

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
Executive Assembly Conference Center
San Antonio, TX 78205
January 11, 2013
8 a.m. – 10 a.m.

Board Attendance: Madison Smith, Dan Lopez, Rod Radle, Bill Shown, Dirk Elmendorf, Sue Ann Pemberton, Paul Foster

HPARC Staff/Volunteer Attendance: Andres Andujar, Rachel Holland, Ron Schappaugh, Steve Golden (Golden Steves), Celine Thomasson, Linda Deatrick

Additional Attendance: Mark Sullivan (Texposition), Aaron Parks (UTSA-Institute of Texan Cultures), Lance Aaron (U.S.-Mexico Interests), Lori Houston (Center City Development Office), Howard Peak (Parks Foundation), Gayle Spencer (San Antonio Conservation Society), Lincoln Avant (District 1)

A. Call to Order

Madison Smith, HPARC Chair, called the meeting to order at approximately 8:10AM.

B. Approval of the December 14, 2012 Meeting Notes

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

C. Citizens to be Heard

Mark Sullivan requested that HPARC not duplicate the ideas of Texposition.

D. Chief Executive Officer Report

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:

- The fundraising consultant contract with Bacon Lee and Associates has been finalized.
- The RFQ for Southwest Corner design is underway and a scope has been drafted in collaboration with CIMS. The RFQ will be released within roughly 30 days.
- Andujar and Director of Planning, Operations and Development Omar Gonzalez visited the Dallas development of Klyde Warren Park and the adjacent Perot Museum of Nature and Science. The two toured the property with developers to learn about how the park was built on top of a suspended bridge over a highway connecting both sides of the highway. Klyde Warren Park had 25 key donors that contributed over 1 million dollars each in the initial phases. The park cost over \$100 million, mainly due to the immense structural engineering feat of the platform base. This translates to a cost of \$500/sq. ft. for the structure and an additional \$500/sq. ft. for soft costs. The Perot Museum of Nature and Science partnered with Dell to provide all of the technology-based components of the museum exhibits.
- Andujar reviewed the proposed internal street grid names to the Board.

- The Convention Center Expansion meetings continue with HPARC collaborating on a weekly basis. Temporary parking issues are currently being resolved.
- There is an opportunity to make the base of the Torch of Friendship sculpture at the intersection of Commerce and S. Alamo into a true plaza based on traffic studies. HPARC supports this effort and Andujar would like to integrate this connection into the NW corner of future Civic Park.

E. Briefing and Possible Action on Sustainability Guidelines

The Board thanked HPARC volunteer Linda Deatruck for leading the Sustainability Guidelines effort. Deatruck's work will be the basis for street and park design standards. The goal is to achieve the highest possible standard of environmental sustainability practices integrated into all development projects. Based on Deatruck's research, she recommended that HPARC use LEED Neighborhood Development standards as most comprehensive set of guidelines of sustainable development including mixed income and mixed use. Hemisfair will be a walkable neighborhood with green buildings, energy efficient heating and cooling systems, on-site renewable energy, an improved quality of the SA River's water, among other sustainable benchmarks. The next steps are to use LEED Neighborhood Development standards as the framework for street and park design, to analyze proposed sustainability standards and cost impact, and develop policy on mixed income housing requirements.

F. Briefing on Filing of Trademarks

CEO Andres Andujar reported that Director of Planning, Operations, and Development Omar Gonzalez has been tracking the Hemisfair trademark filings. The "Embrace" logo has been filed with the US Trademark Office with the assistance of Kammer Browning firm. After approximately 8 months, HPARC will own the trademark.

G. Briefing and Possible Action on Funding, Authority, Staffing, Transformation (FAST)

In an effort to conclude the FAST discussion from the previous month's HPARC Board Retreat, Andujar reviewed updates on FAST Deliverables by committee. The goal for FAST is to help HPARC organize the year and clarify deliverables and success indicators.

Board Chair Madison Smith expressed that the Executive Committee must remain in close conversation with the Mayor on future Board nominations and develop a Board member succession plan. Vice Chair Bill Shown reported that the Planning and Development Committee's deliverables are complex and will require more funding and staffing. Art, Civic, and Cultural Committee Chair Rod Radle reported that the Arts Master Plan is underway and should be finalized in upcoming weeks. The deliverable includes establishing an ad hoc advisory council for art, civic, and cultural decisions by spring.

The Communications Committee will adapt their message to reach different audiences, and indicate success by increased media attention, the correct public usage of "Hemisfair", and the ability to reach fundraising goals. Historic Committee Chair Sue Ann Pemberton identified hurdles that HPARC will need to overcome such as achieving designated permits required to move forward with the preservation plan of buildings. Finance Committee Chair Dan Lopez reported that 2013 Finance deliverables will be funding the budget gap, identifying additional sources of income, and developing a \$100 million fundraising plan. Lopez additionally expressed concern over land control options and parkland designation, and how these affect potential P3 relationships and other sources of funding.

Lastly, Madison Smith expressed the need for HPARC to prioritize deliverables based on existing funds and staffing resources. Andujar then recognized the honorary Howard Peak in attendance who is now Director of the Parks Foundation.

H. Committee Updates and Next Steps

- **Executive Committee**

The Executive Committee has been focused on achieving parkland designation clarity. Until the issue is resolved in the State Legislature, there is great uncertainty of how to proceed with the Hemisfair Master Plan. In order to install a world-class park at Hemisfair as vetted by the public, HPARC must be able to re-designate and increase quality of parkland in an incremental basis as the park is constructed. Currently, 14.97 acres are dedicated parkland, about 8 of which are under the Convention Center. HPARC is committed to meeting or exceeding existing acreage and converting it into connected, useable open space.

- **Communications Committee**

Hemisfair received ample media attention in December and early January due to the Third Brewsday event December 18th and Hemisfair's participation in the Mayor's Light Up Downtown Contest. This included television and printed media coverage.

- **Arts, Civic, and Cultural, Committee**

The Third Brewsday beer tasting event on the third Tuesday of December was a success with an estimated 800 attendees. The public response was very positive and the event will continue on a monthly basis with a different food, music, and beer theme each month. HPARC staff is working on coordinating a free monthly fitness class outside in Hemisfair, open to the public. More details will be available in upcoming weeks. Art Master Planner Mikyoung Kim continues to develop the Hemisfair Art Master Plan in collaboration with PASA and HPARC.

- **Finance Committee**

The internal audit is being finalized and is a testament of HPARC's commitment to transparency. Finance Committee Chair reported that the Hemisfair investment policy will be conservative. Also, Hixon Properties recently selected Hemisfair as the winner of a \$20K grant from their giving program.

- **Historic Committee**

Historic Committee Chair Sue Ann Pemberton and HPARC staff will be meeting with architects to establish historic structure guidelines for work in the Southwest Corner of Hemisfair.

- **Planning and Development Committee**

Vice Chair Bill Shown reported on the continued collaboration of HPARC with the Convention Center Expansion Team and with MIG on the design framework for streets.

I. Board Member Comments

There were none.

J. Executive Session

There was no Executive Session.

K. Adjournment

With no further business, HPARC Chair Madison Smith adjourned the meeting at 9:39AM.