

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
San Antonio Area Foundation
303 Pearl Pkwy, Ste. 114
San Antonio, TX 78215
October 9, 2015
8:00 a.m. – 10:00 a.m.

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

Hemisfair Staff Attendance: Andres Andujar, Omar Gonzalez, Anne Krause, Shannon Perry, Gary Boyd, Christie Beckham, Drew Hicks, Geoff Baldwin, Traci Lewand, Juan Cano, Roger Tavares

Additional Attendance: Andi Rodriguez, Linda Deatruck, Karl Baker, David Garza

A. Call to Order

Hemisfair President Bill Shown officially called the meeting to order at 8:06 a.m.

B. Citizens to Be Heard

None

C. Approval of the August 8, 2015 Meeting Minutes

Daniel Lopez made a motion to approve the minutes and Board Member Lori Houston seconded the motion. The motion passed unanimously.

D. Chief Executive Officer Report

Hemisfair CEO Andres Andujar updated the board on our new board member, Sho Nakpodia. Hemisfair is still seeking additional board members. A strategic session is being planned for current board members.

Hemisfair Ex-Oficio board member Lori Houston was recognized for her assistance with FY16 budget approval process with the City's general fund.

Parking arrangements for the opening weekend went smoothly. Hemisfair was able to utilize SAISD and GSA lots on Cesar Chavez Blvd. Hemisfair Communications Manager Drew Hicks designed parking maps for visitors.

Design and bid confirmation are happening on two future parking lots: Martinez St (between Presa and S. Alamo) and S. Alamo Street (just south of E. Nueva Street). Together these add over 100 spaces to the Hemisfair campus public parking.

The deadline for organizational semester milestones is the end of December, 2015. Highlights include parking lot contracts and construction, overall campus parking master plan, and respective funding sources. The Southwest Quadrant P3 development sublease is coming together quickly for Board and then City Council action.

The Northwest Quadrant P3 process is underway and has been narrowed to two finalists.

Operations staff have been assessing Yanaguana Garden and its visitors; collecting surveys to measure visitor satisfaction and demographics. Increasing the shade in the park before next summer is a must, and structural or cultural solutions are being sought in order to advance on designs. Operations is also busy planning programming that targets desired demographics.

Over the next few months, additional priorities include building a volunteer base and hiring more staff.

E. Yanaguana Garden Opening

A very busy Opening Weekend for Hemisfair: 21,861 visitors for the weekend. The community response was very positive throughout the weekend.

Hemisfair Events & Operations Manager Traci Lewand reported that the Tuesday, September 29th VIP event had 45 guests. Monte Vista strings quartet played,; catering and valet parking were offered. Lots of positive comments from donors.

For Hemisfair's First Friday celebration, over 4,000 visitors came out to enjoy food trucks, vendor wares and free samples from our new tenants. Over 17 volunteers assisted. Con Safos, a future restaurant tenant, sold 400% more product than expected. The food truck pad was not ready, so S. Alamo Street was used instead, thanks to the City's approval.

Saturday's Grand Opening was very vibrant. Local artist Richard Solis made an incredible colored banner for children to run through to open the park. The park was dotted with programmed activities, vendors, and tenants. Revolucion Coffe + Juice sold out by noon. Paleteria SA sold 1,600 paletas over the weekend. Snapple gave over 3,000 bottles of tea to our guests. Say Si, Royal Punisher and Will Parker performed. 34 volunteers helped staff the event.

Sunday of Opening Weekend was "Health, Wellness and Art day." 8,335 attendance for the day. Yoga, hula hoops, Rio Fit workouts and more tenant samples were the day's offerings. All PASA artists who created pieces in the park were on hand to talk about their pieces and make art with young visitors. Big State Produce donated fresh fruits. Food trucks were present and sold well. 27 volunteers assisted with the effort.

A volunteer application is available on our website; we'll need many more volunteers to assist with programming.

Board Member Sue Ann Pemberton commented that the weekend was very well staffed with volunteers. Traci Lewand added that Marriott Hotels and Leadership San Antonio-Class 40 were instrumental in providing volunteers.

