

MINUTES

HOUSTON FIRST CORPORATION

BOARD OF DIRECTORS MEETING
May 2, 2024, beginning at 8:00 A.M.
Partnership Tower, 701 Avenida de las Americas, Suite 200
Houston, Texas 77010
HOUSTON FIRST BOARD ROOM

The Board of Directors (“Board”) of Houston First Corporation (the “Corporation”), 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, Suite 200, Houston, Harris County, Texas 77010 on Thursday, May 2, 2024, commencing at 8:00 a.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.

- I. **Call to Order.** The meeting was called to order at 8:00 a.m. A quorum was established with the following Board Members present: Jay Zeidman (Chair), Sofia Adrogué, Alex Brennan-Martin, Ryan Martin, Tom Segesta, and Bobby Singh. Elizabeth Gonzalez Brock, Nicki Keenan, and Paul Puente were not present.
- II. **Public Comments.** There were no public comments.
- III. **Minutes.** Following a motion, duly seconded, the Board approved the minutes of the December 14, 2023 Board meeting, as presented, unanimously.
- IV. **Presentations, Reports, and Updates.**
 - A. **Houston First Chairman’s Report.**

Jay Zeidman, Chair, gave opening remarks. Mr. Zeidman said he was honored to serve and expressed his gratitude to current and former members of the Board for their service and hard work. He confirmed that the Board would meet quarterly, and briefly noted that new committee meetings will be scheduled.
 - B. **President & CEO Report**

Michael Heckman, President and CEO, thanked Mr. Zeidman and gave his opening remarks. Mr. Heckman briefly mentioned several major events the Corporation has brought to Houston successfully, and noted the resulting economic benefits, before asking the leadership team to begin their presentations.

John Solis, Senior Vice President of Sales and Client Services, reported on sales lead volume for CY 2023 and the first quarter of CY 2024, as well as year-to-date meetings hosted and site visits. Mr. Solis noted that new exhibit booth displays and activations have made a positive impression at industry events.

Jorge Franz, Sr. VP of Tourism and Industry Relations, explained the Houston Signature Experiences. Mr. Franz discussed his renewed focus on engaging the international market, especially Mexico and Canada.

Holly Clapham, Chief Marketing Officer, discussed newly-designed websites, media impressions, advertising, and related activities. Ms. Clapham mentioned a local marketplace idea offering local and unique products located conveniently for convention attendees.

John Gonzalez, Sr. V.P. and General Manager, went over a list of major events hosted at the convention center and a number of activations at outdoor facilities. Mr. Gonzalez briefly mentioned a few capital projects in the theaters.

Mr. Heckman thanked the leadership team for their reports and gave his closing comments to the Board.

C. Financial Report

Frank Wilson, Chief Financial Officer, provided the Financial Report. After a brief overview, Mr. Wilson provided a budget-to-actual variance analysis for CY 2024 and the first quarter of CY 2024.

V. **Board Business**

- A. Consideration and possible approval of a resolution ratifying, approving, and confirming that the Board of Directors resolution effective September 1, 2023, designating Project Financing Zone Number One, City of Houston, Texas, shall be deemed an ordinance within the meaning of TEXAS TAX CODE Section 351.1015(a)(4)(A); providing a severability clause; and providing an effective date.

After being introduced by Mr. Zeidman, the item was summarized by David Staas of Winstead, outside legal counsel for the Corporation. Following a motion, duly seconded, the Board approved the item unanimously.

VI. Adjourn

Prior to adjournment, Board Member Bobby Singh commented that he appreciated the information provided to him on Lynn Wyatt Square. Mr. Singh also voiced his support for Elizabeth Brock as Chair of the METRO Board and the reception honoring her appointment. Mr. Singh then inquired about the celebrations for Heritage Months and Diversity, Equity, and Inclusion (DEI) initiatives. Mr. Heckman responded that the Corporation has a full schedule of events for Heritage Months, and noted that the Business Resource Group was established by the Corporation to consider and work to advance DEI initiatives.

Board Member Sofia Adrogué suggested that Board Members be kept informed of events Board Members might attend for the purpose of supporting the Corporation and serving as ambassadors for Houston. Mr. Heckman responded in the affirmative.

The meeting was adjourned at 9:48 a.m.