

Hemisfair Park Area Redevelopment Corporation
Board of Directors Meeting
San Antonio Area Foundation
303 Pearl Pkwy, Ste. 114
San Antonio, TX 78215
August 14, 2015
8:00 a.m. – 10:00 a.m.

Board Attendance: Bill Shown, Dan Lopez, Dirk Elmendorf, Lori Houston, Paul Foster, Rod Radle, Sonia Rodriguez, Sue Ann Pemberton,

Hemisfair Staff Attendance: Andres Andujar, Omar Gonzalez, Gary Boyd, Christie Beckham, Drew Hicks, Geoff Baldwin, Traci Lewand, Juan Cano

Additional Attendance: Anne Krause, Shannon Perry, Andi Rodriguez, Linda Deatrick, Karl Baker, Leilah Powell, David Garza

A. Call to Order

Hemisfair President Bill Shown officially called the meeting to order at 8:15 am.

B. Citizens to Be Heard

None

C. Approval of the April 10, 2015 Meeting Minutes

Board Member Dirk Elmendorf made a motion to approve the minutes, Daniel Lopez seconded the motion. The motion passed unanimously.

D. Chief Executive Officer Report

Hemisfair CEO Andres Andujar updated the board on a new set of six-month milestones that were put in place at an organizational level:

1. Securing funds to complete Yanaguana Garden, construct the Civic Park, complete internal streets and the renovation of historic homes within Hemisfair.
2. Finalize the Northwest Quadrant Public-Private partnership deal
3. Finalize the Southwest Quadrant, complete roads and build the Acequia Lofts
4. Open and operate Yanaguana Garden as a “best-in-class” public park
5. Develop and implement a parking plan

Board Member Dan Lopez asked about the timeframe and scope of the parking plan. CEO Andres Andujar relayed that a Walker Parking study has been conducted. Parking will be delivered at Hemisfair over time. First, we have agreements with the City and our neighbors to use the SAISD and GSA lots on weekday evenings and weekends. Next, we have an opportunity to design and construct two temporary surface parking lots. One lot will be just north of the Magik Theater along S. Alamo Street. Another temporary lot is being secured through partnership with the City of San Antonio (COSA), at the corner of Cesar Chavez and Martinez Street. Within the P3 developments, we are negotiating control of over 1,000 public parking spaces. Hemisfair is currently working on several fronts to secure funding to finance public parking opportunities. Hemisfair President Bill Shown requested that this be laid out in a plan with a timeline and a total amount of available spaces per quarter for the entire Hemisfair district. Hemisfair Director of Real Estate Omar Gonzalez added that Hemisfair also retains the use of the park police lot and that there will be street parking available on our new complete streets.

CEO Andres Andujar introduced incoming Hemisfair Events and Operations Manager Traci Lewand to the

board. He also congratulated Lori Houston, who has been promoted to Assistant City Manager, and now serves as an Ex-Oficio Board Member of Hemisfair.

E. Briefing and Possible Action on Budgets-FY15 Budget Amendments and FY16 Proposed Budget

Hemisfair Director of Real Estate Omar Gonzalez updated the board on the amended FY15 Budget. Income has been reduced as have expenses. The delay of Yanguana Garden slowed hiring needs for park staff. Hemisfair Board Member Daniel Lopez asked for clarification of the Philanthropic Support section. Gonzalez responded that it is an expense account for Hemisfair to transfer operational funding for the Conservancy. Hemisfair President Bill Shown made a motion to approve the FY15 Budget Amendments, seconded by Board Member Paul Foster. Motion approves unanimously. Omar Gonzalez continued to report that Hemisfair will roll over unused funds to FY16. Hemisfair Ex-Oficio Board Member Lori Houston is helping to pass a motion with City Council that includes funding for wayfinding and signage. Mr. Shown asked when the Conservancy will become self-sustaining. Hemisfair Conservancy's Anne Krause said the goal is to achieve sustainability within two years. The focus of the Conservancy has been raising capital dollars, which are separate from operating dollars. Mr. Shown remarked that the expense for Hemisfair is reasonable, as raising funds to pay for Conservancy operations is tricky and a necessity. Hemisfair CEO Andres Andujar relayed that since February, when the Hemisfair Conservancy became its own entity, Hemisfair Conservancy has raised \$304,000. Omar Gonzalez added that Hemisfair will end the 2015 fiscal year with a surplus. Hemisfair President Bill Shown made a motion to approve FY16 Budget, Sue Ann Pemberton seconded. The motion passed unanimously.

