

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

**Board Attendance:** Paul Foster, Debra Guerrero, Daniel Lopez, Sue Ann Pemberton, Rod Radle, Bill Shown, and Madison Smith.

**HPARC Staff/Volunteer Attendance:** Andres Andujar, Omar Gonzalez, Rachel Holland, Ron Schappaugh, Andie Rodriguez, and Celine Thomasson.

**COSA Attendance:** Lori Houston

**Additional Attendance:** Stuart Johnson (San Antonio Conservation Society), Louis Cardenas (Blonde Creative), Marisa Ahuja (Instituto Cultural de Mexico), Ginger Purdy (Women's Pavilion), Mark Sullivan (Texpo), Aaron Parks (UTSA-Institute of Texan Cultures), Steve Golden (Golden Steves) and Sonia Jimenez (Ximenes & Associates).

**A. Call to Order**

Madison Smith, HPARC President, called the meeting to order at approximately 8:04 a.m.

**B. Approval of January 13, 2012 Meeting Notes**

Mr. Smith asked if the board had reviewed the meeting notes and if there were any comments or amendments. Dan Lopez made a motion to approve the notes as drafted. Paul Foster seconded the motion. There was no further discussion and the motion passed.

**C. Chief Executive Officer Report**

Andres Andujar, HPARC CEO, reported the Master Plan was accepted by City Council on February 9th with unanimous support. The redevelopment efforts officially move into the next phase with formal implementation. HPARC is coordinating with the City Architect's office in planning the Convention Center expansion. Mayor Castro continues to urge an accelerated schedule that allows the Civic Park completion before 2017. HPARC and the City will soon begin devising a strategy to transition this space from the Convention Center to part of the Hemisfair redevelopment effort.

With regard to HPARC operations: an employee manual is being drafted; two new volunteers with commercial real estate experience will assist with analysis; and public information materials about the bond are being developed. The board will be provided updates at future meetings.

The complete street design project is underway and Mukul Malhotra with MIG, Inc. provided a brief update. The scope of the MIG contract includes design and construction of Cesar Chavez Boulevard and S. Alamo Street while Market Street and the park grid streets will be developed to conceptual design only. The prime objective is to support Hemisfair as a true urban neighborhood: to activate and humanize the streets, stitch the

park into the surrounding community, and make the area more pedestrian/bike friendly. The concepts will build on the framework plan and master plan. The issues and opportunities involve using the right-of-way to better accommodate all modes of transportation. The first of three public meetings was held at the end of January and a survey was conducted to gather input about elements for inclusion in design. The preliminary concept for Cesar Chavez is a mixed-use corridor with through traffic and connections to the Lavaca neighborhood. The number of traffic lanes could be maintained but can include bike lanes and parking. Additional elements may include wider sidewalks to allow for outdoor dining, tree canopies and shade structures, art, better lighting, safe mid-block crossings, and storm water planters.

Alamo Street has been identified as a key cultural corridor and the park gateway. The preliminary concept suggests extending the character of Hemisfair to La Villita and the River.

South Alamo and Chavez Street sections have a large number of underground utilities, which will be considered before final design. Traffic volumes with associated levels of service were presented but it is too early for complete analysis. Future level of service analysis will include data for all street users including pedestrians and bicyclists.

The preliminary concepts for internal park streets, such as Water and Goliad, include tree canopies, bicycle lanes, and opportunities for outdoor activities and restaurant/commercial spillover on both sides of the street.

Board members asked for more examples to demonstrate the impact to the neighborhoods and if the right-of-way could be minimized to allow for the building faces to be built closer. Mr. Malhotra indicated a sense of enclosure could be accomplished with streetscape and other elements.

Following the complete street presentation, Mr. Andujar and Board President Madison Smith presented Lori Houston with a proclamation recognizing her efforts as the Interim Assistant Executive Director. Ms. Houston served in this capacity since HPARC's inception in August 2009.

#### **D. Committee Updates and Next Steps**

- 1. Executive Committee** – Mr. Smith reported the committees are now populated with Rod Radle on Cultural and Civic, Paul Foster on Planning and Development, and Ashley Hixon on the Finance Committee. There is still one more board member to be appointed to fill all the vacancies. The committees will be exploring the best way to better interface.
- 2. Communications Committee** – Debra Guerrero deferred her time with the majority of her committee information tied to other agenda items.
- 3. Cultural and Civic Committee** – Xavier Gonzalez was not in attendance and no update was provided.
- 4. Finance Committee** – Dan Lopez reported his committee is working on the financial statements that were provided in the board packet and opened it up for questions. There were none.

5. **Historic Committee** – Sue Ann Pemberton reported her committee is working on draft design guidelines and principles, and has been meeting with City and State historic agencies. Sue Ann is also coordinating with the Egar House consultant as they refurbish the complex. Finally, they are reviewing National Park Service documents and others to study the impact as the Master Plan moves forward to implementation.
6. **Planning and Development Committee** – Bill Shown reported his committee is in the process of exploring options for use of the southwest corner of the park. They are soliciting informal proposals as a programming exercise. Programming documents need to be in place, in anticipation of the 2012 bond's success, to guide design.

