby ratified, confirmed and approved in all respects for all purposes.

HOUSTON FIRST CORPORATION

BOARD OF DIRECTORS MEETING

**LIVE VIDEO & AUDIO
CONFERENCE MEETING**
Thursday, December 17, 2020
2:00 p.m.



PUBLIC COMMENTS

Anyone who wishes to address the committee during the Public Comment session may do so by clicking the **“Raise Hand”** icon to be acknowledged. You may also click the **Q&A** icon to type in your comments.

HFC BOARD OF DIRECTORS MEETING
December 17, 2020



MINUTES

November 19, 2020

HFC BOARD OF DIRECTORS MEETING
December 17, 2020



HOUSTON FIRST
**CHAIRMAN'S
REPORT**

DAVID M. MINCBERG

HFC BOARD OF DIRECTORS MEETING
December 17, 2020



HOUSTON FIRST
**ACTING PRESIDENT
& CEO REPORT**

MICHAEL HECKMAN

HFC BOARD OF DIRECTORS MEETING
December 17, 2020

CONVENTIONS UPDATE

- Vaccine Deployment
- Trends Holding
- NRA Announcement
- New Business Opportunities

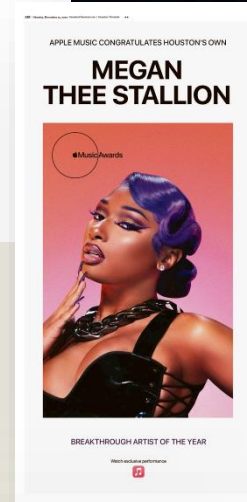
AMERICA STARTS WITH TRADESHOWS EVENT



APPLE MUSIC ACTIVATION

- This week, **Apple Music's 2nd Annual Music Awards** celebration kicked off with a Global Streaming event.
- As part of their broadcast content, Apple Music planned major 2D Projections in the hometowns of artists who received major awards.
- Houston's own, **Megan Thee Stallion** won Breakthrough Artist of the Year.
- We partnered with Apple's agency Pearl Media to bring their vision to life.

Full Page
Houston
Chronicle ad
Placed by
Apple Music



Video of
Installation on
Visit Houston
YouTube
Channel



PRIORITIES ENTERING NEW YEAR

- Business Plan Implementation
- Strategy Work with BCG
- Communication with Stakeholders
- Partnership on GHCVB Programs



