

HOUSTON FIRST CORPORATION
MINUTES OF THE
GOVERNANCE, AUDIT & FINANCE COMMITTEE
November 13, 2015

The Governance, Audit & Finance Committee 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.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 Executive Boardroom, 1001 Avenida de las Americas, Houston, Harris County, Texas 77010, on Friday, November 13, 2015, commencing at 2:00 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: Alex Brennan Martin, Winslow Jeffries, John Johnson and Dawn Ullrich. Katy Caldwell and Lisa Anderson were absent.

In the Chairman's absence, Alex Brennan Martin called the meeting to order at approximately 2:01 P.M. and a quorum was established.

1. **Public Comments.** None
2. **Review and Approval of Minutes.** A motion was made and duly seconded to approve the minutes of the October 15, 2015 meeting.
3. **Presentations.** None
4. **Consideration and possible recommendation for the approval of a sponsorship for "The ICE at Discovery Green."** The ice skating rink at Discovery Green has provided a magical and a fun-filled Houston experience for the past eight years. In addition to "The Ice", numerous other events and activities are scheduled at the Park during the holiday season. It is estimated that approximately 60,000 skaters and 350,000 spectators will visit the Park. Michael Heckman explained that the recent construction on Avenida de las Americas has impacted Discovery Green programming and this sponsorship provides an opportunity to extend goodwill while reaping benefits for Houston First, such as exclusive presenting sponsor designation and prominent branding and recognition on-site and through various media outlets as well as through promotional channels. After a thorough discussion on this item, a motion was made and duly seconded to recommend the approval of a sponsorship for the 2015/2016 winter season of "The ICE at Discovery Green" in the amount of \$125,000.
5. **Consideration and possible recommendation of a sponsorship for the 2015 New Year's Eve celebration.** Michael Heckman provided details related to the recommended partnership between Houston First, the Mayor's Office of Special Events and ABC 13/KTRK for a family-friendly New Year's Eve celebration. Further, Houston First has designated the annual New Year's Eve Celebration as one of its "signature events." In exchange for a sponsorship of \$400,000, the benefits to HFC will include presenting sponsor designation, prominent branding

and media messaging, extensive on-site signage and VIP hospitality opportunities. In addition, this event will engage all of the resident arts companies in multiple venues in the Theater District. Following discussion on this item, a motion was made and duly seconded to recommend a sponsorship for the 2015 New Year's Eve celebration.

6. **Consideration and possible recommendation for sponsorship of the preservation of the 1847 Kellum-Noble House in Sam Houston Park.** Michael Heckman advised the committee that the 1847 Kellum-Noble House is the oldest surviving building on its original foundation in Houston and is a historic tourism asset in downtown Houston. If recommended and approved, the funding of \$250,000 will complete the last phase of the stabilization and preservation project. In exchange, Houston First will receive prominent recognition as a Major Corporate Partner, permanent signage recognizing HFC's contribution and use of Kellum-Noble and other Heritage Society facilities for private events to host clients at no charge. Following discussion on this item, a motion was made and duly seconded to recommend the sponsorship of the preservation of the 1847 Kellum-Noble House in Sam Houston Park.

11. **Updates.** None

12. **Announcements.** None.

The meeting adjourned at approximately 2:18 P.M.



Pamela Walko

Pamela Walko, Secretary