

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

**MINUTES OF THE
JOINT ENTREPRENEURIAL COMMITTEE
JUNE 5, 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.TRANSP.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 Monday, June 5, 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, Desrye Morgan and George DeMontrond. Nick Massad, Jr. was absent.

Co-chairperson Bailey called the meeting to order at approximately 3:37 P.M. and a quorum was established.

1. **Public Comments.** None
2. **Minutes.** After a motion duly made and seconded, the minutes of the March 21, 2017 meeting were approved as presented.
3. **Presentations.**
 - A. **Food and Wine.** Michael Heckman shared details regarding a possible partnership opportunity for a food and wine event in Houston. He stated that preliminary discussions had occurred with a potential organizing partner and sponsor activations. He stated that Houston First would like to have Committee input as discussions continue. Co-chairperson Pappas suggested that a close look be taken at the footprint and that we secure a better understanding of operations in other locations. Mr. Heckman assured him that the opportunity would be fully vetted before coming back to the Committee. The Committee agreed that there was nothing to lose in pursuing this opportunity. Mr. Heckman committed to keep the committee up to speed on the process.
 - B. **ComicPalooza.** Mr. Heckman continued with an update on ComicPalooza, which was held May 12-14, 2017. He felt it was successful, in spite of it being on Mother’s Day weekend this year. An estimated 2,000 room nights were generated between Marriott and Hilton Americas, as well as thousands of other room nights at hotels throughout the city. He stated that he would provide the Committee with a budget versus actual schedule at the next meeting.

4. **Committee Business.** None

5. **Updates.**

- A. Medical World Americas. Mr. Heckman stated that he had been in discussions with Bill McKeon, recently named CEO of the Texas Medical Center. Due to this change in leadership, there is a possibility that this event will move to 2018.

- B. SpaceCom. SpaceCom will be held December 5-7 and will be the 3rd year for this event at the George R. Brown Convention Center. Mr. Heckman stated that the event needs to be relevant to business to make it unique to many different industries. A more detailed update will be provided at the next meeting.

- C. Other Opportunities. Other opportunities discussed were Texas Black Expo and the BET Experience taking place in Los Angeles.

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

/s/ _____

Pamela Walko, Secretary