Hemisfair President Bill Shown asked Traci Lewand what were some of the consistent comments made by visitors. Traci Lewand reported that parking location, shade, advertising upcoming events, and the games check out process were the most commonly asked. Operations is working to address these questions and establish weekend hours. Drew Hicks added that the tenants were blown away by the attendance. Lori Houston asked about partnering with Magik Children's Theatre. Ms. Lewand reported that Magik had a large crowd on Saturday for their free show, almost 90% were first time patrons to the theatre. Hemisfair is making plans to partner with them in the future. The board shared personal stories of their enjoyment of the weekend's activities and positive comments.

Hemisfair Conservancy Director Anne Krause reported that the Conservancy is using the momentum of Opening Weekend to approach new donors. At that time, \$30,000 had been pledged from Wells Fargo and other unsolicited donations came in during the weekend from visitors.

Bill Shown introduced new board member, Shokare Nakpodia. Born in Lagos, Nigeria and educated in England, Mr. Nakpodia has lived in San Antonio for 13 years and runs an advertising agency, The Mighty Group, in St. Paul's Square. He currently participates on the boards of Centro and Goodwill Industries.

Drew Hicks reported on his media plan; dozens of stories in various media sources regarding the park, contacting bloggers, private media and conducted neighborhood association tours ahead of opening. Major TV stations, radio, print and blogs were utilized to advertise opening weekend. TPR's The Source was another outlet. Social media report; 29,000 visitors to Facebook and the opening weekend event page. 100 submissions to Hemisfair's Instagram photo contest. 260% more impressions on Twitter.

Mr. Hicks also shared photos and quotes from media and showed a video that was donated to Hemisfair by filmmaker Diego Narciso. RC French also documented the event with some incredible photos. Both will be used in press going forward. Bill Shown commented that this documentation will cement Hemisfair's ability to move forward with expansion. The progress on the historic homes will "add a new dimension. Visitors will feel the history again."

F. Committee Updates

1. Executive Committee
 - New board member appointments are imminent.
2. Communications Committee
 - Drew Hicks will be managing connections to press going forward and working on P3 announcements
 - New website launch - easy to navigate with added event calendar volunteer sign up
 - Photos and videos
3. Art, Civic & Cultural Committee
 - Partnerships with local organizations (UNAM, PASA, Say Si, etc.) to activate park and the process for applicants. Release forthcoming of new book about the Confluence of Civilizations (of which Hemisfair is a part). Director of Real Estate Omar Gonzalez added that visitors were most impressed that the art in the park is interactive. Lori Houston added that once the Goliad St project is open, it will be even easier to forge alliances with neighbors UNAM and the Instituto Cultural de Mexico.
 - Additional opportunities in Hemisfair for public art.
4. Finance
 - New job posting- Geoff Baldwin updated on the position; Programming Events/Volunteer Coordinator. Play is part of the programming. Operations is working to forge partnerships that are appropriate for the park with organizations and vendors. Hourly play leaders will be hired to work with pre-school age kids during the week.
 - Anne Krause reported that the Conservancy raised 400k from 187 donors. End-of-year corporate asks will be sent out. The open park makes it easier to submit for larger foundation grants.
5. Historic Committee
 - Project Manager Roger Tavares reported that restoration on 7 of 10 historic homes are complete. The Hermann, Halff and Kampmann Houses are not yet complete. The great deck and OK Bar/Pereida outdoor area are set to open at the end of October. The quality of work is fantastic. Bill Shown inquired when the tenants would be able to move in. Omar Gonzalez relayed that the current schedule shows tenants occupying the buildings in Spring 2016. The streets project is rolling along; infrastructure done, completing last utility section on E Nueva. Board Member Paul Foster interjected that he envisions this portion of the project will bring better connectivity to St. Paul's Square and San Antonio's east side.

G. Executive Session

HEMISFAIR 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.

Hemisfair President Bill Shown opened the executive session at 9:20 a.m.

Discussion surrounding the NWQ P3 Solicitation and Selection process.

The meeting reconvened at 10:42 a.m.

H. Board Member Comments

None.

I. Adjournment

HEMISFAIR President Bill Shown adjourned the meeting at 10:44 a.m.