

**Hemisfair Park Area Redevelopment Corporation**  
**Board of Directors Monthly Meeting**  
**Overland Partners**  
**203 E. Jones Ave. Ste. 104**  
**San Antonio, TX 78215**  
**April 10, 2015**  
**8:00 a.m. – 10:00 a.m.**

**Board Attendance:** Madison Smith, Sue Ann Pemberton, Dirk Elmendorf, Bill Shown, Dan Lopez, Rod Radle, Sonia Rodriguez, Paul Foster, Carlos Contreras

**HPARC Staff Attendance:** Andres Andujar, Omar Gonzalez, Anne Krause, Shannon Perry, Gary Boyd, Christie Beckham, Drew Hicks, Geoff Baldwin

**Additional Attendance:** Andi Rodriguez, Linda Deatricks, Steven Cross, Cathy Smith, Drew Smith

**A. Call to Order**

HPARC VP Bill Shown officially called the meeting to order at 8:13 am.

**B. Citizens to Be Heard**

None

**C. Approval of the February 13, 2015 Meeting Minutes**

Paul Foster made a motion to approve the minutes and Board Member Sue Ann Pemberton seconded the motion. The motion passed unanimously.

**D. Board Briefing and Update**

HPARC CEO Andres Andujar and Bill Shown began with a celebration of former HPARC Board Chair Madison Smith's lasting legacy as part of the inception of the Hemisfair project upon his departure from the board of directors. Several members also shared their memories of working with Mr. Smith and his impact on the Hemisfair project. Mr. Smith was presented with a replica of his mother's, Mrs. Forrest A. Smith, handprint from a mosaic tile artwork located on the exterior of the Women's Pavilion building at Hemisfair. Donations from members of the HPARC board of directors and other friends were given in his name to the Hemisfair Conservancy. The first piece of name recognition in the new park will belong to Madison Smith.

A BREAK was taken at 8:47 a.m. to allow everyone to thank Mr. Smith for his service.

Bill Shown called the meeting back to order at 8:57 a.m.

**E. Board Officers Election**

The proposed slate of new officers was approved unanimously by the Board as follows:

Bill Shown - Chairman (or President)  
Daniel Lopez - Vice Chairman (President)  
Rod Radle - Treasurer  
Sue Ann Pemberton - Secretary.

**F. Briefing on CEO Report- Andres Andujar, Hemisfair CEO**

Andres Andujar introduced Geoffrey Baldwin, HPARC's new Director of Park Operations, who was chosen from a nationwide search amongst many excellent candidates. Geoffrey comes to HPARC with a wealth of knowledge from his 30+ years working in parks operations, most recently with Sea World. He is also an active volunteer with the Boy Scouts of America.

District 1 City Councilman Roberto Treviño recently gave a State of District 1 address utilizing drone footage of 12 projects in the works downtown, including Hemisfair. Excitement was generated amongst the community members attending. Andres Andujar will be attending a conference of the City Parks Alliance in San Francisco next week to share strategies with leadership from some of the best parks in the United States.

HPARC Director of Real Estate Omar Gonzalez updated the Board on the RFQ (Request for Qualifications) process for a P3 on Hemisfair's Northwest Quadrant which was released last month to the public. The deadline was midnight on Monday, April 6. HPARC's goal was to have 5 nationally recognized developers apply; HPARC received 11. Mr. Gonzalez commented that the fact that HPARC received so many qualified applicants speaks volumes about the project's national reputation. Paul Foster remarked that he attended the public meeting and the RFQ presentation was professionally presented by HPARC staff.

Andres Andujar then gave an update regarding tenants of some of the historic homes in the Yanaguana Garden area. HPARC and Magik Theatre will swap office space so that Magik will move their offices into the Eagar and Carriage Houses and HPARC will take over the unrestored Kampmann House. This will allow Magik increased curb appeal and access to the play area and their main building. HPARC will eventually occupy the second floor of the Kampmann house. The office staff will work on ground floor while upstairs is renovated, then move upstairs. HPARC will search for a tenant for ground floor that further activates the park, one of HPARC's top priorities for the historic homes.