HOUSTON FIRST FINANCIAL REPORT

FRANK WILSON

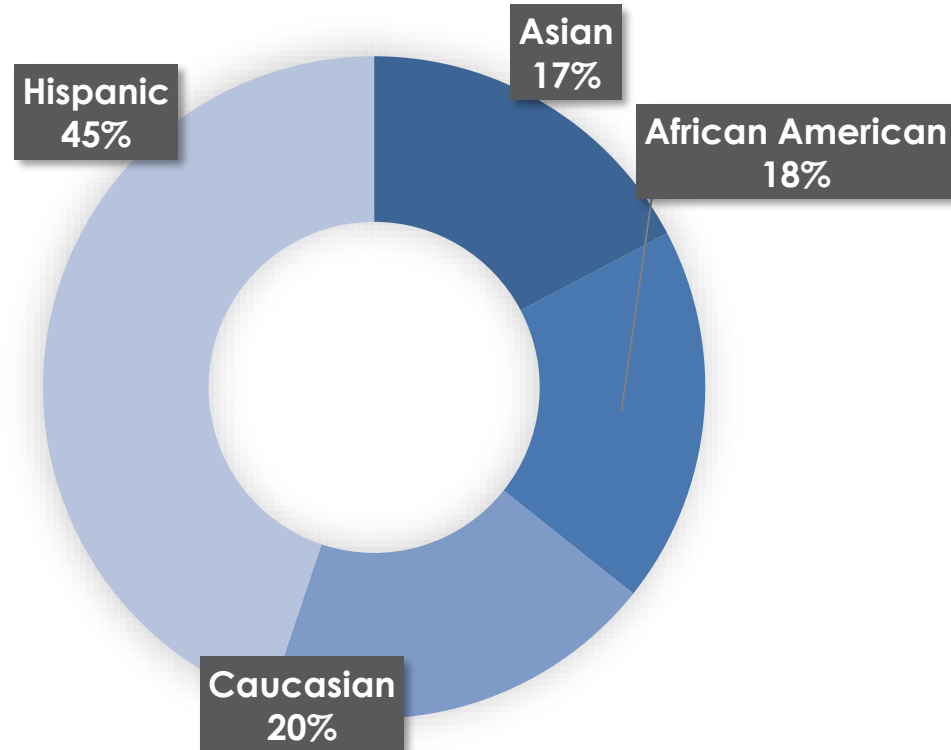
Chief Financial Officer

HFC BOARD OF DIRECTORS MEETING

December 17, 2020

2020 DIVERSITY UPDATE

MONTH OF OCTOBER 2020

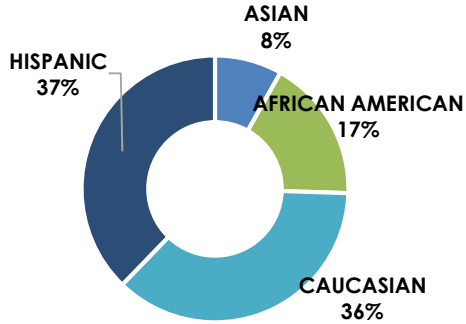


Asian	\$ 77,456
African American	82,426
Caucasian	87,097
Hispanic	200,876
TOTAL:	\$447,855

