

MINUTES

HOUSTON FIRST CORPORATION

**Joint Marketing Committee
October 31, 2018 – 1:00 P.M.
Partnership Tower, 701 Avenida de las Americas, Ste. 200
Houston, Texas 77010
HFC BOARD ROOM**

The Joint Marketing (“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, Houston, Harris County, Texas, 77010, on Wednesday October 31, 2018, commencing at 1:00 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 Committee members were present for the meeting: Bobby Singh (Co-Chair), Susan Bischoff (Co-Chair), Sofia Adrogué, Clint Pasche, Tom Segesta, and Gerald Womack.

The meeting was called to order at 1:03 p.m. and a quorum was established.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the minutes of September 12, 2018 were approved as presented.
3. **Presentations and Reports.**
 - A. **Houston Film Commission Update.** Rick Ferguson, Sr. Vice President of the Houston Film Commission, informed the Committee that three large budget music videos have recently been shot in Houston for recording artists Drake, Solange, and Travis Scott. Additionally, the BET movie “One Crazy Christmas” has just finished production.

Mr. Ferguson also discussed his involvement in writing an article for the Texas Tribune to discuss the the upcoming legislative session and efforts to address budget concerns with the Texas Moving Image Industry Incentive Program.

Additionally, Mr. Ferguson provided the Committee with a SWOT analysis of the Film Commission to identify its strengths, weaknesses, opportunities, and threats related to project planning.

Gerald Womack suggested that the Film Commission work with local lobbyists to address the lack of funding for the film incentive program.

- B. Marketing Update. Holly Clapham-Rosenow, Chief Marketing Officer, announced that the Avenida branded signs have been added to the downtown skybridges.

Ms. Clapham-Rosenow also provided the Committee with a brief media coverage update. She further explained that HFC's current media strategy is to carry the 50th Anniversary Celebration of the Apollo 11 Mission, until such time it is announced which city will host the DNC 2020.

4. Committee Business.

- A. Consideration and possible recommendation of the 2019 Film Commission Strategic Plan and Budget.

Peter McStravick, Chief Development Officer, discussed the President's Listening Tour and how the information obtained has shaped HFC's strategic planning process for 2019. According to Mr. McStravick, the key areas of improvement identified throughout the listening tour were communication, increased transparency, and fiscal responsibility.

Mr. McStravick further explained how HFC President & CEO, Brenda Bazan, took action by reducing the size of the Executive Team and eliminated twenty positions; of those positions, fifteen were vacant and five were filled.

As a result, the new Executive Team updated the corporate mission and vision of HFC and identified the following pillars of excellence: organizational excellence, stewardship, and enhancing the destination.

Mr. McStravick also discussed the utilization of a different business planning method from previous year's processes called the Balanced Scorecard Method. In 2019, HFC staff will work on developing a global strategic plan with the input of its stakeholders and the HFC Board of Directors.

Frank Wilson, Chief Financial Officer, provided an overview of the 2019 budget process. Mr. Wilson stated that HFC hopes to finish the year \$2,700,0000 in revenues over expenses due to a profit improvement plan enacted by all HFC departments and increased revenues at both the Hilton Americas-Houston Hotel and Avenida Parking Garages.

Rick Ferguson then detailed the Houston Film Commission Strategic Plan for 2019 and Frank Wilson discussed the departmental budget.

Gerald Womack asked for additional information regarding the Houston Film Commission's West Coast Initiative. Mr. Womack expressed concerns with a lack of transparency and suggested that the funding be used to affect change at the legislative level.

Sophia Adrogué noted it was the responsibility of the Committee to do its due diligence as it relates to issues discussed externally, namely the West Coast Initiative.

Following a motion duly seconded, the 2019 Film Commission Strategic Plan and Budget was approved unanimously.

- B. Consideration and possible recommendation of the 2019 Marketing Strategic Plan and Budget.* Ms. Clapham-Rosenow provided a brief overview of the 2019 Marketing Strategic Plan and Frank Wilson discussed the department budget.

Following a motion duly seconded, the 2019 Marketing Strategic Plan and Budget was approved unanimously. Bobby Singh was not present for the vote.

5. **Adjournment.** The meeting was adjourned at 2:27 p.m.