

**HemisFair Pak Area Redevelopment Corporation
Board Of Directors Monthly Meeting
Henry B. Gonzalez Convention Center
Executive Assembly Conference Center
December 10, 2010
8:00 a.m.**

Board Attendance: Gini Garcia, Xavier Gonzalez, Debra Guerrero, Art Hall, Daniel Lopez, Sue Ann Pemberton, Lisa Schmidt, Bill Shown, Madison Smith, and David Zachry.

COSA Attendance: Pat DiGiovanni, Lori Houston, and Shanon Wasielewski.

Additional Attendance: Rose Zambrano (Hispanic Heritage Center), Marisa Anuja (Instituto de Mexico), Aaron Parks (UTSA-ITC), Rebecca Cedillo (City Council District 1 Consultant), Zac Harris (AGC), Nancy Bryant (UTSA), Ernest Fernandez (Hispanic Heritage Center), Jennifer Speed (UTSA), Joel W. James (UTSA), K. Jordan Morgan (UTSA), Dean Wiederstein (UTSA), Steve Golden (Drenner & Golden), and Sonia Jimenez (Ximenes & Associates.)

A. Call to Order

Madison Smith, HPARC President, called the meeting to order at approximately 8:12 a.m.

B. Approval of November 12, 2010 Meeting Notes

Mr. Smith asked if the board members had an opportunity to review the notes and if they had any comments or amendments. Debra Guerrero made a motion to approve them and Sue Ann Pemberton seconded it. The motion passed with all in favor and none opposed.

C. Director's Report

Pat DiGiovanni reported City Council approved the measure for the City to enter the due diligence period with SAISD with regard to the Friedrich Building. The City will put an option on the property, explore the possibility of adaptive reuse, begin the environmental work phase, look at programming and cost estimating, and put together a financial plan to renovate it. Subsequently, provided everything moves forward, a fair value land swap will be negotiated. SAISD properties along Broadway and in Southtown have been identified as surplus properties with potential in exchange for the renovated Friedrich Building. The Friedrich Building was identified, at the recent Eastside Summit, as a property to catalyze the renovation of East Commerce and positively impact the inner city.

Mr. DiGiovanni continued his report by providing an update on the City land swap with the General Service Administration (GSA) for the federal courthouse and training center at HemisFair. He reported the deal is close to complete but the GSA needs to identify \$2.2 million to make the deal complete. These funds are subject to an appropriation from congress. Mr. DiGiovanni concluded his report by informing the board that the City will be entering discussions about acquiring the administration building from the federal government soon.

D. Committee Updates

1. Executive Committee

Mr. Smith reported his committee has primarily been focused on HPARC CEO search and the matter will be discussed further during today's executive session.

2. Communications Committee

Debra Guerrero reported her committee has been working with Johnson Fain and their efforts with the focus group planning. The list of stakeholders has been provided in the board packet. Ms. Guerrero went on to say she is recommending approval of a public involvement consultant under Agenda Item E. This consultant will fill an immediate need to get the word out regarding the current initiative. Her committee will continue to work on the communications component for the master plan.

Art Hall suggested hiring a marketing consultant to promote the fundraising aspect of the corporation. Lisa Schmidt commented that key messages, around a central idea, need to be developed before a marketing consultant is selected. Mr. Smith stated a decision was made to delay the hiring of a marketing consultant to allow for the master planning process to provide the tools for developing the key messages. The board with community input will develop these key messages. David Zachry recommended the HemisFair Park Area be clearly defined and the consultant be selected prior to the Master Plan Phase 1 rollout to the public. Other board members agreed it would be best to hold off on the selection of the public relations marketing consultant in order to allow for the CEO selection.

3. Cultural and Civic Committee

Gini Garcia reported many groups have been engaged in the Johnson Fain process. She visited their office and they are very much focused on the development and planning aspects in particular the public engagement aspects. Ms. Garcia will continue to work with them toward cultural and civic engagement throughout.

4. Finance Committee

Art Hall reported the proposed procurement process will be presented during the January board meeting. He is moving forward with the San Antonio Area Foundation agreement. Lori Houston announced the general fund allotment to HPARC may be used to cover the foundation's start up fees but the entire allotment cannot be transferred to the fund. The allotment was intended to pay for administrative expenses and salaries. Mr. DiGiovanni added the budget needs to be finalized in order for the general fund allotment to be utilized to create the corporation's operating account. Mr. Hall concluded by saying the draft budget has been completed and will be updated to reflect the hiring of the CEO and he intends to explore the possibility of allotting funds for accounting services.

