



**Hemisfair Park Area Redevelopment Corporation**  
**Board Meeting Agenda**  
**Friday, October 13, 2017**  
**8:00 AM – 10:00 AM**  
**115 Plaza de Armas – Culture Commons**

**Board Members in Attendance:**

Bill Shown, Chair  
Dan Lopez, Vice-Chair  
Rod Radle, Treasurer  
Dirk Elmendorf  
Tracy Hammer  
Lori Houston  
Juan Landa  
Cynthia Lee

**Board Members Not in Attendance:**

Sue Ann Pemberton, Secretary  
Cara DeAnda  
Shokare Nakpodia  
Ben Gorzell

**Staff Members in Attendance:**

Andres Andujar  
Omar Gonzalez  
Geoff Baldwin  
Terry Garcia

**Other Guests & Visitors:**

Karl Baker  
Veronica Zertuche  
Anne Krause  
Jim Plummer  
Alastair Jenkin  
Dan Markson

**Call to Order**

Hemisfair Board Chair, Mr. Shown, called the meeting to order at 8:27 AM.

**Citizens to be Heard**

There were none.

**Approval of August 11, 2017 Meeting Minutes – Bill Shown**

Mr. Shown presented the August 11, 2017 meeting minutes for comments and discussion. There being none, Ms. Lee offered a motion to accept the minutes as presented and Mr. Landa provided a second. There being no further discussion, Mr. Shown asked for a voice vote and the motion passed unanimously.

**CEO Report – Andres Andujar**

Mr. Andujar provided the following updates:

- Southwestern Zone: Several tenants and Acequia Lofts are in construction, parking lots are generating revenue and Yanaguana Garden continues to delight visitors.
- Northwestern Zone: 75% of design of Civic park –completed; 2/3 of funding in place; P3 schematic design complete; future historic home tenants contemplated
- Eastern Zone: UDM underway, park program forthcoming, P3 site studies and initial advertisement with ULI magazine completed
- Road construction: E Nueva is well received, phase 1 completed. S Alamo 100% funded and MIG/HDR team re-engaged for design continuation. Hemisfair Boulevard, Phase II, design funded, HDR/MIG team selected, construction partly funded. Staff working with City Management to determine additional funding sources.
- Areas around Hemisfair are also in transition: Alamo Master Plan; La Villita Master Plan; Federal Courthouse swap scheduled for 2021, SAISD headquarters is being offered for sale; SAHA's Victoria Commons Master Plan; ITC RFP is on hold; VIA TOD at Thompson Transit Station.

Thoughtful development around Hemisfair will bring more users to the park, and funding from the Hemisfair TIRZ.



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Ms. Houston reported that a lobbyist was hired to navigate the Hotel Occupancy and Sales Tax reimbursements from the State to help fund the Civic Park construction.

**Briefing and Possible Action on Hemisfair Treasury Policy – Omar Gonzalez**

Mr. Gonzalez presented an updated policy for review and consideration. He noted the last time the policy was reviewed by the Board for approval was 2014. The changes include language changes to reflect personnel changes and advances in technology. The Finance Committee reviewed and staff used a third party to review changes with input from Troy Elliot from the City's Finance Department. Mr. Lopez noted that the updates reflect organizational growth. Mr. Radle offered a motion to accept the policy as presented and Mr. Landa provided a second. There being no further discussion, Mr. Shown asked for a voice vote and the motion passed unanimously.

**Briefing and Possible Action on Northwest Zone P3 Residential Term Sheet – Omar Gonzalez**

Mr. Gonzalez summarized status of negotiations for the P3 residential Term Sheet:

- Original proposal was for 363 units with 10% workforce housing per Hemisfair policy.
- Revised submission increases to 431 residential units. 239 units will be available at market rate with 192 units under a Public Facility Corporation (PFC) structure and comply with Hemisfair's mixed-income housing policy. In summary, the proposal represents more residential units, more rent restricted workforce housing units and an opportunity for upside at developer exit through the sale of the asset.

Mr. Radle would like HPARC to setup a meeting with SAISD to advise them of the PFC change. Explain a net increase of tax revenues to them based on the overall proposed development.

