

HOUSTON FIRST CORPORATION

MINUTES OF HOUSTON FIRST CORPORATION BOARD OF DIRECTORS November 13, 2015

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.TRANS.P.CODE ANN. §431.101 et seq. and TEX.LOC.GOV'T.CODE ANN §394.001 et seq., held a meeting in the George R. Brown Convention Center, 3rd Floor Executive Board Room, 1001 Avenida de las Americas, Houston, Harris County, Texas 77010, on Friday, November 13, 2015, commencing at 3:00 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: Ric Campo, Phyllis Bailey, Alex Brennan Martin, Katy Caldwell, Fernando Cuellar, Irma Diaz Gonzalez, Harry Greenblatt, Winslow Jeffries, Desrye Morgan, David Solomon, Gerald Womack, Council Member Martin and Council Member Robinson. Council Member Gallegos' representative, Daniel Santamaria, was also in attendance. C. C. Conner, Jr. was absent.

Ric Campo called the meeting to order at approximately 3:01 P.M. and a quorum was established.

1. **Approval of Minutes.** After a motion duly seconded, the minutes of the September 21, 2015 meeting were approved.
2. **Election of Officers.** After a motion duly seconded, the Board of Directors, in accordance with the Bylaws of the Corporation, elected and appointed the following persons as officers of the Corporation:
 - Dawn Ullrich, President
 - Brenda Bazan, Treasurer
 - Pamela Walko, Secretary
3. **Consideration and possible action on the approval of Houston First Corporation's 2016 Business Plans and Budget.** Katy Caldwell announced that the process was different this year and asked if anyone had any comments about the change. Further, the staff received praise on the work that went into creating a comprehensive business plan on all of the departments. As the budget and business plans were fully vetted on the committee level, Dawn Ullrich presented the highlights from the business plans followed by a presentation of the condensed budget by Brenda Bazan. Following a thorough discussion on this item, including a deep dive into HOT projections and stress tests, a motion was made and duly seconded to unanimously approve Houston First Corporation's 2016 Business Plans and Budget as presented.
4. **Public Comments.** Public comments were taken out of order to provide an opportunity for Congresswoman Sheila Jackson Lee to address the Board in support of consideration for funding for the Houston Museum of African American Culture (HMAAC). She stated that, in her opinion, HMAAC was unique in its portrayal of African American culture and the importance of telling the story of African American culture in Houston.

5. **Consideration and possible approval of a sponsorship for "The ICE at Discovery Green."** Alex Brennan Martin advised the Board that this item was fully discussed at the Governance, Audit & Finance Committee meeting on November 13, 2015 and asked Michael Heckman to provide the details of the event. In exchange for the sponsorship, Houston First would receive presenting sponsor designation, prominent branding and recognition on site and various media outlets and promotional channels. Following discussion on this item, a motion was made and duly seconded to approve a \$125,000 sponsorship for "The ICE at Discovery Green."
6. **Consideration and possible approval of a sponsorship for the 2015 New Year's Eve celebration.** This item was fully vetted in the Governance, Audit & Finance Committee meeting held on November 13, 2015. Michael Heckman advised the Board that the annual New Year's Eve celebration has been designated as one of its "signature events." Houston First would receive presenting sponsorship designation, prominent branding and media messaging, extensive on-site signage and VIP hospitality opportunities. Following discussion on this item, a motion was made and duly seconded to approve a sponsorship of \$400,000 for the 2015 New Year's Eve celebration.
7. **Consideration and possible approval for funding to preserve the 1847 Kellum-Noble House in Sam Houston Park.** This item was thoroughly discussed at the Governance, Audit & Finance Committee meeting on November 13, 2015. Michael Heckman briefed the Board on the importance of this building as a historic tourism asset in downtown Houston as it is the oldest surviving building on its original foundation. Providing funding of \$250,000 will complete the last phase of the stabilization and preservation project. Houston First will receive prominent recognition as a Major Corporate Partner, permanent signage recognizing Houston First's contribution and use of Kellum-Noble and other Heritage Society facilities for private events to host clients at no charge. After discussion on this item, a motion was made and duly seconded to approve funding to complete the stabilization and preservation of the 1847 Kellum-Noble House in Sam Houston Park.
8. **Consideration and possible action on the approval of Hilton Americas-Houston 2016 Business Plan and Budget.** This item was fully vetted in the Hotel Committee meeting on October 8, 2015. David Solomon provided some highlights of the budget and the goals outlined in the business plans. Following discussion on this item, a motion was made and duly seconded to approve the Hilton Americas-Houston 2016 Business Plan and Budget as presented.
9. **Executive (closed) session.** The Board went into Executive Session at 4:09 P.M. pursuant to Texas Government Code Section 551.072 for the purpose of deliberations regarding real property. The Board came out of Executive Session at approximately 4:30 P.M.

10. **Consideration and possible approval of a proposed lease between Houston First Corporation and Free Range Concepts, Inc. for a retail and entertainment concept to be located in the proximity of the George R. Brown Convention Center.** This item was fully vetted in Executive Session. A motion was made and duly seconded to approve the proposed lease between Houston First Corporation and Free Range Concepts, Inc. for a retail and entertainment concept to be located in the proximity of the George R. Brown Convention Center.

10. **Updates.**

- A. Peter McStravick provided construction updates on the office tower, the north garage, skybridge installation, the front of the George R. Brown Convention Center, the City Hall gift shop renovation and Starbuck's.
- B. Gretchen Coss made a brief presentation on the status of the Convention District Branding project.
- C. In her CEO report, Dawn Ullrich announced that Houston First was selected by the Office of Business Opportunity to receive the Community Partner of the Year Award at the Annual Champions of Diversity Awards Ceremony on December 10, 2015 and encouraged all Board members to attend. She also provided the dates of upcoming meetings where the HFC budget will be reviewed and discussed.

The meeting adjourned at approximately 4:54 P.M.

Pamela Walko

Pamela Walko, Secretary