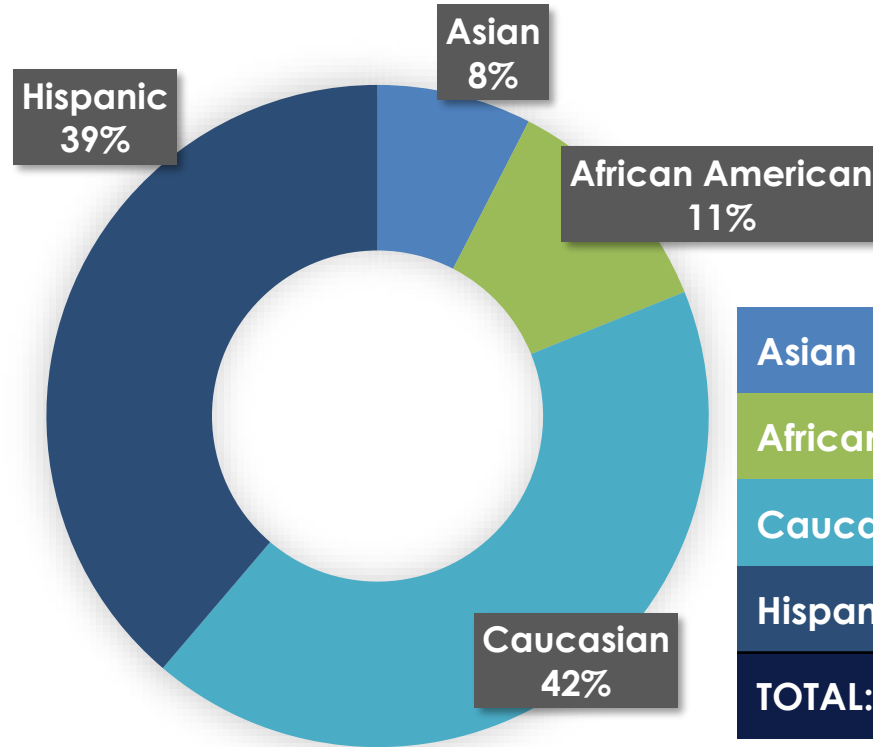
2020 DIVERSITY UPDATE

YTD THROUGH OCTOBER 31, 2020

HOUSTON DEMOGRAPHICS



*Houston Facts 2019, Greater Houston Partnership



In thousands

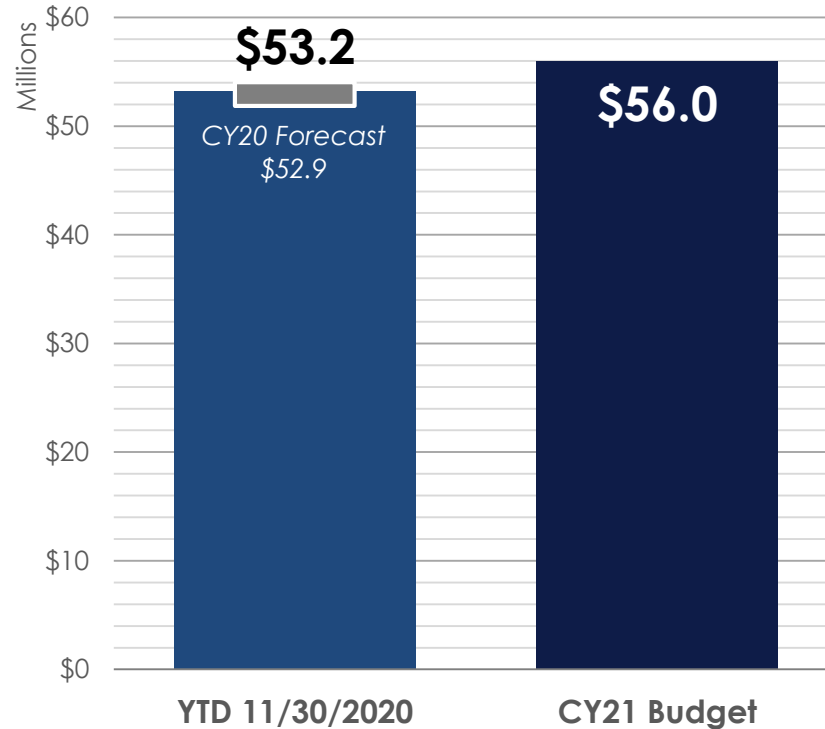
Asian	\$ 1,086
African American	1,632
Caucasian	6,093
Hispanic	5,579
TOTAL:	\$ 14,390

RECENT UPDATES

- **FEMA RECEIPTS:** We received another \$1.4 M in FEMA reimbursements, bringing total received so far to \$116.7 M
- **GRANTS RECEIVED:**
 - Due to diligent work of Susan Tucker, we received a \$85,000 COH Musicians and Music Venues Economic Relief Program grant for the Gus S. Wortham Theater.
 - Received an additional \$158,906 in COVID Relief funding, bringing the total to \$3,187,671. Funding will be spent by Dec 30th on COVID-related expenses like the 8 sets of sliding doors in the GRB.
- **GENERAL CONTRACTOR SELECTION PROCESS:** Proposals for the Lynn Wyatt Square For the Performing Arts are due January 14th; pre-bid meeting was held December 2nd.

