

**HemisFair Park Area Redevelopment Corporation  
Board Of Directors Monthly Meeting  
Henry B. Gonzalez Convention Center  
Executive Assembly Conference Center  
October 14, 2011  
8 a.m. – 10 a.m.**

**Board Attendance:** Gini Garcia, Debra Guerrero, Daniel Lopez, Rod Radle, Bill Shown, and Madison Smith.

**COSA Attendance:** Lori Houston, Pat DiGiovanni, Mark Brodeur, Paula Stallcup, Andres Andujar, and Omar Gonzalez.

**Additional Attendance:** Marisa Ahuja (Instituto Cultural de Mexico, RL Whynot (San Antonio Conservation Society), Andi Rodriguez (UTSA-HPARC Intern), Celine Thomasson (UTSA-HPARC Intern), Lance Aaron (US-Mexico Project), Mark Sullivan (Texpo), Aaron Parks (UTSA-Institute of Texan Cultures), Zac Harris (Parks Bond Committee), Richard Rosen (Magik Theatre/Lumanaria), Mike Barajas (SA Current), Joan Gaither (San Antonio Conservation Society), Steve Golden (Drenner & Golden), and Sonia Jimenez (Ximenes & Associates).

**A. Call to Order**

Madison Smith, HPARC President, called the meeting to order at approximately 8:14 a.m.

**B. Approval of the August 12, 2011 Meeting Notes**

Mr. Smith asked for board comments or revisions to the notes. There were none and the meeting notes were approved with none opposed.

**C. Briefing of Downtown Framework Plan and Placemaking Campaign**

Mr. Pat DiGiovanni started with introducing the new Center City Development Director Mark Brodeur. He then reported the Economic Impact Study is progressing. The Centro Partnership has established a 501(c)(6) corporation. The Chairman of the Board is Don Frost and David Zachry is Vice-Chairman. Centro is leading the Downtown Strategic Framework Plan effort and have hired HR&A. The first public meeting was held in July. The strategies emerging are consistent with SA2020 in terms of housing, employment, complete streets with retail, commercial office space and connectivity. Furthermore the Framework Plan will be in alignment with the Downtown and HemisFair Park Plan. The objective is to create a priority vision for each downtown district. There are four distinct districts emerging – 1) MidTown/River North, 2) Urban core, 3) Chavez/HemisFair, and 4) River South. Economic and public improvements for downtown will be recommended for the 2012 bond program. The main deliverable is a recommended vision and set of action plans with associated metrics to track progress. The final public meeting is scheduled for October 26 where preliminary recommendations will be presented.

The Downtown Economic Impact Study, which was conducted in 2006, will be updated by the original consultant, Dr. Nevin at SABER. The revised study will look at the new

downtown boundary coming out of the Downtown Strategic Framework Plan. Employment, wages by industry, net fiscal impact to the city with consideration for other areas in the city, housing, income, employment and spending potential will be considered and evaluated.

Phil Myrick with Project for Public Places (PPS) conducted an educational workshop for City staff on how to create a great downtown. A community assessment tool for public input, sponsored by NPR, has been set up to collect ideas and develop a temporary public space pilot area.

Mr. DiGiovanni also explained the community development organization of the Downtown Alliance and the Centro Partnership will create a Coordinating Council comprised of representatives from various boards, commission, organizations, and other interested parties to shore up the City's commitment to downtown projects and ensure continuity and coordination. Currently, there is not a CEO for the Centro Partnership and Ben Brewer, Lori Houston, and Mr. DiGiovanni have been providing staff support. Mr. Smith requested information and what role they play for each of the various organizations. HPARC will have representation on the Coordinating Council.

With regard to the VIA Streetcar project, VIA originally proposed an east/west 5-mile alignment from The Thompson Transit Center at the Alamodome to the Westside Multi-modal Center, downtown amenities (shelters, wi-fi, real time updates) and two new Park-n-Rides (Brooks City Base and 1604/281). The City and Bexar County were asked to contribute \$55 million each toward the effort. Mr. DiGiovanni is heading the City's Task Force to review VIA's plan. The Task Force developed an alternative alignment that brings the streetcar route to the entrance at Pearl with \$32 million in new money and \$8 million from Alamo Street/Cesar Chavez improvements fund. Special assessments (TIF, PID) are being considered to make up for the \$15 million balance. The new north/east alignment proposal will go to City Council next week with VIA poised to support it.

Mr. Smith thanked Mr. DiGiovanni for everything he has contributed to HPARC and presented him with an Honorary Certificate of Resolution for his service as the HPARC Interim Director. Mr. DiGiovanni thanked the HPARC Board and Lori Houston for her hard work and commitment. He closed by saying that Ms. Houston has been promoted to Assistant Director for the Center City Development Office under Mark Broader.