HPARC is working with city leaders to amend their lease with B-Cycle. B-Cycle currently resides in a historic building at the corner of S. Alamo and Cesar Chavez, once called the OK Bar. When the lease is transferred and the renovations on that house and on the Pereida House have been completed, the OK Bar will become a beer garden and B-Cycle will move its operations to Pereida House. This allows the beer garden frontage at the major intersection near Cesar Chavez and S Alamo streets. Drew Hicks and Carlos Contreras added that having the beer garden at that location will complete the future intersection, matching the theme of local businesses on opposing corners and keeps it in a historic context as it was once a bar. B-Cycle will be more successful in the Pereida House, where it will share the space with a paleta business; both being family-friendly ventures. Daniel Lopez inquired about the timeline to open these businesses in the historic homes. Omar Gonzalez stated that there is a 30-day cancellation notice in B-Cycle's lease with the City. In addition, further improvements need to be made on Pereida House before the move. Mr. Gonzalez estimated a July move-in date. Daniel Lopez asked whether HPARC had been made aware of B-Cycle's financial issues recently uncovered by local media. Omar Gonzalez relayed that there had been no hint of any financial issues in HPARC's dealing with B-Cycle. He added that B-Cycle's lease terms will not change with their move to Pereida House and that the B-Cycle team is excited about this opportunity. Carlos Contreras voiced concerns that, in light of their recent financial situation, that HPARC utilize media resources to assure the public that B-Cycle is simply moving and is still open to the public during the move. Mr. Contreras added that City staff is engaging with B-Cycle to assist in finding sponsors and financial options to keep them open.

Hemisfair Conservancy Development and Communications Manager Shannon Perry updated on The Big Give on May 5, a day of giving across San Antonio. This event is a national program aimed to increase awareness of charitable organizations. HPARC will promote the event this month through

social media. Over 850 non-profits in San Antonio will participate. Donations must be made through the Big Give's website at [www.thebiggivesa.org](http://www.thebiggivesa.org). Hemisfair Conservancy's goal is \$5,000. Ms. Perry asked for the Board's help to promote amongst their personal and professional networks.

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

### **a. Communications Committee**

HPARC Communications Director Drew Hicks updated the Board about the development of a new Hemisfair website in partnership with local marketing firm Heavy Heavy. The new and improved website will go live, ahead of Yanaguana Garden (YG) opening. It will include many new features.

On April 16, HPARC staff will kick off "Rolling Thunder," a crescendo of media events leading up to the opening of YG. Videos, press junkets and social media posts will include stories about the original public art in the park and a series of interviews with key HPARC Board Members to promote the Big Give fundraising efforts.

Dyal Partners of Austin has produced some visual aid of preliminary examples for the wayfinding and signage system for Yanaguana Garden. The goal of the design is to be flexible but reflect character of HPARC; organic, timeless and authentic. Dyal Partner introduced a "kit of parts" for Hemisfair's wayfinding and signage, utilizing native Texas limestone, board-form concrete and perforated steel as examples of elements to be used. Named features in the park will be displayed on low walls that can be used as benches. Some signage will double as light features in the park made of perforated steel. All signage will be readable at between 3 and 6 feet in height. Vertical signs will be used as wayfinding and place making, horizontal signs will be used for philanthropic donor recognition.

This signage design can be expanded beyond the borders of Hemisfair, to nearby destinations such as La Villita and the Convention Center.

Gary Boyd interjected that the signage will be made of quality materials that will withstand the extremes of Texas weather. Sonia Rodriguez echoed that these quality materials that withstand the weather are vital to keeping the park looking fresh through the years.

Daniel Lopez inquired whether HPARC was actively working with other downtown destinations to use the Dyal-designed wayfinding design. Andres Andujar confirmed that HPARC shared these designs with La Villita and that they have recently hired Dyal Partners to implement a continuation of that design. Omar Gonzalez stated that Hemisfair's signage will reference nearby public amenities such as the Alamo. Drew Hicks added that if an amenity is not located within the Hemisfair district, the font used on the signage will be different. Lopez stated that stakeholder input in the process is important. Carlos Contreras asked Sue Ann Pemberton if the Conservation Society is pleased with the plans. Sue Ann Pemberton stated that there is an ongoing collaboration between HPARC and the Conservation Society to utilize funds available to the Conservation Society for interpretive graphics on historic buildings. She stated that all the designs are acceptable, uphold Historic Commission standards and are very exciting.