#### **E. Briefing and Possible Action on Final Master Plan Document**

Mr. Andujar presented information related to the document. The effort is in alignment with Mayor Castro's SA2020 effort. Hemisfair is envisioned as a great urban park surrounded by neighborhoods. The entire redevelopment effort projects using \$150 million to develop infrastructure and other public improvements, and based on HR&A's economic impact studies, could yield one billion dollars of economic impact. City Council will call for the bond election next week which currently includes \$30 million for Hemisfair's redevelopment effort: \$15 million for streets and \$15 million for parks. No bond money will be used for VIA's streetcar project. Additionally, Goliad Street to Montana will not be included as part of the bond expenditures. As mentioned earlier, the Master Plan was approved by City Council on February 9 and Mr. Andujar recommended the Board to formally approve and adopt the Master Plan document. Debra Guerrero moved for approval and adoption. Dan Lopez seconded the motion and it passed.

#### **F. Briefing and Possible Action on HemisFair Branding, Logo, and/or Tagline**

Debra Guerrero reminded the board that Blonde Creative was selected for the effort. The logo, branding, and website are scheduled for delivery on March 1<sup>st</sup>. Ms. Guerrero introduced Luis Cardenas, Creative Director with Blonde Creative. Mr. Cardenas presented information related to the creative process and preliminary concepts. His recommendation for the name is to drop "Park" and simply keep "Hemisfair" without the capital "F". Hemisfair would be the umbrella for the brand and as redevelopment proceeds, each district will have its own brand and identity. Debra Guerrero made a motion to approve "Hemisfair" as the brand and Bill Shown seconded. The motion passed.

Five logo concepts were presented along with proposed tag lines and various font treatments. Mr. Cardenas distributed the website map, informing the board of the scheduled target date to launch the site in early March. Mr. Cardenas reviewed the 1968 logo and suggested five logo options. The branding goal is to connect the public with the area's history and future—to update and modernize Hemisfair's brand, and to appeal to a very broad audience (locals, public sector, developers, businesses, tourists, etc.). Another goal is to connect the brand to the next generation. Ms. Guerrero made a motion to approve the logo as a trial concept. Sue Ann Pemberton seconded it and the motion passed. It was agreed by the board members the tag lines would be tabled for now, and

that “google-like” treatment of the logo would be acceptable and provide flexibility to celebrate certain occasions such as Fiesta, Luminaria and New Year’s.

#### **G. Briefing and Possible Action on Hemisfoto and Hemisfest Events**

Debra Guerrero presented the concept of the Hemisfoto/Hemisfest event. Hemisfoto is a public photo contest featuring the Tower of the Americas in the background to be submitted electronically through the website, along with a short story explaining the importance of the angle of the photo. On May 5th, during Hemisfest, the winner will be announced with three cash prizes of \$500 each. The event will help collect photos and build the HPARC database of contacts. An event coordinator will be hired and a grant from Rackspace has been secured. Rod Radle made a motion to approve the event, and solicitation of the event coordinator. Sue Ann Pemberton seconded the motion. There was no more discussion and the motion passed.

#### **H. Briefing on the 2012 Bond**

This item was deferred to a future meeting in the interest of time.

#### **I. Briefing on Eagar Complex Update**

Ron Schappaugh, Volunteer Project Manager, provided an update on the effort. The project is moving forward as planned, on schedule, and on budget. The construction and restoration is now mobilized on-site with project meetings held weekly. The landscape consultant, TBG presented several design concepts for the Eagar House Complex to the Executive Committee. The goal is to have this complex fit cohesively within the rest of the site programming. Mr. Schappaugh concluded by stating the estimate includes a 15% contingency and he is confident the \$340,000 budget will suffice.

#### **J. Citizens to be Heard**

Ginger Purdy representing the Women’s Pavilion stated she has been involved with the organization and structure since 1993 when she was co-chair for the anniversary events. The Women’s Pavilion Board wants information regarding what is going to happen to the building and specifically, Goliad Street. Mr. Smith stated that the Women’s Pavilion is compatible with the Hemisfair Master Plan street grid. Mr. Andujar offered to meet with the Women’s Pavilion Board to bring them up to date.

Mark Sullivan representing Texposition requested the Texposition be placed on the HPARC Board agenda to discuss the establishment of a Texposition Committee.

#### **K. Board Member Comments**

Mr. Smith informed the board they will be receiving an email to solicit their help in doing community presentations to inform and educate the community about the Hemisfair plans and the proposed use of funds included in the bond package.

#### **L. Adjournment**

Mr. Smith adjourned the meeting at approximately 10:05 a.m.