

**HemisFair Pak Area Redevelopment Corporation
Board Of Directors Monthly Meeting
Henry B. Gonzalez Convention Center
Executive Assembly Conference Center
August 20, 2010
8:00 a.m.**

Board Attendance: Andres Andujar, Gini Garcia, Xavier Gonzalez, Debra Guerrero, Art Hall, Sue Ann Pemberton, Bill Shown, Madison Smith and David Zachry.

COSA Attendance: Pat DiGiovanni, Lori Houston, Paula Stallcup, Jim Mery, Shannon Wasieleski, Mike Sawaya, and Veronica Zurtuche.

Additional Attendance: Richard Rosen (Magik Theatre), Sally Drews (Women’s Pavilion), Laurence Seiterle (Zurich International Properties), Rosemary Kowalski (Hispanic Heritage Center of Texas), Rebecca Cedillo (District 1 consultant) and Sonia Jimenez (Ximenes & Associates.)

A. Call to Order

Madison Smith, HPARC President, called the meeting to order at approximately 8:15 a.m.

B. Approval of July 9, 2010 Meeting Notes

Mr. Smith asked if the board members had an opportunity to review the notes and if there was a motion to approve them. Xavier Gonzalez pointed out that his last name was incorrect in the notes under “Committee Updates – Cultural and Civic Committee” and then made a motion to approve the notes. Andres Andujar seconded it. The motion passed with all in favor and none opposed.

C. Committee Updates and Next Steps

1. Executive Committee

Mr. Smith reported his committee is preparing to begin the process of hiring an executive director and a director of development. These positions will be advertised as two separate positions working together to develop HPARC into an entity that can manage itself over time. The process as well as the job descriptions will be presented to the board for feedback and approval. The hiring process will be separate from the master planning process but the timeline will coincide with the initiation of the master planning.

Progress has been made with the HPARC office space. The contract was signed today to authorize Ford Powell Carson to provide an estimate of the work needed to refurbish the Eager House and Carriage House, and improve the public restrooms.

The committee is continuing their effort to try and meet with all of the city council members. They have met with most of them but not all of them to discuss the HPARC budget allocations.

2. Communications Committee

Debra Guerrero reported that her committee met and the FAQ's have been drafted and distributed to the board for comments. The speaker's bureau is moving forward. An initial list of stakeholders has been developed and Madison Smith and Bill Shown have committed to being the speakers/presenters for this effort. A letter will be sent to the stakeholders to let them know about HPARC, the speaker's bureau, and the master plan consultant selection. In terms of the branding/website RFP, staff is working with the Convention and Visitors Bureau to draft the request with the intention of having a recommendation by the time the board meets in October. At least one member of the board would like to review the draft scope before it is advertised. Mr. Smith stated the schedule and master planning efforts must be considered as this RFP is being drafted.

Ms. Guerrero went on to report the committee would like to suggest having a reception to meet the master planning consultant team and make Movies by Moonlight (in the park) part of the event. The movie preview could include the announcement of the selected team with an e-mail address to contact for more information. The Magik Theatre has agreed to host the event before the movie on September 30th.

The Luminarias 2011 event is being planned and Ms. Guerrero has met with Richard Rosen and Suzanne Cooper, the top organizers for the event. The organizers want to use the entire park and want master planner to see the use of the park at this large of a scale. They are working with Ms. Stallcup and offered outreach assistance. Another event is the Rock-n-Roll Marathon in November. The marathon is expected to draw over 30,000 participants. Ms. Guerrero would like to work with the master planner and put HPARC information in the marathon goody bags.

Ms. Stallcup also announced other HemisFair events and provided the board with a handout. Additional events include lighting the arch with orange lights to highlight Hunger Action month (September) and the Downtown Alliance with the Downtown Resident's Association will be hosting National Night Out in the park on October 5th.

3. Cultural and Civic Committee

Xavier Gonzalez reported that his committee continues to conduct outreach to organizations with goals consistent with the HPARC guiding principles. They have met with UNAM and ITC – both organizations have goals and visions that are in line with HPARC. Both organizations are in the process of a master plan and he would suggest the efforts overlap with HPARC's master plan efforts.

Gini Garcia, a member of the Cultural and Civic Committee, reported ITC is going through a master plan of exhibits exercise and she informed the board that the International Folk Art Market may be moving to San Antonio. The market is usually held in Santa Fe but has outgrown the space. A Clinton Foundation study shows that San Antonio is perfect place for this event. The market's director will be in town in November with Scottsdale being the other potential location. The event requires about 2,000 volunteers, multiple sponsors, and attracts about 25,000 visitors. The Women's

Pavilion is championing the effort and HPARC will support through networking and giving support as needed. Sherry Wagner will present more information to the board and the event will take place, if San Antonio is selected, in July or October. HPARC will use this opportunity to get redevelopment effort message to more people. Mr. Smith was please with the possibility and asked for this committee to coordinate with the Communications Committee. Furthermore, as this board more clearly defines its role, the master planner needs to know available cultural opportunities.

4. Finance Committee

Bill Shown reported that his committee did not meet this month. Lori Houston is looking at hiring council to assist HPARC during board meeting and the procurement policy. This issue will be brought to the board in December. His committee will work with Pat DiGiovanni on the 2011 HPARC budget and bring it to the board for action.

