

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

Board Attendance: Madison Smith, Bill Shown, Paul Foster, Dirk Elmendorf, Dan Lopez, Sue Ann Pemberton

HPARC Staff/Volunteer Attendance: Andres Andujar, Omar Gonzalez, Rachel Holland, Roger Tavares, Ron Schappagh, Steve Golden (Golden Steves), Linda Deatrick, Carlos Contreras, Lori Houston

Additional Attendance: Aaron Parks (Institute of Texan Cultures), Debbie Serot (The Marketing Factors), Rhett Smith (Texas Indigenous Interests), Madeline Guyer (San Antonio Conservation Society)

A. Call to Order

Madison Smith, HPARC Chair, officially called the meeting to order at 8:34AM.

B. Approval of the October 11, 2013 Meeting Minutes

No changes were offered to the October 11, 2013 Meeting Minutes. HPARC Board member Bill Shown motioned to approve the notes as written and HPARC Board member Dirk Elmendorf seconded the motion. The motion passed unanimously.

C. Citizens to be Heard

There were no citizens to be heard.

D. Chief Executive Officer Report

HPARC CEO Andres Andujar reported on the following:

- City Council took two actions regarding Hemisfair: (1) approved Deed Restrictions related to hotel development limitations and (2) established a Public Facilities Corporation (PFC) to accept the future transfer of non-parkland land within Hemisfair.
- HPARC staff is working on the details of designating at least 18 acres of dedicated parkland at Hemisfair prior to January 1, 2014 as required per state legislation
- HPARC received City funding for FY2014 operational budget
- Consultant Bacon Lee & Associates is looking for an Executive Director of a new Hemisfair fundraising organization and HPARC staff expects to interview candidates by the end of the year
- Walker Parking consultants are conducting a parking strategy study for Hemisfair
- The Civic Park Vision and Program was finalized and released to public via electronic memorandum
- The RFQ for design of the civic park has been released by CIMS; it has received attention from firms all over the United States. Responses are due November 19, 2013 (verify)
- HPARC staff continues to coordinate with all city offices, agencies, civic organizations, the community and the media on a regular basis
- Brits & Associates is conducting a FY2013 external audit b

E. Briefing and Potential Action on Cash Management and Investment Policy

HPARC Director of Planning, Operations, and Development Omar Gonzalez reported that this strategy was written with the help of Padgett Stratemann. The purpose is to enhance clarity on the use of funds and be able to capture a return on cash. The policy only pertains to operations dollars. Future endowment dollars will have a separate policy.

Gonzalez reported that HPARC wants to maintain liquidity, have at least three months of cash flow on hand at all times, and maintain and build trust with stakeholders through transparent procedures. HPARC's policy follows the City of San Antonio Investment Policy. An Investment Subcommittee made up of three members will be formed, including the HPARC CEO and two individuals with investment background. The Subcommittee will report to the Finance Chair and will meet twice per year at a minimum. Monthly financial statements will be provided to the Subcommittee and invested in accordance with the Prudent Person Rule.

HPARC Board Chair Madison Smith asked if the members of the Subcommittee would be officers of the City or non-affiliated task force volunteers. Gonzalez responded that they would most likely be unaffiliated volunteers with finance backgrounds. The members will be selected by the Finance Committee Chair who is open to suggestions.

Staff recommended approval of the Cash Management and Investment Policy. HPARC Vice Chair Bill Shown moved to approve the policy, seconded by Board Member Sue Ann Pemberton. The motion passed unanimously.

F. Briefing on Play Escape

HPARC CEO Andres Andujar reviewed the draft schematic design of the southwest corner "Play Escape" which is scheduled for conceptual review by HDRC on November 20th. The plan has been reviewed with the Mayor, City Manager, conservation groups, neighborhood associations, and other various stakeholders, and will be publicly presented to residents on November 20th at 6pm at the Magik Theatre. Everyone is invited to attend the public meeting.