#### **D. Chief Executive Officer Report**

Andres Andujar, HPARC CEO, reported the 2007 bond request is in final negotiations and will be presented to City Council for approval. The target for finalizing the master plan is end of year. The sustainability chapter and financial model is still pending. With regard to staffing, the Director of Planning, Operations and Development position was posted and 60 resumes were received with only six being competitive including Omar Gonzalez. Mr. Gonzalez was extended an offer and has officially accepted the position. An assistant will be hired and HPARC currently has six volunteers providing staff support. The newest volunteer, Ashley Hixon, will assist with forming the 501(c)3 non-profit, and Luis Miguel Martinez is building a computer simulated model of the

HemisFair redevelopment concept. In closing, HPARC closed its fiscal year on budget and financial reports will be generated.

Paula Stallcup, Director of Downtown Operations, briefly went over HemisFair October events.

#### **E. Committee Updates and Next Steps**

##### 1. Executive Committee

Mr. Smith reported he and Mr. Andujar went to Chicago and met with the Executive Director for the non-profit in charge of Millennium Park. Millennium Park also has a private/public partnership with the majority of funding mainly coming from philanthropic contributions. Millennium has two residential towers on the edge of the park in an historic area. The visit provided insight to a very successful development project.

Mr. Smith also reported he has met with the Mayor's staff and the City Manager to determine how best to support the 2012 bond election. All parties would like to see a lot of art in the park, temporary and permanent installments. Mr. Smith suggested the board take a trip to Houston to visit Discovery Green to visit a comparable space to HemisFair.

With regard to filling the board vacancies, there are three positions to fill. Mr. Smith and Mr. Andujar have met with the Mayor's staff and HPARC will submit a list of potential board member recommendations.

##### 2. Communications Committee

Debra Guerrero with assistance from HPARC volunteer intern, Andi Rodriguez, presented the new HemisFair Park Facebook page. The page was created to connect with the public at no cost and minimal effort. It has a URL code and places to post photographs. Send any information to be posted to Ms. Rodriguez.

The branding and website RFQ should be out by Monday. The City's Convention and Visitors Bureau as well as Alamo Worksource have been invited to review the responses. The committee will have a recommendation for the board in November.

##### 3. Cultural and Civic Committee

Xavier Gonzalez reported his committee has met a couple of times and met with Lewis Tarver regarding public art and will keep him involved. The committee is exploring ways to acquire art. They are considering the San Antonio River Foundation model and the possibility of creating a separate 501(c)3 for it.

##### 4. Finance Committee

Daniel Lopez reported current efforts include creating a financial model working with HR&A Advisors and other subject matter experts. The outcome will be clarification of assumptions and trade-off considerations related to funding sources. In the near term, the committee is working with Padgett Stratemann designing a financial report to determine financial measures and indicators as well as a treasury report. Moving forward, the committee will be developing a coordinated funding strategy to highlight priority items and realistic goals. The strategy will explore the need to diversify and what it means to be self-sustaining.

##### 5. Historic Committee

Sue Ann Pemberton was unable to attend and an update was not provided.

6. Planning and Development Committee

Bill Shown reported the committee is now a committee of two due to board attrition. Mr. Shown suggested a board retreat to regain momentum and form committees with the new board members. The committee is focused on the complete street project and the execution of priority items as well as the financial model. With regard to the 2012 Bond Package request of \$64 million, the staff recommendation has come back at less than half and prioritization is going to be critical. The most immediate focus will be on the Alamo Street/Cesar Chavez corner. Mr. Smith reminded Mr. Shown and the other board members that subject experts, who are not official board members, can serve as committee members.

**F. Briefing on 2012 City Bond Process**

Omar Gonzalez, HPARC Director of Planning, Operations and Development, provided a briefing on the 2012 City Bond process. The proposed projects have been divided into categories and the effort is being spearheaded by tri-chairs. Mr. Gonzalez reviewed the schedule and provided the City-approved guiding principles as well as other criteria for consideration during evaluation. HemisFair is considered a city-wide project so not held to “rough proportionality” standard and can qualify under more than one category. Each category has a review committee comprised of two citizens appointed by the mayor and three citizens appointed by each council member for a total of 128 citizen appointments. The committees consider community input, analyze the project, and make recommendations to City Council for approval. Total potential allocations, based on staff recommendations is \$596 million. The HPARC request was originally \$64 million. Staff recommendation for HemisFair totaled \$30 million. The \$30 million represents \$15 million in streets and sidewalks and the other \$15 million in park improvements. HemisFair is the largest project being considered representing 25% of the \$596 million bond proposal. The City website, [www.sanantonio.gov](http://www.sanantonio.gov), provides more information, the committee schedules, and committee meeting notes. Mr. Gonzalez and Mr. Andujar will make a presentation to the Streets Committee and the Parks Committee on October 24th and October 25<sup>th</sup> respectively. Mr. Smith requested that Mr. Gonzalez organize the board members to attend these meetings.

**G. Citizens to be Heard**

None.

**H. Board Member Comments**

Mr. Smith reported Bill Fain with Johnson Fain, the lead consultant for the master planning effort, contacted him to share that the HemisFair Master Plan public process was used a model in St. Petersburg, Russia to empower the citizenry related to a development in a historic area.

**I. Executive Session**

Executive Session was not held.

**J. Adjournment**

Mr. Smith officially adjourned the meeting at 10:04 a.m.