Mr. Shown noted that the Board granted CEO authority to make amendments to the lease at an earlier meeting. He moved that the Board grant authority to staff to negotiate a term sheet and amendment to the Zachry lease affecting the residential sublease with NRP Group, pending Executive Committee approval. Mr. Elmendorf provided a second. There being no further discussion, Mr. Shown asked for a voice vote and the motion passed unanimously.

**Committee Updates –**

1. Executive Committee, Bill Shown

- Ms. Krause provided a Capital Campaign update including allocation of funds. She briefed that Madison Smith is honorary Chair and Omar Gonzalez is also on the Committee. The Committee is working a list of top prospects for donations. A specific donor plan exists for each prospect. The Conservancy received \$400K yesterday which brings the total capital campaign gifts to over \$600K received. The first step of the plan is with family and friends (Board and key staff). Each Board member determines the amount of their contribution. Ms. Krause reminded the members that a pledge can be paid out over multiple years.
- Mr. Shown advised that the Hemisfair milestones are finalized. The Executive Committee chose several milestones for the CEO that will focus on leadership, communication and Board expectations.
- Zachry due diligence has been extended.
- There is one Board vacancy and several people have been identified for potential Board service.

2. Art & Activation



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Cultural activation for the 50<sup>th</sup> Anniversary VIVA celebration (April 6-8, 2018) is underway. Focus is on people who make SA special. Five historic homes on E. Nueva will turn into pop up areas. Between March and May 2018 Hemisfair attendance is expected to be close to 400,000. Park and ride options are being considered.

Mr. Shown cautioned that Hemisfair not lose the redevelopment story. He also requested that the event is executed at a level that inspires conversation and does not come across as cheesy.

Mr. Lopez asked how we are paying for the event. Staff responded that part of the funding was included in the budget and that sponsors are in place and more are expressing interest. Mr. Shown added that the event should help fundraising efforts. Mr. Radle commented that this is an opportunity to do it right and have people talking about Hemisfair in a manner that gets people excited about the project. Geoff Baldwin mentioned working with parks to update the park for potential visitors including updating walkways and green spaces to ensure the park was presented at an excellent level. The rain plan would include renting a large tent structure or structures as 90% of the programmed activities are outdoors.

3. Communications – Drew Hicks

- The Annual Report is complete and available on our website. The theme is attributed to a quote by San Antonio Business Journal writer Scott Bailey that said you can feel a sense of momentum where Hemisfair went from a dream to reality. Attendance at Yanaguana Garden is up 15% and we have attracted over one million visitors since opening in October 2015.
- Last Friday, a press event was held on East Nueva Street to announce the Annual Report and plans for the 50<sup>th</sup> anniversary VIVA Hemisfair. The VIVA name and logo were unveiled and Vikki Carr said a few words and encouraged everyone to get involved.
- Cision has been running for two months now with real time monitoring for all press. Mr. Hicks provided a two-week snapshot of TV and print media driven by 50<sup>th</sup> anniversary and social media driven by base programming. Cision provides us the ability to focus on optics and allows for more direct media outreach.

4. Finance – Omar Gonzalez

FY17 is closing at a surplus; external audit is underway.

5. Planning & Development, Tracy Hammer

- ITC issued an RFP, then placed it on hold.
- Dough Pizzeria finished underground infrastructure, interior rehab, and are working on the expansion.
- Con Safos planning to open in November or December.
- Commonwealth just pulled construction permits and have started working on their interior build-out.
- Half of the footings for the art shade structure are done. Install is expected to take place this winter.



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**Executive Session**

The Board did not adjourn to Executive session.

**Board Member Comments**

Mr. Shown stated that there is a great deal of energy and momentum happening now that can be felt by all.

**Adjournment**

There being no further business, Mr. Shown adjourned the meeting at 10:02 AM.

**ACCESSIBILITY STATEMENT**

This meeting is accessible to persons with disabilities. Parking is available. Auxiliary aids and services, including Deaf interpreters, must be requested forty-eight (48) hours prior to the meeting. For assistance, call (210) 354-2947, or 711 (Texas Relay Services for the Deaf).