

MINUTES

HOUSTON FIRST CORPORATION

**Theater District and Convention District Operations Committee
May 7, 2019 – 8:00 A.M.
Partnership Tower, 701 Avenida de las Americas, Ste. 200
Houston, Texas 77010
HFC BOARD ROOM**

The Theater District and Convention District Operations 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., posted a meeting at Partnership Tower, 701 Avenida de las Americas, Harris County, Texas, 77010, on Tuesday, May 7, 2019, 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.

The following Committee members were present for the meeting: Desrye Morgan (Chair), Dean Gladden (Vice Chair), and Council Member David Robinson.

The meeting began at 8:07 a.m.; no quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** [Item not discussed or approved].
3. **Presentations and Reports.**
 - A. **Operations Update.** Vice Chair, Dean Gladden, discussed a recent event held for the General Managers of various Houston hotels and the seven largest performing arts organizations in the City to review how hoteliers could further promote the theater.

Todd Holloman, Director of Live Events and Experiences, discussed programming at Avenida Houston, including Party on the Plaza with artist Kishi Bashi in conjunction with Asian Pacific Islander Heritage Month. According to Mr. Holloman, Party on the Plaza continues to grow with an average of 3,500 attendees per event. Mr. Holloman also discussed re-locating the Radio One, "Five after Five" series from Jones Plaza to Avenida Houston.

Christine West, Cultural Programs Manager, informed the Committee of the artwork displayed at the George R. Brown Convention Center ("GRB") in February for Black History Month as well as upcoming plans for Asian Pacific Islander

Heritage Month. Ms. West mentioned there will be an exhibit from an Iranian artist located on the first floor of Partnership Tower.

John Gonzalez, Sr. Vice President of Operations and General Manager, reported a strong second quarter at GRB with AWEA Windpower, the Texas Black Expo, Bridal Extravaganza, and Comicpalooza. He reported that calendar year attendance at GRB is over 410,293. GRB is also up 16% on catering services and 21% on utilities and electrical services through Smart City Electric.

Mr. Gonzalez discussed some of the events taking place in the Theater District. A Cinco de Mayo performance will be held at Miller Outdoor Theatre, the musical, Chicago, will take place at Jones Hall, and in June the Houston Ballet will perform a week-long musical of Marvin Gaye at Wortham Theater.

Mr. Gonzalez also stated he has been working with the Procurement Department to obtain materials for temporary mitigation walls at Wortham Theater. Peter McStravick, Chief Development Officer, further discussed the major breaches related to Hurricane Harvey and mitigation efforts.

Peter McStravick discussed plans for the new Welcome Center in the GRB. Mr. McStravick explained that HFC issued a solicitation for a food and beverage concept on Avenida to replace McAlister's Deli. HFC received one bid for a coffee concept, and as a result, HFC decided to proceed in a different direction and utilize the space as a Welcome Center. Mr. McStravick introduced Sydney Dao, Director of Retail, to further discuss the new concept.

Ms. Dao explained that the Welcome Center will include a new grab and go food concept, GRUB, with salads, sandwiches, and breakfast options managed by GRB staff and Levy Foodservice. She also explained that the retail space, Launch, will be re-located to the Welcome Center as well as an additional retail area to purchase less expensive souvenirs. Additionally, Ms. Doa explained that the Welcome Center will include visitor information and ipads to purchase experiences through the Houston Experience Marketplace that will be managed by the Tourism Department.

Committee Chair, Desrye Morgan, asked for additional information regarding the project budget and Ms. Dao stated HFC was able to repurpose the existing space, but there will be approximately \$30,000-\$40,000 in improvements to the area.

Mr. Gonzalez concluded the operations update with a brief discussion of parking at HFC facilities.

- B. I-69 Update- Jacobs Engineering Group, Inc. Council Member David Robinson provided the I-69 update and stated that HFC has been meeting regularly with the Jacobs Engineering team and the project is progressing positively. As Chair of the Transportation, Technology, and Infrastructure Committee, Council Member Robinson has also conducted several meetings with TxDot. He also announced

that a meeting will take place Thursday with Public Works in June another meeting will be held with Jacobs Engineering and TxDot.

4. **Committee Business.**

A. Consideration and possible recommendation of a Parking Operations and Management Services Agreement with Winpark Management LLC. Mitch Miskowski discussed the Parking Operations and Management Services solicitation. Mr. Miskowski stated that HFC received a total of five proposals and all five firms participated in interviews with the HFC selection committee. Upon reevaluation of all proposals received, the firm that received the highest score was Winpark Management LLC.

Mr. Miskowski introduced representatives of Winpark Management LLC. No action was taken on this item.

5. **Adjournment.** The meeting ended at 8: 51 a.m.