5. Historic Committee

Sue Ann Pemberton reported she is continuing her work on the conditions assessment. The base information, building plans, and elevation drawings will be assessed and photographed. The cultural end of the assessment is quite fascinating and many stories could be told including the significance of women property owners. Mr. Smith suggested he meet to discuss what to provide to the master planner. Mrs. Pemberton will provide an outline for the assessment document at the next board meeting.

6. Planning and Development Committee

Mr. Shown reported that the master planning process is still going. The seven shortlisted teams were asked to bring in the five most important team members for interviews. This process proved important in understanding their proposed fee and implementation as well as their approach for public engagement. The fee was received separate from the proposals and after the interviews. The teams of Goody Clancy, out of Boston, and Johnson Fey, based in Los Angeles, received the highest scores. Both team's references are being checked as well as follow-up regarding their scope and fee and to make sure the team is a good fit for the board. The committee hopes to make a recommendation on September 10th. The committee will meet with other committees to determine how to augment their efforts towards the master plan with the consultant.

David Zachry emphasized the follow-up process for determining which team will work best with HPARC in the long term. He also reminded the board about the immense responsibility the consultant and the board have with regard to the community and how HemisFair is redeveloped.

Board members suggested a lot of emphasis be put on the team lead/project manager, looking at other completed projects, and conducting a press conference to announce the selection. Mr. DiGiovanni added that the process was the best he has ever been involved and credited the board's leadership as being very balanced and fair. He thanked the volunteer board and assured them city council would be informed about

how well the process went and the time commitment involved.

D. Briefing and authorization to negotiate and execute lease agreements with the Women's Pavilion and the Women's Chamber of Commerce for the Schultze House as approved by the Finance Committee

Lori Houston, Interim Assistant Executive Director, presented this agenda item and reminded the board that HPARC selected Eager House as their office location. The Women's Chamber of Commerce currently occupies the Eager House and has agreed to relocate to the Schultze House. They have been asked by the Women's Pavilion to share the space. Both organizations have been informed of the temporary nature of their lease and it will be part of the lease terms. The Finance Committee requested that the lease value has been monetized at \$12/s.f. or \$310/month. The Women's Chamber of Commerce will provide landscaping and maintenance services previously provided by the Master Gardeners in lieu of rent. The City will hold the lease for the Schultze House and the Finance Committee will continue to assist with negotiations.

E. Director's Report

Pat DiGiovanni, Interim Executive Director, reported the land swap with the federal government is progressing. There is a table agreement for the City to receive the Wood Courthouse and the Spears Training Center (approx. five acres) in exchange for the current SAPD Headquarters site on Nueva. The City will also be paid \$5M for the difference in the values of the sites. There are some environmental issues with the HemisFair site and the feds will be working with TCEQ to bring the site up to commercial standards. If the master plan dictates residential for this site, then more remediation may be needed. Legal documents and the schedule are currently being drafted. SAPD Headquarters will be relocated to the Kmart site on Santa Rosa.

Mr. DiGiovanni then reported the Populous Group has been working with the Convention Center to evaluate the feasibility of further expansion. This information will be brought to the board for review and comment as soon as possible.

Finally, Mr. DiGiovanni informed the board that the city manager has submitted her budget to the city council for review and public hearings are being held. The over all budget is \$2.4B. HPARC will be funded through the general fund as part of the funding allotted for the Center City Department. The Center City was funded to the tune of \$4.7M with about 10%, \$400,000, allocated to HPARC for 2011. Eighty percent of the funding will come from bonds. The project manager/executive director and the assistance executive director position are fully funded and the executive secretary position is only 50% funded.

The board commented on the importance of coordinating with ITC and the Convention Center as well as the Mayor Castro's SA 2020 Vision initiative. HPARC will be coordinating the downtown vision with Central Partnership once the SA 2020 Vision is complete in February 2011.

F. Citizens to be Heard

Rosemary Kowalski addressed the board. She stated she will be 86 next month and this city is her life. Ms. Kowalski, as a representative from the Hispanic Heritage Center, requested the use of the Gulf Building as an interim space as the Center prepares to realize Rudi Rodriguez's dream of being at HemisFair. Ms. Kowalski also noted that she attended the International Arts Market in Santa Fe and that San Antonio would be a much more ideal site for this event. She would love to support the effort to bring this event to HemisFair and commented that Santa Fe also has a high-end art show at their convention center during the arts market event. Ms. Kowalski is also working with the City Health Department for the Por Vida initiative. Mr. Smith thanked Ms. Kowalski for all of her efforts and contributions to San Antonio and he will follow-up on her request regarding the Gulf Building.

G. Board Member Comments

David Zachry commented that it is important for the board to stay focused on fact that City is not going to be funding source forever. He suggested that HemisFair Park have a foundation to help raise funds from the community. Very soon the corporation will need to raise funds on a regular basis to help cover operating expenses and, eventually, capital expenses. He concluded by saying activity in the park is critical but it will not generate revenue for salaries.

Gini Garcia echoed Mr. Zachry's sentiment and suggested sooner is better for fundraising efforts and by establishing such an entity would show the community that HPARC is making a clear effort to contribute beyond City funding.

Mr. Smith added that offers have been made to assist whenever the board is ready. He also thanked the board and the entire support network for their consistent commitment and great attitude. Mr. Smith acknowledged Bill Shown and Lori Houston's efforts in particular during the consultant selection process and thanked Pat DiGiovanni for his efforts in making things happen for HPARC. He also stated the board will start this next year by picking the master plan consultant and he is very excited for what's to come.

H. Adjournment

Mr. Smith concluded by adjourning the meeting at approximately 9:56 a.m.