

# MINUTES

## HOUSTON FIRST CORPORATION

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**JOINT ENTREPRENEURIAL COMMITTEE  
HOUSTON FIRST CORPORATION, GREATER HOUSTON CONVENTION AND VISITORS BUREAU  
October 31, 2018– 3:30 P.M.  
Partnership Tower, 701 Avenida de las Americas, Ste. 200  
Houston, Texas 77010  
HFC BOARD ROOM**

*The Joint Entrepreneurial Committee (“Committee”) 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 at Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas, 77010, on Wednesday, October 31, 2018, commencing at 3:30 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 Committee members were present for the meeting: Paul Puente (Co-Chair), Chris Pappas (Co-Chair), Phyllis Bailey, Nick Massad, Jr., Jay Zeidman, and George DeMontrond.*

The meeting was called to order at 3:01 p.m. and a quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the meeting minutes of May 1, 2018 were approved as presented.
3. **Presentations and Reports.**
  - A. **Event Portfolio Update.** Michael Heckman, Sr. Vice President of Partnerships and Event Development, discussed Comicpalooza. The event was a great success with over 50,000 attendees and net revenues to HFC of \$732,191. Comicpalooza included a number of high-profile celebrity guests, including Tom Holland of Spider-man: Homecoming and Krysten Ritter of the Netflix original series, Jessica Jones.

Mr. Heckman stated that Comicpalooza will have another great year in 2019, but HFC should not expect to see the same return due to the event being held over Mother’s Day weekend.

Chris Pappas asked about the relationship between HFC and the former owner of Comicpalooza. Michael Heckman confirmed that he now serves as a consultant for the event.

Mr. Heckman introduced Aimée McCurtain, Director of Partnership Marketing, to discuss the use of metrics for curated programming, exhibitor procurement, and celebrity bookings to wrap up the presentation of Comicpalooza.

He announced that SpaceCom will take place at the George R. Brown Convention Center November 27-28, 2018.

Mr. Heckman is also working to finalize the Food, Wine & Spirits Festival with Southern Glaziers and the Food Network. Mike Waterman further explained that the festival will incorporate a music and lifestyle component.

Jay Zeidman briefly discussed a collaboration between HFC and Texas Monthly.

4. **Committee Business.**

- A. Consideration and possible recommendation of the 2019 Entrepreneurial Partnerships and Event Development Strategic Plan and Budget. Peter McStravick, Chief Development Officer, provided an overview of the 2019 strategic planning process and Frank Wilson, Chief Financial Officer, then discussed the major themes that guided the 2019 budget process.

There was discussion of the 2019 Entrepreneurial Partnerships and Event Development Strategic Plan.

In conclusion, Mr. Wilson presented the department budget along with the ancillary department revenues.

A motion was made to recommend the 2019 Entrepreneurial Partnerships and Event Development Strategic Plan and Budget. The motion passed unanimously.

5. **Adjournment.** The meeting was adjourned at 4:02 p.m.