

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
Executive Assembly Conference Center
San Antonio, TX 78205
June 14, 2013
8:30 a.m. – 10 a.m.

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

HPARC Staff/Volunteer Attendance: Andres Andujar, Omar Gonzalez, Debbie Serot, Rachel Holland, Linda Deatrick, Roger Tavares, Steve Golden (Golden Steves), Emily Youngblood

Additional Attendance: Lance Aaron (U.S.-Mexico Interests), Allison Elder (San Antonio Conservation Society), Ginger Purdy (Women's Pavilion), Mike Bacon (Bacon Lee and Associates), Marion Lee (Bacon Lee and Associates), Lincoln Avant (D1 Council Office), Mike Sawaya (Sports and Convention Facilities), Richard Rosen (Magik Theatre), Janet Pedrotti (Institute of Texan Cultures), Jenn Collazo (Institute of Texan Cultures)

A. Call to Order

Bill Shown, HPARC Vice Chair, officially called the meeting to order at 8:32AM.

B. Approval of the May 10, 2013 Meeting Notes

No changes were offered to the May 10, 2013 Meeting Minutes. HPARC Board member Rod Radle motioned to approve the notes as written and HPARC Board member Paul Foster seconded the motion. The motion passed unanimously.

C. Citizens to be Heard

There were none.

D. Chief Executive Officer Report

HPARC CEO Andres Andujar reported on the following:

- HPARC has two new interns for the summer, Emily Youngblood and Vanessa Rogers
- HPARC has continued community outreach presentations to several organizations
- Coordination has continued with City Management Staff, Centro, CIMS, Downtown Operations, SAISD, SAHA, VIA, Convention Center Expansion Team, Mayor's Office, District 1 Councilman
- HPARC has been in close coordination with Convention Center Expansion Team to ensure that Hemisfair plans are not encumbered by Convention Center plans
- The past week, HPARC held a public meeting to envision the northwest corner civic park. In order to be successful, the park needs to be a vision of the people. Andujar thanked the Board members who attended the public meeting and the focus group meetings.

E. Briefing and Possible Action on Legislative Bill

The governor has until Sunday night at midnight to veto the legislative bill. If it passes, it will take effect in September 2013. The purpose of the Bill is to allow HPARC the clarity to expand and improve the park.

F. Briefing and Possible Action on Fundraising Feasibility Study

Mike Bacon and Marion Lee of Bacon Lee and Associates presented the results of the Hemisfair Fundraising Feasibility Study they conducted. The purpose was to evaluate the perception of the Hemisfair project, test the

efficacy of a capital campaign, determine which elements of the plan have the strongest appeal, identify campaign leadership and any concerns, and propose a fundraising strategy.

There were two task force meetings initially, followed by interviews of 31 local leaders including politicians, corporate executives, wealthy individuals, and foundations.

Conclusions were as follows:

- People want to see improvements to Hemisfair's current offerings
- Hemisfair is viewed as a municipal project rather than a philanthropic cause
- Hemisfair lacks urgency compared to other more basic social service needs
- Potential donors do not want to give towards projects that would benefit private developers

Recommendations based on conclusions were as follows:

- Phase capital campaigns. The Board can raise up to \$10,000,000 in Phase 1 focused on the SW Corner Play Escape, public art, historic home restoration, and a maintenance reserve. The purpose of Phase 1 is also to establish credibility and reputation before considering future phases.
- Establish a separate entity for fundraising. Charitable elements need distance from roads, infrastructure improvements, public transit, housing, or development negotiations. Donors need assurance that their dollars are spent on philanthropic projects.
- Hire professional fundraising staff with experience in capital campaign work.

Marion Lee then reviewed a recommended structure of the fundraising committee and a timeline. She encouraged prioritizing largest gifts. The Witte Museum was mentioned as an example of an organization that set up a separate 501(c)3 for fundraising operations. .

G. Briefing and Possible Action on Branding and Marketing

HPARC Marketing Consultant Debbie Serot updated the Board on her efforts to redefine Hemisfair branding and messaging. Serot explained that the brand is what people think of the organization. Serot explained the strategic framework, action plan, and how to attract "passionate promoters." The number one goal for passionate promoters of Hemisfair is to share the Hemisfair mission. The next steps are to complete the brand framework (define value proposition and brand promise), review and evolve our identity, and execute marketing and fundraising plans. Rod Radle expressed need to better engage the communities on the eastside and westside.

H. Update and Possible Action on 2012 Bond Contracts

HPARC Director of Planning, Operations, and Development Omar Gonzalez reported that City Council will vote on June 20th on Hemisfair contracts. The contracts represent:

1. Design of the Hemisfair Play Escape—the recommended firm is MIG
2. Play Escape Construction Manager at Risk—the recommended firm is Joeris General Contractors
3. Magik Theatre Design—recommended firm is Killis Almond Architects
4. Assessment Services for 10 Historic Homes—recommended firm is Quimby McCoy

Gonzalez reviewed the selection process, selection committees, and services to be provided for each of the proposed contracts.

I. Briefing on Public Meeting for Civic Park Programming

Gonzalez reported that HPARC contracted Phil Myrick with MIG to execute a programming plan for the NW Corner Civic Park. HPARC and Myrick facilitated a public workshop on June 11, 2013 to listen to what residents want in this space. The team also hosted four smaller focus groups to listen to community groups in a more intimate setting. The next step in Civic Park Programming will be a survey released to the public in the next few weeks to measure community needs and desires based on the feedback from the public meeting. HPARC Vice-Chair Bill Shown mentioned two lessons about urban parks: 1) Bigger is not always better because energy can be lost when a park is too large; and 2) Having programmed edges on a park is a great attraction and amenity to visitors. Andujar explained the

concept of creating gateway entries to Hemisfair, and the importance of continuing to engage the public throughout the design phase.

J. Committee Updates and Next Steps

- **Executive Committee**
No additional comments.
- **Communications Committee**
Committee Chair Debra Guerrero reported that Hemisfair received media coverage from several sources related to the State Legislative Bill, Third Brewsday, and the NW Corner Civic Park Visioning Public Meeting. The video infographic will be released soon.
- **Art, Civic and Cultural Committee**
Committee Chair Rod Radle reported on a very successful May Third Brewsday with over 1,700 attendees and that staff was currently developing an event plan for the rest of the year.
- **Finance Committee**
Committee Chair Dan Lopez thanked Omar Gonzalez for developing scenario planning for the HPARC funding gap. HPARC has made a request to the City for \$1.75M for operating costs. Carlos Contreras explained that it will be difficult for the City to cover the funding gap entirely; the City is evaluating possible options. A citizen urged the Board to call on the public to push the City to fund this project.
- **Historic Committee**
Committee Chair Sue Ann Pemberton discussed the firms selected and their qualifications for the Magik Theatre restoration and the assessment of the ten historic homes. She also reported that the Hemisfair Historic Design Guidelines are finalized and cover both the outsides and the insides of the buildings.
- **Planning and Development Committee**
Committee Chair Bill Shown reported that the Hemisfair Development Design Guidelines are under final review and will be applicable for when a P3 partner is selected in the future.

K. Board Member Comments

There were none.

L. 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. No Executive Session was held.

M. Adjournment

Vice-Chair Bill Shown adjourned the meeting at approximately 10:01AM.