

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
Executive Assembly Conference Center
San Antonio, TX 78205
May 10, 2013
8:30 a.m. – 10 a.m.

Board Attendance: Madison Smith, Daniel Lopez, Sue Ann Pemberton, Rod Radle, Bill Shown, Ashley Hixon, Dirk Elmendorf, Xavier Gonzalez, Paul Foster

HPARC Staff/Volunteer Attendance: Andres Andujar, Omar Gonzalez, Ron Schappaugh, Debbie Serot, Rachel Holland, Linda Deatrick, Roger Tavares, Lori Houston (Center City Development Office), Steve Golden (Golden Steves)

Additional Attendance: Lance Aaron (U.S.-Mexico Interests), Allison Elder (San Antonio Conservation Society), Jed Maebius (Mayor's Office), Aaron Parks (Institute of Texan Cultures), Ginger Purdy (Women's Pavilion), Joyce Coleman (Women's Pavilion), Michael Barajos (San Antonio Current)

A. Call to Order

Madison Smith, HPARC Chair, officially called the meeting to order at 8:36AM.

B. Approval of the April 12, 2013 Meeting Notes

No changes were offered to the April 12, 2013 Meeting Minutes. HPARC Board member Rod Radle motioned to approve the notes as written and HPARC Board member Bill Shown seconded the motion. The motion passed unanimously.

C. Citizens to be Heard

There were none.

D. Chief Executive Officer Report

HPARC CEO Andres Andujar reported on the following:

- HPARC hired a Project Manager, Roger Tavares, after review of more than 200 applicants and two rounds of interviews.
- HPARC has met with City CFO twice and will be meeting with the City Manager and Mayor on Monday to discuss operating costs. The City faces a \$50 million budget shortfall for 2014, so HPARC is encouraged to come up with creative funding sources for future annual operation expenses.
- HPARC continues to coordinate with the Convention Center expansion team, specifically with the liner building south of the expanded convention center footprint. The biggest challenge for the design will be the impact of building codes.
- Market Street realignment construction has commenced.
- From a technical perspective, HPARC prefers the VIA streetcar alignment Option 5 (St. Mary's/Chavez), which has fewer complications than the Goliad Road alignments due to utility and right-of-way issues. Board members noted that this alignment continues to serve Hemisfair. The estimated time of completion for the Streetcar is as early as 2017.

E. Briefing and Possible Action on Legislative Bill

On Thursday, the State Senate passed a version of the Hemisfair Bill; the Bill will now go to the House for review. The next step is for the House committee to amend necessary language and either approve or deny it. It will then go to the House floor for approval. The purpose of the Bill is to allow HPARC the clarity to expand and improve the park.

F. Briefing on Status of RFQ Projects

Ron Schappaugh, HPARC Project Manager, updated the Board on the project procurement of projects directly related to Hemisfair. Yesterday, the Historic Homes Condition Assessment selection committee met to discuss candidates. A decision will be made this week, followed by approval of selection by City Council in June. Schappaugh reported that MIG has been contracted for Visioning of the NW Corner Civic Park similar to what Public for Project Spaces had done for the SW Corner Play Escape. Contracts for firms selected for the design and construction manager at risk (CMR) of the Play Escape, Historic Homes Condition Assessment, and design of the Magik Theatre Improvement will all go to City Council for approval in June.

Schappaugh then reported on the responsibilities and relationship between HPARC and CIMS when executing 2012 Bond Projects.

G. Branding and Marketing Update

HPARC Marketing Consultant Debbie Serot updated the Board on her efforts to redefine Hemisfair branding and messaging. Serot reported that the HPARC team is working to define the Brand Framework including an inspirational purpose, vision and mission. Once branding is defined, Serot will be able to build a Marketing Plan followed by the "50 x 20" Plan. In the next thirty days, Serot will reveal a completed brand framework and marketing plan, in coordination with the results of the Fundraising Feasibility Report from Bacon Lee and Associates.

Serot also reported that Blonde Creative will be finished with the video infographic in the upcoming month that will tell an animated and easy-to-understand story of Hemisfair.

H. Committee Updates and Next Steps

- **Executive Committee**

HPARC Board Chair Madison Smith reminded the Board that funding is an ongoing challenge and the HPARC team is being proactive. He also reported that the park legislation has taken a large amount of the Executive Committee's time. Gaining authority of revenue sources and leases remains a priority and the team is making progress achieving and securing this role.

- **Communications Committee**

Rachel Holland, HPARC Communications Coordinator, briefed the Board on recent media attention, the number of current Facebook fans, and the upcoming Third Brewsday finale at Hemisfair hosting the closing ceremonies of San Antonio Beer Week featuring six local craft brewers.

Andujar stated that it is not HPARC's plan to develop a mega-hotel as suggested in recent press. While there are no current plans for a hotel in Hemisfair, no tools should be removed from the toolbox prematurely regarding possible mixed uses. If there is a hotel, Andujar imagines it to be compatible with the neighborhood.

- **Art, Civic and Cultural Committee**

Art, Civic, and Cultural Committee Chair Rod Radle reported on the progress of an activation plan for 2013 at Hemisfair. He mentioned options of a summer concert series, Hemisfair Halloween, and a block party showcasing what is to come in the Play Escape. Debra Guerrero expressed the need to celebrate the 45th Anniversary of the World's Fair. The Director of the Instituto Cultural de Mexico, Patricia Gonzalez Maas, added that the Instituto has several exhibits celebrating 45 years of Hemisfair.

Madison Smith suggested centralizing an annual visitor count at Hemisfair since HPARC has begun activating. Additionally, Board members expressed concern that Hemisfair is not treated as the client in regards to event rental at Hemisfair. HPARC plans to achieve this authority when the SW Corner Play Escape is open to public.

- **Finance Committee**

HPARC Board Member Ashley Hixon reported on the status of the Fundraising Feasibility Study. Bacon, Lee and Associates is concluding interviews and will have the completed feasibility study ready by the June Board Meeting. Hixon also reported on the 50 x 20 short-term fundraising strategy to raise operational funds over

the next five years. Finance Committee Chair Dan Lopez reminded the Board and staff that HPARC will run out of operating funds by the end of this fiscal year. Hixon reported that while timing is tight, it would be premature to begin asking for short-term operational funding before the Feasibility study is complete. Smith reminded the Board that the primary focus needs to be on the City for operational funding because they set HPARC up to complete a job. Andujar will be meeting with the Mayor and City Manager to review content and urgency of funding support on Monday. Paul Foster suggested seeking State and Federal park grants. Lopez chimed in that many organizations will want to support a park that has programming goals in line with their own vision.

- **Historic Committee**

Historic Committee Chair Sue Ann Pemberton reported that the Historic Guidelines and Standards for Reuse and Renovation of Historical Structures are being finalized. Selection is in progress for the design firm and the conditions assessment firm of historic homes.

- **Planning and Development Committee**

Planning and Development Committee Chair Bill Shown reported that P&D has been focused on the use of TIRZ funds to improve Commerce Street pedestrian connectivity from the eastside. They are working on design of a gateway to the park. Shown reported that the conceptualization of the liner buildings is proving very positive in connecting the Convention Center to the park and celebrating the Tower of Americas appropriately.

I. Board Member Comments

None

J. Executive Session

HPARC may meet in executive session pursuant to Chapter 551 of the Texas Government Code to deliberate the purchase, exchange, lease, or value of certain real properties. No Executive Session was held.

K. Adjournment

Chair Madison Smith adjourned the meeting at approximately 9:51AM.