### **b. Executive Committee**

Bill Shown reported that HPARC now has four vacant Board of Director seats to be filled with strong, qualified community members. Off-site brainstorming will commence to rethink the

committees, how to best to compose them moving forward and how to involve our new Mayor in Hemisfair planning and development.

**c. Art, Civic and Cultural**

Rod Radle reported that some of the existing art within Hemisfair will be relocated to new areas. Plans are underway with Public Art San Antonio (PASA) to install a rotating art area in place of the old “Hemisfair Park” archway. Funds have also been allocated to install a larger, permanent piece of art at the northwest quadrant. An artist selection process will begin soon. Negotiations with the City of San Antonio and PASA continue to fulfill the TIRZ 11 grant to erect artwork at I-37 and Commerce Street.

The committee is looking forward to the (tentative) soft opening of Yanaguana Garden in July. Participation in the opening celebration will be encouraged from city and community members. Andres Andujar stressed that the date of completion for Yanaguana Garden has not been confirmed with the contractor. HPARC cannot finalize a date for the park opening for a few more months, due to possible construction delays. Rod Radle predicts that HPARC should have a better idea within 30 days. Gary Boyd adds that the art pieces for Yanaguana Garden are on schedule and the play structures ordered from Germany are scheduled to arrive the last week in May.

**d. Finance Committee**

Daniel Lopez commented that HPARC successfully stood up as an organization when Anne Krause put together the Hemisfair Conservancy and formed a Board of Directors. He congratulated Andres Andujar and staff on putting together an efficient funding agreement with Conservancy.

Omar Gonzalez reported that HPARC is looking to secure a line of credit in the neighborhood of \$280,000 to fund the construction of a parking lot off S. Alamo Street, just north of Magik Theatre. As of now, the bank borrowing rate for this line of credit is estimated to be LIBOR plus 250 basis points, or approximately 5% interest. These paid lots looks to be lucrative for HPARC, so a small loan at this interest rate will not be a risky debt.

**e. Historic Committee**

Sue Ann Pemberton reports that volunteer efforts are under way with students from the Conservation program at UTSA to make conditions assessments on the Kusch and Richter historic homes. Kusch House, specifically, has a basement filled with water and rotting plaster that need to be addressed.

Construction is moving along on the other historic homes within Hemisfair. Omar Gonzalez is working with City’s OHP to get funding to get vacant and underused historic buildings up to code.

**f. Planning and Development Committee**

Omar Gonzalez estimated that the park areas will be open by July and that the renovations of the historic homes will be completed by the fall. The interior streets Phase 1 will be operational at the Yanaguana Garden opening. E Nueva and Goliad streets are estimated to be complete by July of 2016. Water St. P3 negotiations are continuing. Staff expects to present a negotiated contract

must be signed soon. Bill Shown adds that it is important to open Yanaguana Garden with excellence, so it would be best not to force a July 4 opening date. Daniel Lopez inquired about what parking options would be available to visitors should Yanaguana Garden open on July 4. Gonzalez stated that HPARC is working to have an agreement with the City to park in federal lots across from Cesar Chavez Blvd. Other possible options include the SAISD headquarters and the future surface parking lot at South Alamo Street. Bill Shown adds that based on his previous experience with the permit and construction process, the lots will probably not be completed until year's end. Lopez asked to clarify if the deal with the City to utilize federal lots will coincide with the projected Yanaguana Opening on July 4. Sonia Rodriguez stressed the importance of communicating available parking options to visitors. Andres Andujar concurred that "parking is first and the last thing" to affect a visitor's perception.

#### **H. Executive Session**

No Executive Session.

#### **I. Board Member Comments**

#### **J. Adjournment**

HPARC Chairman-Elect Bill Shown adjourned the meeting at 10:01 a.m.