

HOUSTON FIRST CORPORATION

MINUTES OF HOUSTON FIRST CORPORATION BOARD OF DIRECTORS APRIL 20, 2016

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.CODE ANN. §431.101 et seq. and TEX.LOC.GOV'T.CODE ANN §394.001 et seq., held a meeting at the George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Texas, on Thursday, Wednesday, April 20, 2016, commencing at 2:00 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: Ric Campo, Phyllis Bailey, Alex Brennan Martin, Katy Caldwell, C. C. Conner, Jr., Harry Greenblatt, Winslow Jeffries, Desrye Morgan, David Solomon, Gerald Womack, Council Member Martin and Council Member Robinson. Council Member Kubosh was also in attendance.

Ric Campo called the meeting to order at approximately 2:02 P.M. and a quorum was established.

1. **Approval of Minutes.** After a motion was made and duly seconded, the minutes of the March 10, 2016 meeting were approved as presented. Alex Brennan Martin, Desrye Morgan, and Gerald Womack arrived after the minutes were approved.

2. **Presentations.**

A. Final Four. Michael Heckman introduced Doug Hall, Final Four Houston Local Organizing Committee Chair, who provided a recap on the success of the event, including attendance numbers, transportation services, strong city-wide coordination and fewer than 6 incidents throughout the weekend. The downtown streets, hotels and restaurants were open and accommodated the large crowd. He also briefed the Board on some of the challenges before he thanked Houston First for the support and collaboration.

B. I-69 Beautification Project. Roksan Okan-Vick gave a presentation on the Freeway Corridor Enhancement Project that will focus on higher maintenance standards and implementation for the major freeway corridors in the region. To jump start this initiative, a \$1.0 million Request for Qualifications was advertised to gauge interest in a small section of the I-69 corridor from I-10 to McGowen. Ten teams, consisting of architects, landscape architects and engineers, responded to have an opportunity to compete to revitalize the I-69 corridor segment. The top five responders will be invited to present their ideas and qualifications before an assembled jury. From that group, the jury will select a winner to complete the work before Super Bowl LI.

3. **Consideration and possible approval of a sponsorship agreement with the Houston Arts Alliance for a Joint Tourism Asset Enhancement Program and authorizing an initial pilot program for the Houston Museum of African American Culture.** This item was fully vetted at the Governance, Audit & Finance Committee meeting held on April 12, 2016. Katy Caldwell emphasized that this expenditure is solely a capacity building grant that will further enhance a strong and sustaining organization. Roger Harris provided the background and explained that the Houston Arts Alliance had the expertise to assist the Houston Museum of African American Culture obtain more patrons, possible grants, endowments and other sources of funding from philanthropic institutions and individuals. Following discussion on this item, a motion was made and duly seconded to approve a sponsorship agreement with the Houston Arts Alliance for a Joint Tourism Asset Enhancement Program.

4. **Consideration and possible approval of sponsorship agreements with RCM Entertainment, L.P., d/b/a Lone Star Sports & Entertainment for the AdvoCare Texas Kickoff and AdvoCare V100 Texas Bowl Games.** This item was fully vetted at the April 12, 2016 Governance, Audit & Finance Committee meeting. Michael Heckman provided the background and the current request related to this item. He explained that the games are played on Labor Day weekend and the weekend between Christmas and New Year's - weekends that are usually slow from a convention perspective. He highlighted the various benefits to the area as a result of these games. Phyllis Bailey requested an update on ROI following the events. Following discussion on this item, a motion was made and duly seconded to approve sponsorship agreements with RCM Entertainment, d/b/a Lone Star Sports & Entertainment for the AdvoCare Texas Kickoff and AdvoCare V100 Texas Bowl Games.

4. **Updates.**
 - A. Fernando Cuellar provided an update on various items presented at the April 20, 2016 Joint Tourism Committee meeting including the Matching Grant Program, Visit Houston and Beyond, new ad agency for the Mexico market, visitor center updates and the Australia and New Zealand Mega FAM.
 - B. Holly Clapham Rosenow updated the Board on the highlights of the April 13, 2016 Joint Marketing Committee meeting related to the selection of a logo for The Avenida district.
 - C. Mike Waterman provided an update on the March 7, 2016 Joint Sales Committee meeting, including the Top Taxi program.
 - D. Dawn Ullrich provided a presentation that demonstrated the April 15, 2016 flood event in the downtown area. She also recognized Ric Campo, who had recently received Houston Business Journal's 2016 Landmark Lifetime Achievement Award Winner. She also reminded the Board of the hard hat tour, which would immediately follow the May 17, 2016 Board meeting.

The meeting adjourned at approximately 3:00 P.M.



Pamela Walko, Secretary