

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
Henry B. Gonzalez Convention Center
Executive Assembly Conference Center
San Antonio, TX 78205
October 12, 2012
8 a.m. – 10 a.m.

Board Attendance: Madison Smith, Bill Shown, Sue Ann Pemberton, Dan Lopez, Debra Guerrero, Dirk Elmendorf

HPARC Staff/Volunteer Attendance: Andres Andujar, Omar Gonzalez, Rachel Holland, Ron Schappaugh, Maria Hernandez

Additional Attendance: Aaron Parks (UTSA-Institute of Texan Cultures), Mike Sawaya (Convention and Sports Facilities), Carl Baker (Golden Steves), Lance Aaron (U.S.-Mexico Interests), Mark Sullivan (Texposition), Linda Deatrack (Port San Antonio), Lori Houston (Center City Development Office)

A. Call to Order

Madison Smith, HPARC Chair, called the meeting to order at approximately 8:15AM. Madison Smith welcomed newest Board Member Dirk Elmendorf to HPARC and thanked him for his time and energy.

B. Approval of the September 14, 2012 Meeting Notes

Madison Smith, HPARC Chair, requested edits to the meeting notes from September 14, 2012. There were none offered. HPARC Board member Bill Shown made a motion to approve them as written and Sue Ann Pemberton seconded the motion. The motion passed unanimously.

C. Chief Executive Officer Report

HPARC CEO Andres Andujar explained that his verbal CEO report is simplified due to previous submission of a written report. He began with several announcements including the following:

- A new TIRZ selection committee reviewed Hemisfair again to receive TIRZ11 funds, and HPARC was reaffirmed.
- The Convention Center Expansion Design-Build Team has been publically selected.
- HPARC has continued to work collaboratively on the Convention Center expansion and the Market and Bowie Street alignment projects.

Upon conclusion of several brief announcements, Madison Smith reminded the Board that Gini Garcia has stepped down from the Board but will continue to be involved as a Hemisfair volunteer and supporter.

Debra Guerrero asked for an update on the HPARC Art Master Planner. Mikyoung Kim Design out of Boston was selected. Her team will provide a guideline of how art and cultural pieces will be included into the redevelopment of the Hemisfair site. Mikyoung Kim will be visiting Hemisfair for the first time next week and HPARC Board members are invited to attend.

D. Briefing and Possible Action on New Hire Policies and Procedures

HPARC staff has developed a draft of new hire policies and procedures for full-time staff. The guidelines are based on research from other public and private firms, and include the minimum number of interviews and job announcements that must be conducted before a hire is made. The Policy has been refined since the last Board Meeting. While the Executive Committee may provide insight on hiring, the ultimate hiring and firing authority rests with the CEO. The current HPARC staffing plan accounts for seven employees in 2013. One of the purposes of creating a hiring policy was to transfer the responsibility from the Board to staff. All Board members were in favor of the motion which passed unanimously.

E. Briefing on Sustainability Schedule

HPARC Director of Planning, Operations, and Development Omar Gonzalez explained to the Board that there is a more detailed Sustainability implementation schedule in the Board packets, and thanked Volunteer Linda Deatruck for leading Sustainability efforts. HPARC will be holding a second Sustainability Charrette on October 18th. All local agencies will participate and one of their tasks will be defining how their organizations can be involved in Hemisfair Sustainability in the future. A question to be evaluated is whether or not Hemisfair wants to be a LEED ND project based on costs of documentation. A cost/benefit analysis will be developed to guide the decision. Once the options are defined, Bill Shown suggested that we share our findings with City leadership.

HPARC Treasurer Dan Lopez asked what was driving the November 9th recommendation deadline. Linda Deatruck explained that it will be an ongoing process, but it is important to move forward because guidelines affect design and development decisions. Deatruck explained that even if HPARC decides not to certify based off LEED rating values, it still will be a productive exercise for whichever certification HPARC decides to use. If HPARC does not certify, it will still follow sustainability principles to improve overall quality of life and meet a world-class standard.

The Board thanked Linda Deatruck for her work.