F. Briefing on Yanaguana Garden Opening

Communications Manager Drew Hicks reported that City Council voted unanimously to rename the district to "Hemisfair" on August 6. The simplified name recognizes the past and hints at the future as an urban district and works in conjunction with the new branding. Grand Opening Weekend of Yanaguana Garden is slated for October 2-4, 2015. Friday, October 2 will be part of the city's traditional First Friday celebrations and will establish Hemisfair as a family-friendly hub. The official ribbon cutting will be held Saturday, October 3 with an emphasis on family activities. Events and Operations Manager Traci Lewand gave examples of the types of programming for the weekend. Sunday, October 4, will be an arts, health and wellness day with yoga and other activities. Drew Hicks added that activities for opening weekend were planned to give a preview of what visitors can expect regularly in Yanaguana Garden. All six Public Art San Antonio artists will be on hand to introduce their pieces and lead art activities with children. Hemisfair President Bill Shown asked which methods of publicity were being employed to announce the opening. Drew Hicks answered that a heavy social media presence has been created; a print campaign reminiscent of Robert Indiana's World's Fair 68 limited edition prints is being planned; a number of publications have expressed interest; Hemisfair will be getting a spread in the September issue of San Antonio Magazine ahead of the grand opening. The Thursday before opening, Texas Public Radio will do a feature story about Hemisfair on The Source. Hemisfair will also give a series of press tours ahead of opening. Mr. Shown inquired as to whom will cut the ribbon at the Opening Ceremony. Drew Hicks relayed the conceptual "papel picado" art wall and streamers to let the children of San Antonio "cut" the ribbon by running through it into the park. He is working to get a story on the front page of the Express-News on Sunday, October 4. Board Member Rod Radle asked if there could be a plan in place to get word out to the school districts.

G. Briefing and Possible Action on Financing Mechanism for Temporary Parking Lot Construction

Director of Real Estate Omar Gonzalez presented a parking plan for the Hemisfair district. Approximately 60 spaces are planned in a temporary surface parking lot to be built on the vacant lot north of Magik Theatre. The design for the lot should be completed next week. This initial lot is financed through a construction loan from Broadway Bank. Ex-Oficio Board Member Lori Houston added that the plan is that City will use their technology and resources to do revenue control and will send funds to Hemisfair for net profit after operational costs (not to exceed 10%) and taxes are paid. City is drafting a revenue sharing agreement to be approved at City Council. Daniel Lopez remarked that Hemisfair staff did a great job securing financing at a great rate and term. City Council must approve the financing mechanism. A motion was made by Rod Radle and seconded by Sue Ann Pemberton to approve the financing mechanism for the temporary lot. The motion passes unanimously.

H. Committee Updates and Next Steps

a. Art, Civic & Cultural

Rod Radle updated the board about the addition of an art piece that can be changed out where the old Hemisfair arch was at the intersection of what will be Goliad and South Alamo. Additional opportunities for public art are in the works with PASA.

b. Communications Committee

Drew Hicks reported that he is working with Dyal to finalize and install the wayfinding signage within Yanaguana Garden, both the legally required park signage and other park-specific wayfinding and signage that is beautiful and functional. The Rolling Thunder public relations campaign is rolling along, very excited to get TPR The Source and SA Magazine to cover the park's opening, reaching an audience of over 120,000 people. Dirk Elmendorf reiterated the restraint involved in not rolling out the rolling thunder until we had a confirmed completion date for construction.

c. Executive Committee

Board Transition Planning- Hemisfair CEO Andres Andujar reported that he has been working with Leilah Powell to add new board members by next meeting.

FY16 Milestones- Hemisfair President Bill Shown relayed that these milestones help to prioritize goals, fundraising, Public-Private partnership development in the northwest and southwest quadrants, opening Yanaguana Garden as a best-in-class park and establishing parking options. Dirk Elmendorf added that parking is a point of contention with neighbors and our efforts to address it are paramount.

d. Finance Committee

No new updates.

e. Historic Committee

No new updates.

f. Planning and Development Committee

Sue Ann Pemberton gave an update on the renovation of Hemisfair’s historic homes, which is underway. The Amaya and Smith Houses are the next scheduled to be rehabilitated. Omar Gonzalez presented photos of the recent construction. Hemisfair President Bill Shown asked if the air conditioning compressors taking up space next to a few of the homes will be moved. Hemisfair CEO Andres Andujar explained that the first homes will have compressors relocated to service yards, which will also hold trash receptacles. Drew Hicks commented that the Hemisfair tenants (OK Brewery, Revolucion Coffee + Juice, Con Safos and the Paeteria SA) will be involved in opening weekend activities to give a sneak preview of their wares.

I. Executive Session

Hemisfair Board of Directors 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.

- **Discuss proposals received for Public/Private Partnerships in relation to developable parcels in NW and SW Quadrants**

J. Board Member Comments

K. Adjournment

Hemisfair President Bill Shown adjourned the meeting at 10:01 a.m.