

# HOUSTON FIRST CORPORATION

## MINUTES OF THE

### THEATER COMMITTEE

SEPTEMBER 12, 2011

The Theater Committee of the 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 committee meeting in the 1<sup>st</sup> Floor Conference Room at the George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77010, on September 12, 2011, commencing at 9:00 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 Meeting Act. The following committee members participated in the meeting: Desrye Morgan, David Arpin, Dick Rabinow and Dawn Ullrich.

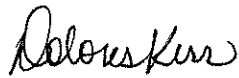
Chairperson Morgan called the meeting to order at approximately 9:00 a.m. and a quorum was established.

1. Management and Accountability Report. Brenda Bazan reviewed with the committee the overall management and accountability reporting used for the Corporation and the segments of such report applicable to committee business. She reviewed the major categories of revenues and expenses explaining that the majority of the revenue is produced from the parking garages. Mario Ariza explained that the parking facilities were used for contract, daily and event parking. Discussion followed by all. Ms. Bazan noted that she was in the process of revising the report to be more specific to the facility or facilities the report covers.
2. Capital projects update. Mario Ariza shared with the committee the current capital projects with regard to Theater District and their status.
3. Update regarding Theater CY12 Budget Priorities. Mario Ariza provided an explanation of the methodology employed to determine the priority of capital improvements projects, the process for their consideration and related matters.
4. Jones Plaza. Dawn Ullrich explained to the committee that in 2001 Jones Plaza was renovated and that since that time numerous complaints have been received regarding the space and that the space is much underutilized. Ms. Ullrich explained that the architectural firm Gensler had prepared three different renderings for proposed renovation, each of which was provided to the Committee. Discussion followed including suggestions by Committee members that community and stakeholder

input should be sought so as to ensure that the final project included elements that would meet the needs of likely users and increase use of the space.

5. Marketing Strategies. Sharon Adams introduced John Harris to the Committee. Mr. Harris is a member of Ms. Adams group and gave an update on the methods used to market the theater facilities. Several Committee members suggestions with regard to aspects of the marketing methodologies described by Mr. Harris.

After motion duly seconded, the meeting was adjourned at approximately 11:25 a.m.



---

Dolores Kerr, Secretary