

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

**MINUTES OF THE
JOINT ENTREPRENEURIAL COMMITTEE
March 21, 2017**

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 at the Partnership Tower, 701 Avenida de las Americas, Houston, Harris County, Texas 77010, on Tuesday, March 21, 2017, 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 members participated in the meeting: Phyllis Bailey, Chris Pappas, Nick Massad, Jr., Desrye Morgan and George DeMontrond.

Co-chairperson Bailey called the meeting to order at approximately 3:30 P.M. and a quorum was established.

1. **Public Comments.** None
2. **Minutes.** After a motion duly made and seconded, the minutes of the November 30, 2016 meeting were approved as presented. George DeMontrond was not present at the time of the vote.
3. **Presentations.** Michael Heckman presented on COMiCPALOOZA which is scheduled for May 12-14, 2017 at the GRB. He stated he will be pitching a sponsorship opportunity to BBVA on March 22, 2017. The suggested terms are \$300K over three years with \$75K due the first year, \$100K the second year, and \$125K the third year. He also mentioned that the new website for this event has launched and is better than last year. He and his team are considering adding a Gaming (E-Sports) component to this event. Mike Waterman added that E-Sports did very well at NFL Experience. Michael is working with Jorge Franz and his team to assist with marketing in Mexico. Michael added that public safety is being enhanced by replacing the volunteer security team with a private security firm and adding HPD officers. Also, a new medical provider will be brought on this year. Challenges facing the event this year are timing (Mother’s Day Weekend) and attracting headliner talent.
4. **Committee Business.** None
5. **Medical World Americas.** Michael Heckman advised the Committee that the Chair of Medical World Americas, Dr. Robert Robbins, will be leaving and the interim President & CEO will be William McKeon. Mr. McKeon will be stepping up from his position as Executive Vice President and Chief Operating Officer. Michael stated he will be meeting with Mr. McKeon on March 22.