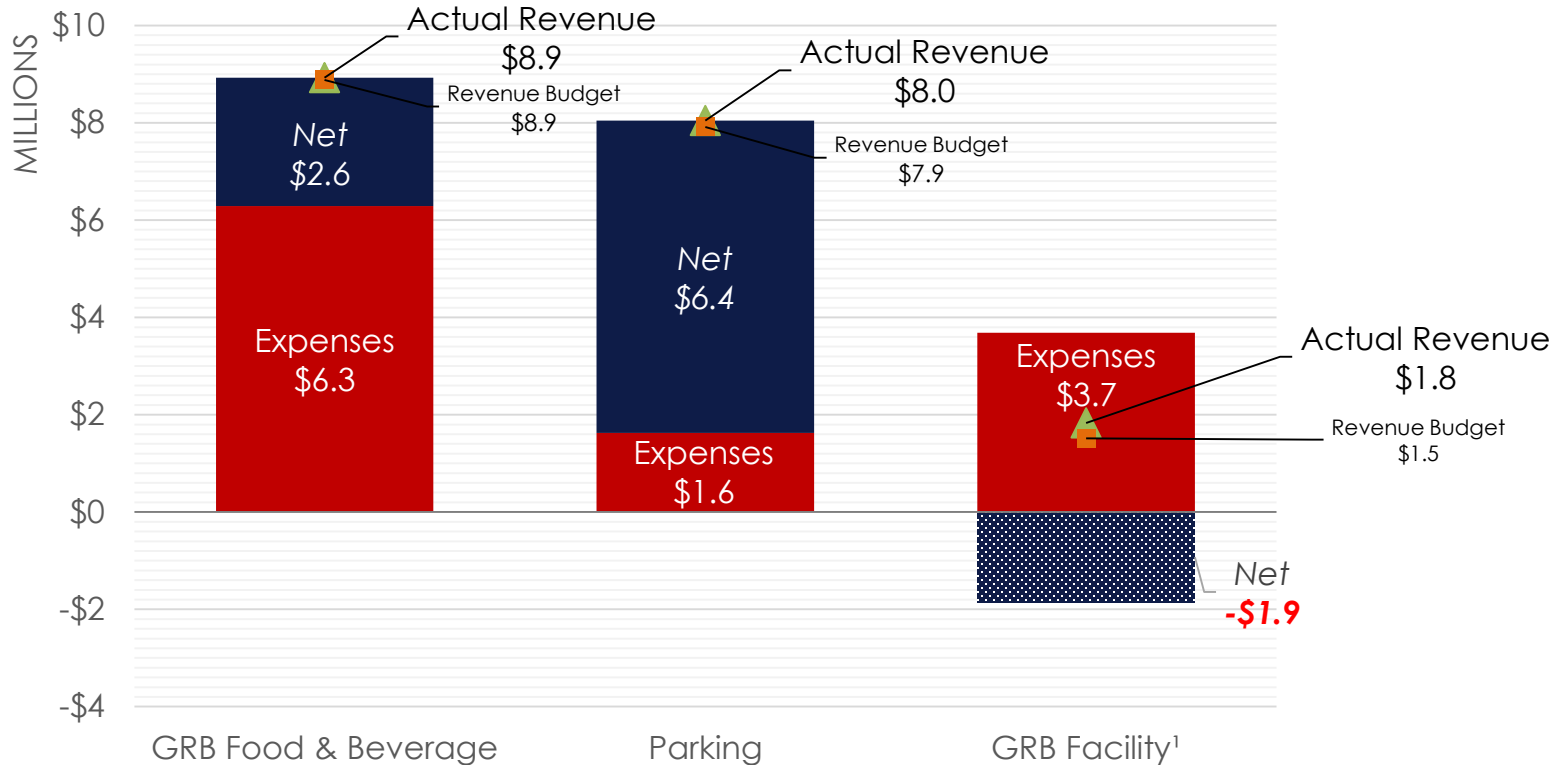
MAJOR REVENUES

HOT Current Collections



OTHER MAJOR REVENUES (NET)

