

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
Cos House, La Villita
San Antonio, TX 78205
April 12, 2013
8 a.m. – 10 a.m.

Board Attendance: Paul Foster, Daniel Lopez, Sue Ann Pemberton, Rod Radle, Bill Shown, Debra Guerrero

HPARC Staff/Volunteer Attendance: Andres Andujar, Omar Gonzalez, Ron Schappaugh, Debbie Serot, Rachel Holland, Steve Golden (Golden Steves), Linda Deatrack, Lori Houston (Center City Development Office)

Additional Attendance: Lance Aaron (U.S.-Mexico Interests), Allison Elder (San Antonio Conservation Society), Jed Maebius (Mayor's Office), Aaron Parks (Institute of Texan Cultures), Ginger Purdy (Women's Pavilion), Joyce Coleman (Women's Pavilion), Michael Barajos (San Antonio Current), Mark Sullivan (Texposition), Zac Harris (Planning Commission)

A. Call to Order

Bill Shown, HPARC Vice Chair, officially called the meeting to order at 8:15AM.

B. Approval of the February 8, 2013 Meeting Notes

No changes were offered to the February 8, 2013 Meeting Minutes. HPARC Board member Rod Radle motioned to approve the notes as written and HPARC Board member Sue Ann Pemberton seconded the motion. The motion passed unanimously.

C. Citizens to be Heard

Mark Sullivan of 1113 E. Houston explained he is a member of Triple 9 group and expressed concern over redevelopment of the 1968 HemisFair grounds.

D. Chief Executive Officer Report

HPARC CEO Andres Andujar reported on the following:

- Andujar introduced Communications Consultant Debbie Serot to the Board, who will be managing branding, activation, marketing plan, and fundraising. Serot expressed excitement for her new role and the Hemisfair project.
- Andujar reported that HPARC continues to coordinate with City officials, Convention Center Expansion Team, and City Architect weekly on the Convention Center expansion schematics to ensure that the façade is appropriate for a civic space bordering a world-class community park. Andujar explained that HPARC will build liner buildings on the southern façade of the expanded Convention Center that will include hidden parking and ground-floor retail uses.
- There are six alternatives for the VIA streetcar alignment; Andujar reviewed all six and expressed his technical opinion that it would be more complex to run the streetcar down Goliad rather than Chavez due to size of street right-of-way and infrastructure. In regards to S. Alamo Street alignment option, the Chavez/Alamo intersection would adversely affect pedestrian walkability. Without lobbying, Andujar's technical preference would be Alternative 5. The decision time frame for VIA marks a recommendation for alignment in May, followed by a multiple-month long approval process. Construction would be concluded in the 2017-year range. HPARC Board Member Sue Ann Pemberton shared that VIA is taking public comments for the alignments on their website.

E. Briefing and Possible Action on Legislative Bill

Bill Shown explained how HPARC has been working with the Texas State Legislature to obtain parkland clarity within Hemisfair so that the community-approved Master Plan can be implemented. This week, members of the HPARC team traveled to Austin to testify in front of the Urban Affairs Committee of the House of Representatives. The HPARC goal is to expand and improve useable public and open space at Hemisfair, and to surround it by vibrant mixed-use developments that will help fund park costs, maintenance, and provide passive security with a constant flow of users. Andujar thanked Dan Lopez and Madison Smith for traveling to Austin to observe and assist through the Bill compromise. Andujar explained that if citizens have any comments on the Bill, to directly contact their State Representative. He also expressed that no tools have been removed from the toolbox that HPARC maintains to execute a complex project. Andujar expressed that the Legislature is moving in a positive direction to transform Hemisfair to a free, accessible, and premier gateway.

F. Briefing and Possible Action on Funding, Authority, Staffing, Transformation (FAST)

HPARC Director of Planning, Operations, and Development Omar Gonzalez identified similar projects around the nation to compare Hemisfair staffing to benchmarks. Regarding staff, Gonzalez identified eight different functions within Hemisfair and shared which areas should and could be maintained in-house and which ones could be contracted out to consultants. Gonzalez then reviewed several different staffing positions and their timelines for hire. Gonzalez stated that the goal is to leverage all of our resources. Gonzalez researched benchmark urban parks including Discovery Green (Houston), Klyde Warren Park (Dallas), Bryant Park (New York), Millennium Park (Chicago), and the Pearl (San Antonio). Overall, Gonzalez learned that most projects discovered that they had underestimated staffing needs; that key hires should be made in advance of pressing needs; the importance of interface with the donor world; and leadership from public and private sectors are critical to success. It was recommended to Gonzalez that naming rights should be in limited year terms and donors should not be promised participation in the design process. Discovery Green and Millennium Park both receive operational funding from parking structure revenues. Bryant Park receives majority of funding from a public assessment of surrounding building owners.

Gonzalez then reviewed staffing size and timing by department. By end of 2013, there will be 7 total HPARC employees, and the staff will expand to 17 employees by 2018. Andres Andujar added that there is a short-term operational fundraising strategy called 50x20 to raise one million dollars annually for short term needs.

Gonzalez updated that HPARC is currently interviewing for a Project Manager. Final selection will be made within next 30 days. The next position available will be a Development Manager for Fundraising once the Fundraising Feasibility Study is concluded by Bacon Lee & Associates. A funding request will be made to City of San Antonio by end of April. Andujar concluded that HPARC will be out of the red by 2018 and fully operating on its own generated funds.

G. Committee Updates and Next Steps

- **Executive Committee**
Andujar reported that committee spent most its time on legislative efforts.
- **Communications Committee**
Communications Committee Chair Debra Guerrero reported that Hemisfair has reached 4,000+ likes on Facebook, has continued its media presence, and Blonde Creative is developing a video infographic to illustrate the Hemisfair vision for the public.
- **Art, Civic and Cultural Committee**
Art, Civic, and Cultural Committee Chair Rod Radle reported consideration of Instituto Cultural de Mexico and UNAM future locations within the park—no locations have been pinpointed, but the conversation is open. He also reported that existing leases are being reviewed for the SW corner of Hemisfair property.

Hemisfair contributed to Luminaria by commissioning a muralist to create a live art piece of an urban jungle at the event. The piece will hang on the Convention Center Expansion fence during construction. A grant from the 80/20 Foundation has been received for activation. Mikyoung Kim, Art Master Planner will be returning to San Antonio to review her work next week.

- **Finance Committee**
Finance Committee Chair Dan Lopez reported that HPARC will run out of operating funds in September 2013 under the current budget assumptions.
- **Historic Committee**
Historic Committee Chair Sue Ann Pemberton reported that Design Guidelines for Historic Structures are underway. There is also a design charrette organized by citizens for the HemisFair-era buildings scheduled for Saturday. The RFP for Restoration of Historic Structures will be posted today.
- **Planning and Development Committee**
Planning and Development Committee Chair Bill Shown reported that the SW Corner Play Escape Design selection process has been shortlisted to two firms. The Construction Manager at-Risk for the play escape selection has also been shortlisted to two firms. Bill Shown assured that all finalists are spectacular. HPARC is working with consultants on the Commerce Street underpass Gateway design. Andujar updated that Phil Myrick, formerly with PPS, has been contracted to create a Placemaking Programming document for the NW Corner Civic Park.

H. Board Member Comments

None

I. Executive Session

HPARC may meet in executive session pursuant to Chapter 551 of the Texas Government Code to deliberate the purchase, exchange, lease, or value of certain real properties.

The HPARC Board met for Executive Session to discuss Hemisfair leases.

J. Adjournment

Vice Chair Bill Shown adjourned the meeting at approximately 9:31AM.