5. Historic Committee

Sue Ann Pemberton deferred her report until Agenda Item F, UTSA Historical and Architectural Conditions Inventory Presentation.

6. Planning and Development Committee

Bill Shown reported he will be traveling to the Johnson Fain offices next week. He is going to see about them making a presentation to the board prior to the first public workshop in

order to better coordinate the public outreach. Mrs. Houston stated Johnson Fain has met with or spoke to over 175 stakeholders.

ACTION ITEMS

E. Briefing and authorization to increase the Johnson Fain contract amount by \$44,606 for the addition of RJ Rivera to the master plan team

Mr. Shown took the lead on this action item. RJ Rivera Associates was part of the Goody Clancy Master Plan RFP Team. The addition of this firm will provide local public outreach to assist with the master plan process. The scope of services include translation services, meeting logistics, workshop facilitation and documentation, outreach efforts, stakeholder identification, and media press releases for a fee of \$44,606. There is an immediate need to add them to the master plan team in order to prepare for the January 15th public meeting. Mr. Shown concluded the presentation by saying everyone was very impressed by RJ Rivera Associates during the initial interview process. Xavier Gonzalez commented this is the same firm that led the public involvement for the Westside Creek project and they did an excellent job. Mrs. Schmidt inquired about the purpose of the first public meeting. The first public meeting will be used to gather community input on challenges, opportunities, and threats. This information will be used to develop options to be presented at the second public meeting and the third public meeting will present the alternative master plan concepts. The schedule will be sent to the board. Mr. Smith asked board members to clear their schedules and let Ms. Houston know if they are unavailable to attend any of the public meetings. With discussion being concluded, Dan Lopez made a motion to approve the addition of RJ Rivera to the master plan team, Sue Ann Pemberton seconded it, and the motion was approved.

PRESENTATIONS

E. Presentation on the UTSA Historical and Architectural Conditions Inventory

Sue Ann Pemberton, Historic Committee Chair, presented an overview of the inventory and introduced her team of students. The students, representing the UTSA College of Architecture, were Jennifer Speed, PhD research assistant historian, Joel W. James RA, K. Jordan Morgan, RA, Nancy A. Bryant, RA, and Dean Wiederstein, RA. Each board member was given a DVD with a copy of the report and a few copies were delivered. The plans and elevations have been delivered to the City in CAD file format. The report lays out a concise history of the HemisFair area and is divided into Sanborn maps and details for each building. Details include evolution, synopsis of each structure, period and basic materials, photos, and rehabilitation needs. The report is formatted in a manner to be taken apart so each building can be pulled on its own as a field guide.

Each student spoke about his or her experience researching the area and developing the report. They expressed surprise about how little was settled until the late 1800's and the two divergent stories about HemisFair's development. One story portrays the development as putting San Antonio "on the map" while the other depicts the destruction of local race relations. The number of Jewish and women property owners before HemisFair's development impressed Mrs. Pemberton. She also stated the research revealed that because of the way federal money was used in the development of HemisFair with the historic structures, the federal government was forced to revisit the Historic Preservation Act.

Board members expressed excitement and gratitude for the students work and they look

forward to rehabbing the historic structures and drawing from this report during the development of the master plan. There were suggestions to create a smart phone application or some other tool for a walking tour as well as signage to convey the findings and possibly the creation of memorial to those who were displaced. Mrs. Pemberton also noted there is a grant in the works to interview the 200 people who were displaced as a result of the HemisFair development. Mr. Smith acknowledged UTSA's contribution and praised the students for showcasing their talents. The report will be posted to the FTP site and a copy will be housed with the Office of Historic Preservation as well as with Lori Houston.

G. Citizens to be Heard

None.

H. Board Member Comments

None.

I. Executive Session

Mr. Smith convened the Executive Session at approximately 9:23 a.m. and completed the session at approximately 10:23 a.m. Please see the attached documentation for further detail.

J. Adjournment

The meeting was officially adjourned following the Executive Session.