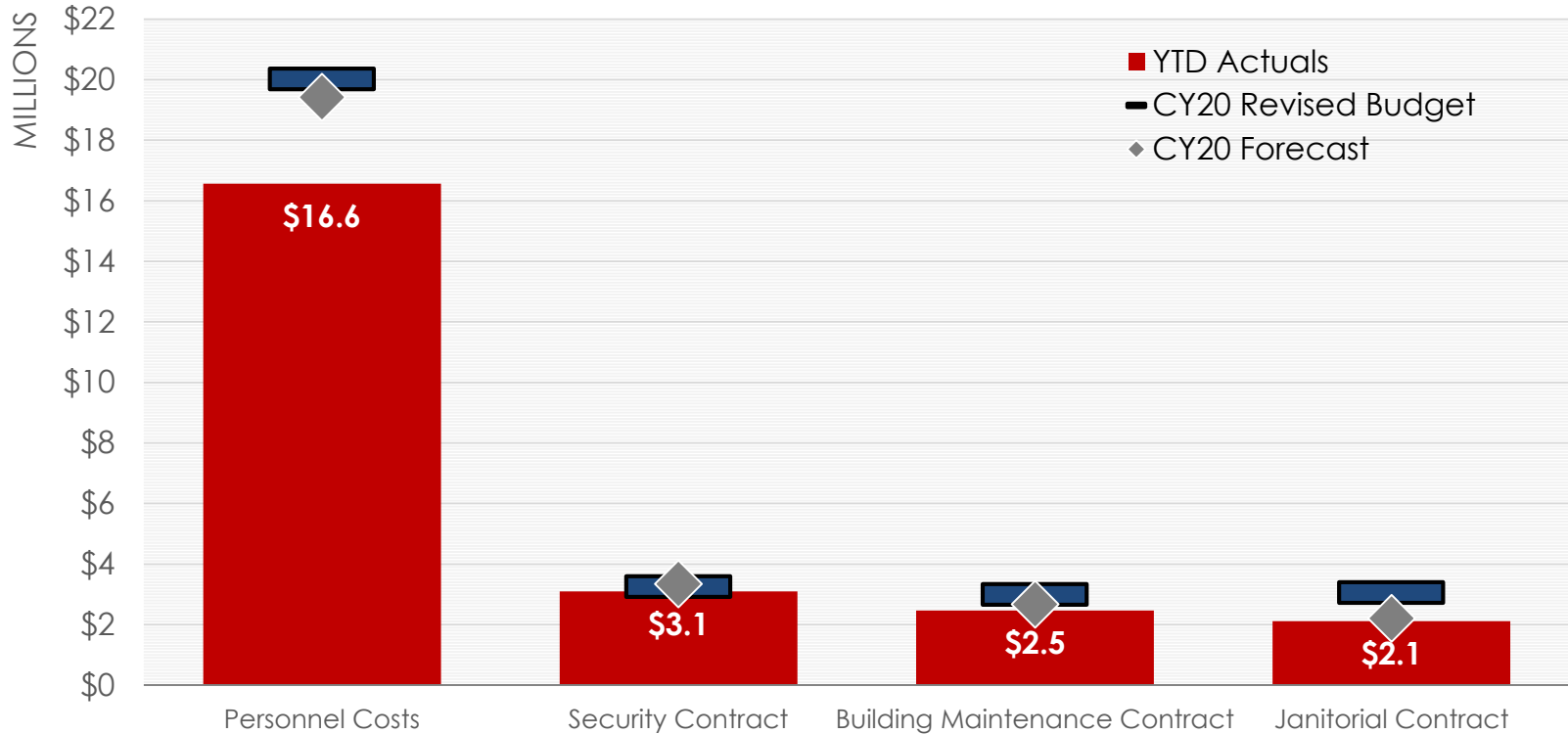
YTD AS OF NOVEMBER 30, 2020



¹ Venue expenses include: security, building maintenance, and janitorial expenses.

MAJOR EXPENSES

YTD AS OF NOVEMBER 30, 2020





HOUSTON FIRST BOARD BUSINESS

- A. *Consideration and possible approval of a Landscaping Services Agreement with Western Horticultural Services, LP.*

HFC BOARD OF DIRECTORS MEETING
December 17, 2020



HOUSTON FIRST
**LANDSCAPING
SERVICES ITB**

MITCH MISZKOWSKI

Purchasing Agent

HFC BOARD MEETING

December 17, 2020

GOALS & OBJECTIVES

Solicitation for experienced contractors to provide comprehensive landscape maintenance on an as-needed basis to produce and maintain healthy and aesthetically-pleasing lawn, groundcover, annual and perennial plants, shrubbery, and trees in landscaped areas of its facilities.

PROCESS OF SOLICITATION

SEPTEMBER

- **9/15**
RFP Issue Date
-

OCTOBER

- **10/01**
Pre-Bid Meeting
-

- **10/15**
Submission
Deadline

NOVEMBER

- **11/13**
Proposal
Evaluation
-

DECEMBER

- **12/10**
Operations
Committee Meeting
-

- **12/17**
HFC Board
Recommendation

SOLICITATION ADVERTISEMENT

Notice of Solicitation:

- B2G Notifications
- City Council Members
- HFC Board Members
- Community Stakeholders



PUBLICATIONS
ADVERTISED

SELECTION CRITERIA

EVALUATION SCORING

POINTS



Transmittal Letter

15



Company Profile

35



Pricing

40



Diversity

10

SELECTION COMMITTEE

JOHN S. GONZALEZ, CMP

Senior Vice President & General Manager
Houston First Corporation

SHAWN HAUPTMANN

General Manager- MOT
Houston First Corporation

MELANIE TEP

Financial Analyst
Houston First Corporation

AARON REEVES

Maintenance Supervisor- GRB Operations
Houston First Corporation

KENNETH MANN

Building Superintendent- GRB Operations
Houston First Corporation

CLARK CURRY

Operations Director
Discovery Green

ROGER HARRIS

Development Specialist Manager
Houston First Corporation

PROPOSERS



374

Western Horticultural
Services, LP

474



231



MALDONADO
NURSERY & LANDSCAPING, INC.

347



PL CONSULTANTS, LLC

346



Houston Grotech Services
Landscaping Company

361

SMARTSCAPING
LANDSCAPING & DESIGN

356



345

RECOMMENDATION: Western Horticulture

- Houston-Based Company Founded in 1991
- Experienced and Stable Staff; Operations Manager has been with company 19 years, Account Manager 22 years, Supervisor for 9 years
- Received Highest Score in all Categories, including the maximum for Diversity participation
- Clients include Discovery Green, Hewlett Packard Campus: NW Houston, Insperity Campus: Kingwood
- Provided Landscaping Services to HFC 2010-2015

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