

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
Executive Assembly Conference Center
San Antonio, TX 78205
October 11, 2013
8:30 a.m. – 10 a.m.

Board Attendance: Bill Shown, Rod Radle, Dirk Elmendorf, Dan Lopez, Ashley Hixon

HPARC Staff/Volunteer Attendance: Andres Andujar, Omar Gonzalez, Rachel Holland, Roger Tavares, Ron Schappaugh, Steve Golden (Golden Steves), Linda Deatrick

Additional Attendance: Lance Aaron (U.S.-Mexico Interests), Ginger Purdy (Women's Pavilion), Jed Maebius (Mayor's Office), Aaron Parks (Institute of Texan Cultures), Debbie Hutcheson (Women's Pavilion), Homer Garcia (Parks and Recreation Department), Stephen Cross (Magik Theatre), Renee Gorvens (Magik Theatre), Richard Rosen (Magik Theatre), Ronald Rocha (Coalition Education Reform), Howard Peak, Lincoln Avant (District 1 Office), Hugh Farr (CFF), Madeline Guyer (San Antonio Conservation Society), Chris Wentoserver, Debbie Serot (The Marketing Factors), Rhett Smith (Texas Indigenous Interests)

A. Call to Order

Bill Shown, HPARC Vice Chair, officially called the meeting to order at 8:38AM.

B. Approval of the September 13, 2013 Meeting Minutes

No changes were offered to the September 13, 2013 Meeting Minutes. HPARC Board member Ashley Hixon motioned to approve the notes as written and HPARC Board member Dirk Elmendorf seconded the motion. The motion passed unanimously.

C. Citizens to be Heard

Stephen Cross with the Magik Theatre announced that today is the opening night of their 20th anniversary celebration. The Magik Theatre reported they are almost a \$2M organization this season and have significant support from arts organizations, and the City and County. The Magik Theatre Board and staff will remain an integral part of Hemisfair's redevelopment.

Lance Aaron, a representative of a future museum in Guadalajara, Mexico, spoke of the significance of Hemisfair's cultural and historic assets. Aaron reported that the river, the acequia system, and the Camino Real network make Hemisfair particularly noteworthy and eligible for a World's Heritage designation. Additionally, he announced that San Antonio is the most significant Spanish colonial city and Hemisfair's assets should drive tourism. Aaron recommended to the HPARC Board that the Camino Real never be open to mass transit and be recognized as a proud asset of San Antonio's history.

Ronald Rocha with Coalition Education and Reform stated that Native Americans should have their opinion included in regard to historical land and requested a seat at the table to represent Native American interests.

D. Chief Executive Officer Report

HPARC CEO Andres Andujar reported on the following:

- The HPARC Board is exploring the creation of a stand-alone non-profit 501c3 organization responsible for Hemisfair fundraising efforts. A job solicitation for Executive Director of said organization will be posted by

October 15. This hire will help lead the structuring of the new organization. The fundraising organization will be independent from HPARC and the City.

- A Chief Marketing Officer or Director of Communications position will be posted shortly.
- The FY14 funding agreement with the City has been completed and new bank accounts have been set up
- HPARC has continued to coordinate the Deed Restriction language and the possibility of setting up a Land Bank. The Hemisfair Deed Restrictions will go before City Council on October 17th.
- HPARC continues regular coordination with all City agencies, partners, stakeholders, City leaders, and Convention Center Expansion team
- Walker, a Parking Management Strategy Consultant has been selected through an informal selection process, and is charged with identifying Hemisfair -wide parking strategies

E. Briefing on HPARC Key Milestones October 1, 2013 to May 31, 2014

HPARC staff has worked closely with the Executive Committee to prioritize critical milestones over the next six months. The purpose of creating key milestones is to keep staff moving forward on strategic projects that advance the creation of the public parks. HPARC CEO Andres Andujar explained 21 identified milestones, their due dates, and delivered a progress report on each. Milestones were organized in four categories: Staffing & Operations, Play Escape, Civic Park, and Liner Buildings & Tower Park. Milestones have to do with fundraising, City agreements, design studies, infrastructure, staffing, and construction commencement. Construction of the Play Escape will begin in May 2014. Design of the civic park will begin by mid-April 2014. Milestones will be reviewed and reissued semiannually.

