**HOUSTON FIRST CORPORATION**

**MINUTES OF HOUSTON FIRST CORPORATION BOARD OF DIRECTORS**

**JANUARY 19, 2017 – 4:00 P.M.**

The Board of Directors of 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.TRANSP.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, Texas, on Thursday, January 19, 2017, commencing at 4:00 P.M. Written notice of the meeting, including the date, hour, place and agenda, was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: David Mincberg, Phyllis Bailey, Alex Brennan-Martin, Katy Caldwell, Fernando Cuellar, Irma Diaz-Gonzalez, Harry Greenblatt, Desrye Morgan, Paul Puente, Bobby Singh, David Solomon, Gerald Womack, Council Member Dave Martin and Council Member David Robinson. Council Member Kubosh was also in attendance.

David Mincberg called the meeting to order at approximately 4:10 P.M. and a quorum was established.

1. **Public Comments.** None

2. **Approval of Minutes.** A motion was made and duly seconded to approve the minutes of the November 10, 2016 meeting as presented.

3. **Houston First Corporation’s Activation for Super Bowl**. Michael Heckman introduced Sallie Sargent, President & CEO of the Houston Super Bowl Host Committee, who provided some of the highlights of what can be expected at the 2017 Super Bowl. She mentioned activation of the neighborhoods, utilization of local talent, and promoting animal adoption at the Animal Planet Puppy Bowl. She also touched on some of the major events leading up to Game Day and expressed her many thanks to Houston First for its partnership in preparing for this significant event. Michael Heckman then gave a presentation regarding the events planned for Super Bowl and Houston LIVE, a unified activation zone with a focus on energizing, inspiring and celebrating Houston. He covered messaging, customer engagement and events. Holly Clapham then provided an overview of the media and marketing efforts.

4. **Consideration and possible approval of an agreement with the Discovery Green Conservancy for Avenida Plaza Programming and Event Management.** Desrye Morgan, Chair of the Theater & Convention District Operations Committee, provided an overview of the discussions held at the January 18, 2017 Committee meeting and advised the Board that this item was recommended for Board approval. Suzanne Theis, Programming Director at Discovery Green, provided programming concepts designed to activate the Avenida Plaza by complementing and enhancing the use of Discovery Green and the new public spaces on Avenida Houston. The agreement engages Discovery Green Conservancy to manage the programming and scheduling of Discovery Green and Avenida Plaza in four-month blocks not to exceed pre-approved budgets. Following discussion on this item, a motion was made and duly seconded to approve the agreement with the Discovery Green Conservancy for Avenida Plaza programming and event management.

5. **Janitorial Solicitation.** Lisa Hargrove provided detailed information regarding the important dates, selection criteria, key terms, diversity goal and new features that will accompany the solicitation for a janitorial services best value solicitation scheduled for issuance on February 10, 2017. She advised the Board that this item would be presented for consideration at the May 2017 HFC Board meeting.

1. **Procurement Plan.** Lisa Hargrove reminded the Board that a 2017-2018 Procurement Plan, including major contract expiration dates, procurement methods and dates to begin the procurement process, is located on the Houston First website (houstonfirst.com) under the Do Business tab.

7. **Legislative Update.** Rob Jackson presented an overview of Houston First’s priorities in the 2017 legislative session, which include preemption, rideshare, short-term rentals, licensed carry, S.B. 6 (bathroom bill), event trust funds, film incentives, and hotel occupancy tax.

8. **Feasibility Study for New Attraction.** Roksan Okan-Vick gave a presentation on the criteria used for a New Attraction Market Analysis and Feasibility Study, an initiative that will be used to determine the viability of a family-friendly, iconic attraction in Houston. She covered the process for selecting a company to perform the analysis and study. A Request for Qualification was issued to solicit proposals from interested companies to inventory existing and planned attractions, interview local and national stakeholders, identify Houston’s strengths and weaknesses, and determine the feasibility of creating a new iconic attraction in Houston. She also described the proposals received, members of the selection committee and the selection of AECOM to enter into contract negotiations to perform the market analysis and feasibility study.

9. **I-69 Bridge Enhancements.** Ms. Okan-Vick continued her presentation with an overview of the I-69 bridge enhancement project that will provide colorful aesthetics to eight bridges that span I-69 south of the George R. Brown Convention Center. She explained that plastic strips would be woven through the fencing and would be visible from the bridge to pedestrians crossing and from below to the freeway traffic. Images were selected from photographer Geoff Winningham’s Pozos Art Project created by local schoolchildren. She also provided specifics on cost, schedule, long-term maintenance and stakeholder communications.

10. **KHOU**. Holly Clapham-Rosenow provided information related to marketing efforts.

11. **Rodeo Activation**. Luther Villagomez informed the Board that plans were in place for the BBQ cook-off on March 2-4, 2017.

12. **CEO Report**. Dawn Ullrich encouraged Board Members to view the improvements to the Broadway corridor beautification work done by Scenic Houston. Both Houston First and the GHCVB provided significant funding toward the beautification project. In addition, she provided a handout of upcoming important dates, and specifically highlighted the Tourism Summit and Board retreat.

13. **Distribution Plan for Super Bowl Tickets/Information**. David Mincberg advised the Board Members that tickets to Super Bowl related events should be distributed by January 25th.

The meeting adjourned at approximately 5:50 p.m.

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Pamela Walko, Secretary