F. Briefing and Possible Action on Eagar Landscaping and Budget

CEO Andres Andujar discussed the \$340,000 budget for Eagar landscaping and that HPARC is now reevaluating whether they should put this project on hold and include it into the entire SW corner landscaping RFP that will be released in 2013. This would not only allow the cost of the Eagar landscape to be reduced from retail price to wholesale price, but the pause on this project will give time for infrastructure review, overall tree evaluation, and the chance to define design guidelines that may affect this area. Andujar explained that the 2012 Bond affects the entire area, and his recommendation is to pause the Eagar Landscaping project, to use the time for the said considerations, and to save money in the longer term by consolidating the project into the entire southwest corner. HPARC Vice-Chair Bill Shown added that we need to remember that the site will be affected by the Complete Street construction on the perimeter.

Dan Lopez added that it is positive for HPARC as an organization to be agile and flexible in planning. Andujar repeated that within the next 30 days, the money will be redeployed into one or more of the following needs: utility master plan, design guidelines, or tree mitigation. No action is needed today, Andujar just wanted to gauge the Boards reaction on whether or not he should proceed. The Board reacted positively to Andujar's suggestions. In conclusion, HPARC will hold off on the Eagar Complex Landscaping and will reevaluate the redeployment of funds.

G. Committee Updates and Next Steps

1. Executive Committee

Board Chair Madison Smith explained to newest Board member Dirk Elmendorf that the Board is broken up into six active committees. Madison updated the Board that he and staff reviewed and updated the HPARC Strategic Plan. The Board Retreat is being planned for December 14 and suggestions are open for locations. Smith concluded with the need to continue public outreach and communication to maintain momentum and public support. A plan is being developed internally on how to regularly communicate with City leadership and the Convention Center Expansion team. It explains the relationship of Hemisfair with stakeholders and its role in other organizations.

Rachel Holland, HPARC Executive Assistant, then read the *Honorary Certificate of Resolution Acknowledging Service Rendered* by Gini Garcia to HPARC.

2. Communications Committee

Debra Guerrero, Committee Chair, briefed that HPARC has developed a merchandising roll-out plan and will be launching *Hemisgear* within the next few weeks on the Hemisfair.org website. The Hemisfair team appeared in SA Woman Magazine which hit shelves in September, on KLRN “Conversations” September 27th, and Magic 105.3. HPARC Board member Dirk Elmendorf expressed the need to make sure our branding and message is consistent. This month HPARC staff continued community outreach presentations to Downtown Residents Association, CIMS Staff, ULI Texas Council Forum, SA Children’s Museum, and AIA. The Board discussed the need to begin our presentations with how Hemisfair is transforming San Antonio.

3. Art, Civic and Cultural Committee

Executive Assistant Rachel Holland delivered updates to the Board on the Hemisfair Halloween event, the potential of beginning a Downtown Tuesday activation at Hemisfair, and HPARC’s plans to participate in Mayor Castro’s Light Up Downtown campaign for the holidays.

4. Finance Committee

Director of Planning, Operations, and Development Omar Gonzalez reported that HPARC staff is taking steps to develop a fundraising strategy. Fundraising consulting firm interviews are in progress. An ongoing review of the staffing plan and funding options is underway. Gonzalez reported that an audit firm has been selected to conduct audit for Fiscal Year 2012. Board member Dirk Elmendorf reminded staff that a Communications plan will need to be developed to address the Fundraising strategy.

5. Historic Committee

Historic Committee Chair Sue Ann Pemberton reported that she visited Providence, Rhode Island, and Charleston, South Carolina to learn about historic preservation. She will discuss how other cities are managing historical preservation with HPARC Board members when more time is available.

6. Planning and Development Committee

Planning and Development Committee Chair Bill Shown explained that the committee continues to meld with the momentum of the western side of Hemisfair. New schedules, coordination, and accountability plans are being developed. The vertical circulator is being designed and the team is evaluating potential costs. HPARC staff will be holding regular coordination meetings with the Convention Center Design-Build team regarding implications of their plans on Hemisfair. The

goal is to become a partner in the Convention Center development so that everyone's needs are met. The time frame for Convention Center design is one year and should be completed by September 2013. Through these coordination meetings, HPARC will have the opportunity to regularly interact with the design team.

H. Citizens to be Heard

1. Mark Sullivan of 1113 E. Houston Street requested a letter of support from HPARC for Texposition.

I. Board Member Comments

None.

J. Executive Session

None.

K. Adjournment

With no further business, HPARC Chair Madison Smith adjourned the meeting at 10:00AM.