Staff is reviewing other names besides "Play Escape" which is a temporary name.

Andujar walked through a visual presentation of the Play Escape schematic design and described its concepts. There will be five gateways into the Play Escape environment that are all playful and inviting in character. Additionally, there will be several plazas, a covered promenade, game court, sand dig, water play area with integrated artistic and historical features. Exemplary shade, water and courtyards remain important priorities at Hemisfair. Infrastructure, food truck hook ups, storage, bathrooms and changing rooms are all included in the schematic design plans. Andujar reminded the Board that the environment will inspire play for all ages and abilities and all are welcome in this place.

Construction of the Play Escape has the potential to be phased, but is expected to begin in May 2014. Phase 1 touches all of the areas within the Play Escape with a lesser degree of detail. HPARC has necessary funds to complete Phase 1 of the Play Escape, but additional dollars are required to construct the entire schematic design. There may be three capital campaigns occurring simultaneously relating to the Hemisfair property: 1) the Hemisfair park expansion and improvement, 2) the Magik Theatre expansion, and 3) Tres Centurias' effort to purchase sculpture for installation at Hemisfair.

G. Briefing on Non-profit Organizational Structure

HPARC Director of Planning, Operations, and Development Omar Gonzalez reported that HPARC will be setting up a separate 501c3 organization for the purpose of fundraising for Hemisfair. The organization will have its own Board and Executive Director and could survive in perpetuity without HPARC. The Executive Director will be able to hire his/her own staff, and it is yet to be determined how HPARC and the new philanthropic organization will work in tandem.

The rationale is that HPARC will continue to work on Real Estate Development & Administration, while the "Hemisfair Conservancy" (name subject to change) will purely focus on Philanthropy for the purposes of park improvements, programming, fitness, art, culture, horticulture, education, etc. Both organizations will be 501(c)3 non-

profits, able to receive donated dollars. Achieving official IRS 501(c)3 status for the new organization may take up to twelve months.

H. Committee Updates and Next Steps

- **Executive Committee**

Board Chair Madison Smith reported that the Land Bank creation is underway between the City and HPARC. City Council will serve as the Hemisfair Park Area Public Facility Corporation, with each City Council member serving as a Board member of the new PFC.

- **Communications Committee**

Rachel Holland, HPARC Communications Coordinator reported on the following:

- New posters have been installed for the existing Hemisfair kiosks;
- Hemisfair's website is under construction for a "version 2" in order to be more strategic;
- Hemisfair will be featured in a new promotional video created by the 80/20 Foundation;
- The civic park program received ample media coverage;
- A public meeting is scheduled for Nov. 20th at the Magik Theatre at 6pm to reveal Play Escape design.

- **Art, Civic and Cultural Committee**

Nothing to report.

- **Finance Committee**

Finance Committee Chair Dan Lopez reported that the team has formed an Audit Subcommittee. Mr. Lopez expressed concerned that there is a mismatch between only having one year of operational funds and being a long-term organization. He expressed the need for a multi-year funding plan with the City that will be supplemented with other funding sources.

- **Historic Committee**

Historic Committee Chair Sue Ann Pemberton reported that the conditions assessments and cost estimates have been completed for the first 10 historic buildings at Hemisfair. A scope of work is being developed for the homes within the Play Escape environment in accordance with available funds. Additionally, Pemberton reported that she visited Columbus, Ohio which recently won an award for the historic preservation of 69 properties.

- **Planning and Development Committee**

HPARC Vice Chair Bill Shown reported that the most important thing HPARC is working on is the dedication of Parkland at Hemisfair. The parkland dedication must occur before January 1, 2014.

I. Board Member Comments

Board Chair Madison Smith congratulated staff member Rachel Holland for an article she wrote about San Antonio in the Rivard Report.

J. 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.

K. Adjournment

HPARC Chair Madison Smith adjourned the meeting at approximately 10:00AM.