

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
Executive Assembly Conference Center
San Antonio, TX 78205
February 14, 2014
8:30 a.m. – 10 a.m.

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

HPARC Staff/Volunteer Attendance: Andres Andujar, Omar Gonzalez, Anne Krause, Roger Tavares, Linda Deatrick, Celine Thomasson, Andi Rodriguez, Carlos Contreras (COSA), Steve Golden (Golden Steves)

Additional Attendance:

A. Call to Order

HPARC Chair Madison Smith officially called the meeting to order at 8:38AM.

B. Approval of the January 10, 2014 Meeting Notes

No changes were offered to the January 10, 2014 meeting minutes. HPARC Board Member Rod Radle motioned to approve the minutes as written and Sue Ann Pemberton seconded the motion. The motion passed unanimously.

C. Citizens to be Heard

Stephen Cross of the Magik Theatre thanked the Hemisfair Board and team for participation in their February strategic planning session.

D. Chief Executive Officer Report

HPARC CEO Andres Andujar reported on the following activities:

- Andujar introduced Anne Krause, newly hired Executive Director of the Hemisfair Conservancy. Krause has implemented a 90-day plan to launch the Conservancy
- Andujar thanked Board members Daniel Lopez and Rod Radle for participating in a HPARC workforce housing discussion
- Hemisfair has a new intern, Christina Bigley who is a UTSA graduate student
- Board member Dirk Elmendorf is leading a task force to temporarily name the southwest corner park, acknowledging the need to keep a naming rights option open
- Construction enabling projects will begin in May related to Play Escape pedestrian, employee and emergency access
- Hard construction of the southwest corner will begin in mid-July, and stabilization of the historic homes will begin in August
- Consultant ETM, Inc. has been hired to develop a detailed operations, maintenance, and programming plan for the southwest corner
- The civic park design contract will go before City Council for approval in March

E. Briefing on Draft Memorandum of Understanding with City

HPARC has presented a draft MOU to the City of San Antonio to achieve clarity of development responsibilities. The MOU aims to cover broad categories including:

- Management and oversight of leases including existing buildings and new developments. Discussion will continue around who will operate, maintain, and program the park spaces, including manage event rentals.

- Oversight of public private partnerships for vertical developments. The HPARC Board recently approved guidelines which mirror COSA policy except for unsolicited proposals.
- A “no disturbance” clause in order to assure a developer will have long-term access to the land. This is required for developers to obtain adequate financing.
- The RFQ/P process for development in order to establish that developer has shared values and is financially stable. A statement defining local participation is being developed.
- Distribution of naming rights to balance the “purchaser” interest with the public interest
- A multi-year funding agreement for HPARC operations
- Management of possible tax incentive programs including a TIRZ

F. Briefing on Hemisfair Parking Strategy Study

Omar Gonzalez, HPARC Director of Planning, Operations, and Development reviewed the mission and goals of Hemisfair’s parking strategy, including no surface parking, an efficient operating system, and revenue generation. Consultant Walker Parking recommended to plan for flexibility and to avoid overbuilding parking. Elements of the study were:

- Create nearby parking options for everyday activities (within 400 - 800 feet). Event parking can be accommodated within a much larger area (over 1,200 feet)
- Use shared parking to maximize the number of parking spaces.
- Set up a “parking enterprise zone” that encompasses the area surrounding Hemisfair
- Identify new on-street spaces to meter and collect revenue
- Solicit P3 opportunities around the park spaces and south of the Convention Center expansion

The parking study revealed initial public demand for 1,300 spaces after the first phase of construction is complete. Multimodal parking components were considered in the study. Consultants estimated multimodal parking could result in a substantial reduction in vehicular parking requirement.

G. Committee Updates and Next Steps

- **Executive Committee**
No updates were given.
- **Communications Committee**
Communications Chair Dirk Elmendorf reported that an updated communications plan is underway
- **Arts, Civic and Cultural Committee**
Art, Civic, and Cultural Committee Chair Rod Radle reported a policy for workforce housing at Hemisfair is underway
- **Finance Committee**
Finance Committee Chair Daniel Lopez reported that the investment committee has been activated and first quarter financials were included in the Board packet
- **Historic Committee**
Historic Committee Chair Sue Ann Pemberton reported that Fisher Heck was selected as the architecture firm for stabilization design of the historic homes in the southwest corner
- **Planning and Development Committee**
No updates were given.

H. Board Member Comments

HPARC Director of Planning, Operations, and Development Omar Gonzalez reminded the Board to submit their City Financial Disclosure Reports.

I. Executive Session

HPARC may meet in executive session pursuant to Chapter 551 of the Texas Govt Code to deliberate the purchase, exchange, lease, or value of certain real properties; personnel matters; or pending litigation. No executive session was held.

J. Adjournment

HPARC Chair Madison Smith adjourned the meeting at approximately 10:00 AM.