

HOUSTON FIRST CORPORATION
MINUTES OF THE
JOINT ENTREPRENEURIAL COMMITTEE
May 20, 2015

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 in the George R. Brown Convention Center, 3rd Floor Construction Conference Room, 1001 Avenida de las Americas, Houston, Harris County, Texas 77010, on Wednesday, May 20, 2015, commencing at 10:00 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 members participated in the meeting: Phyllis Bailey, Chris Pappas, George DeMontrond, and Nick Massad. Desrye Morgan was absent.

Co-chairperson Bailey called the meeting to order at approximately 10:06 A.M. and a quorum was established.

1. **Public Comments.** None
2. **Minutes.** After a motion duly made and seconded, the minutes of the January 26, 2015 meeting were approved. Chris Pappas was not in attendance at the time of the vote.
2. **Presentations.**
 - A. **Three-Year Event Projections.** Michael Heckman provided conservative and optimistic scenarios of the three-year event projections. He committed to provide a full report on SpaceCom at the August meeting.
 - B. **Proposed GHCVB Dashboard Presentation.** Michael Heckman discussed the Event Development Financial Dashboard for equity-owned and invested events. Further, he mentioned that the focus would be placed on core areas, such as space, energy and medical.
3. **Consideration and possible recommendation of an exclusive non-alcoholic Beverage Agreement with Coca-Cola Refreshments USA, Inc.** Michael Heckman provided the description of the agreement, solicitation process and the parameters used to arrive at the staff recommendation. Following a motion duly seconded, the recommendation for an exclusive non-alcoholic Beverage Agreement with Coca-Cola Refreshments USA, Inc. was approved by the Committee.

4. **Updates.**

A. **Medical World Americas (“MWA”).** Michael Heckman distributed a letter from President and Chief Executive Officer of the Texas Medical Center, Dr. Robert Robbins, which lauded the efforts and established partnerships that resulted from this event. Mr. Heckman also advised the Committee that he is working on using MWA as an umbrella event under which plenary events could occur at the same time. This approach would provide an opportunity for cross-functional networking.

5. **Announcements.** The next Joint Entrepreneurial Committee meeting will be scheduled for mid-August, 2015.

The meeting adjourned at approximately 10:54 A.M.



Pamela Walko, Secretary