Board Vice Chair Bill Shown added that redeveloping Hemisfair is an enormous undertaking and the Executive Committee decided to focus on urgent items that will realize Hemisfair's Vision. The point is to focus on high priority items and set the table for the success of future phases. The milestones are very high-level and include dozens of sub-tasks.

F. Briefing on Civic Park Programming

Ron Schappaugh, HPARC Project Manager, reviewed the process of creating the Civic Park Vision and Programming document. He explained the parameters of the civic park location at the S. Alamo and Market Street intersection where the older portion of the Convention Center will be deconstructed in mid-2016. The first step of creating this visioning document was to decide what the "Vision" is for the civic park. The Vision that HPARC staff developed with help from the public follows: Hemisfair's civic park will be an uncommonly beautiful urban green space in the heart of San Antonio. It will offer enriching and captivating experiences that draw people together and strengthen our community.

To achieve this vision, key attributes were identified including: Oasis, Functionality, Non-stop, Variety, Serendipity, Active Frame, Connections, Authentic, Craftsmanship, and Sustainability.

Design firm MIG, Inc. facilitated the information gathering and prepared the program report. The program was based on a public outreach process. Several focus group meetings were held including neighbors, civic organizations, artist groups, and other stakeholders; a public workshop gathered over 160 participants; and, an online survey garnered nearly 1,000 responses. The feedback from the various organizations and respondents was overwhelmingly positive. Schappaugh reviewed the key program elements which include the following:

- An entrance plaza that will be alive day and night with music, bustling cafes with outdoor seating, and people watching
- A great lawn that will be flexible for a wide variety of activities—casual or organized, large or small

- An amphitheater that will be a terraced area to the river will attract people whether there is a performance or not
- An opportunity for the west shore building to become a cultural institute open to the public
- Courtyards
- Water
- Natural Groves

Schappaugh then reviewed the timeline of civic park construction. Design will begin by April 2014, and construction will begin in mid-2016. The civic park will be completed by the city of San Antonio's Tricentennial in 2018.

G. Committee Updates and Next Steps

- **Executive Committee**

Board Vice Chair Bill Shown reported that the Executive Committee defined Milestones and the reviewed the details of the Executive Director of Fundraising position.

- **Communications Committee**

Rachel Holland, HPARC Communications Coordinator reported that new posters have been developed for the existing Hemisfair kiosks; that the team is completely restructuring the Hemisfair website to be more strategic; and that Hemisfair will be featured in a new promotional video created by the 80/20 Foundation.

- **Art, Civic and Cultural Committee**

The Art Master Plan has been completed but the City would like to improve the quality of its presentation before distributing it. HPARC CEO Andres Andujar reported that he is coordinating with Tres Centurias on working together to raise funds for public art at Hemisfair. This would be one of three large capital campaigns related to Hemisfair occurring simultaneously—the other two are for the Hemisfair Play Escape and civic park spaces, and for the Magik Theatre's expansion.

- **Finance Committee**

Finance Committee Chair Dan Lopez reported that internal policies like cash management have been improved, FY13 is closing, and the external auditor will begin the FY13 audit at end of month. Lopez also reported that the Finance Committee is meeting with consultants to identify non-profit structure items and put further detail to the financial controls in place. Referring to a new fundraising structure, Lopez explained that the rationale is to strengthen the ability to raise philanthropic funds for the park elements.

- **Historic Committee**

No updates were given.

- **Planning and Development Committee**

HPARC Project Manager Ron Schappaugh reported that design firm MIG, Inc. is coming back to San Antonio in late October to present the schematic design of the Play Escape to the HPARC team. Design plans will be public November 20th at HDRC after a multi-phased vetting process. Hemisfair also plans to hold a public meeting presentation later that evening for all who are interested in attending.

Before the Board Meeting closed, HPARC Director of Planning, Operations, and Development Omar Gonzalez invited all to attend the TEDx San Antonio conference in which Andres Andujar will speak about the benefits of urban parks.

H. Board Member Comments

None.

I. 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.

J. Adjournment

HPARC Vice Chair Bill Shown adjourned the meeting at approximately 9:47AM.