

**Hemisfair Park Area Redevelopment Corporation**  
**Board of Directors Monthly Meeting**  
**Executive Assembly Conference Center**  
**San Antonio, TX 78205**  
**April 11, 2014**  
**8:30 a.m. – 10 a.m.**

**Board Attendance:** Madison Smith, Bill Shown, Daniel Lopez, Sue Ann Pemberton, Alan Schoenbaum, Dirk Elmendorf, Rod Radle, Ashley Hixon

**HPARC Staff/Volunteer Attendance:** Andres Andujar, Anne Krause, Roger Tavares, Gary Boyd, Ron Schappaugh, Linda Deatrick, Drew Hicks, Andi Rodriguez, Karl Baker (Golden Steves)

**Additional Attendance:** Veronica Zertuche (COSA), Alan Petlin (Magik Theatre), Stephen Cross (Magik Theatre), Joyce Cub, Debbie Hutcheson, Ginger Purdy, Madeline Guyer (SA Conservation Society), Patricia Gonzalez (Instituto Cultural de Mexico), Aaron Parks (Institute of Texan Cultures), Lincoln Avant (District 1 Office)

**A. Call to Order**

HPARC Chair Madison Smith officially called the meeting to order at 8:35am.

**B. Approval of the February 14, 2014 Meeting Notes**

No changes were offered to the February 14, 2014 meeting minutes. HPARC Board Member Bill Shown made a motion to approve the minutes as written and Board Member Alan Schoenbaum seconded the motion. The motion passed unanimously.

**C. Citizens to be Heard**

Alan Petlin of the Magik Theatre expressed excitement to collaborate with HPARC as they begin their strategic visioning sessions. HPARC Chair Madison Smith asked Petlin to keep HPARC informed with their planning.

**D. Chief Executive Officer Report**

HPARC CEO Andres Andujar reported on the following activities:

- Gary Boyd, HPARC's new project manager, will begin in March. Ron Schappaugh will retire in May after design of the southwest corner is complete.
- HPARC has contracted Drew Hicks to develop Hemisfair identity framework and messaging.
- The Articles of Incorporation for the Hemisfair Conservancy have been filed. A kickoff event was held Monday with a strong turnout, including three former mayors and many major philanthropy leaders.
- Drafts are in progress for a Naming Rights Policy and a Third Party Fundraising Policy
- HPARC submitted a proposal to the city to redevelop Fire Station #7. The City is considering several alternatives.
- A Hemisfair TIRZ concept was presented to the TIRZ #11 Board. The TIRZ Board seemed receptive to the long-term needs of Hemisfair. The opportunity will be further explored in upcoming months.
- City Council approved the civic park design contract with Gustafson Guthrie Nichol (GGN) and design has kicked off.
- The Conservation Society awarded HPARC a Historic Preservation Award for the Eager House and Carriage House restorations.
- Coordination continues with the Mayor's office, City Council members, City legal staff, TCI (formerly CIMS) and the Convention Center expansion team.

- An MOU will soon be negotiated with the City, which includes lease management, operations and maintenance, and long-term funding.

#### **E. Briefing on Civic Park Design Firm**

HPARC CEO Andres Andujar reported that Gustafson Guthrie Nichol (GGN) of Seattle was selected to design the civic park. GGN, an internationally recognized design firm, will have local participation from Alamo Architects, Jaster Quintanilla, and CNG Engineering. GGN is a relatively young firm led by three women partners. Their work includes projects such as the Lurie Garden at Millennium Park in Chicago, North End Park in Boston, Princess Diana Memorial in London, and the Union Square National Mall in Washington, D.C.

Andujar described the scope of work as creating one of the world's great public spaces. He is confident that a qualified team has been selected to deliver.

The design process will incorporate substantial public outreach of task forces, stakeholder focus groups, and public workshops. There will be opportunities to participate for all who have expressed interest.

#### **F. Briefing on Civic Park Edge Study Report**

HPARC CEO Andres Andujar reported that Imber Architects had been hired earlier this year to help define the civic park edge in anticipation of the start of the design with GGN. The result of Imber's study is a working document to inform park designers about what is possible on the perimeter. The report explores how design scenarios of potential building footprints can positively impact the park experience.

The study compares the size of the civic park with other great public spaces including Bryant Park in New York City, the AT&T plaza and amphitheater at Millennium Park in Chicago, Russell Square and Covent Garden in London, Plaza Mayor in Madrid, Place des Vosges in Paris, Placa Real in Barcelona, and Plaza Grande in Merida.

Additionally, the site analysis emphasized the critical need for visual and pedestrian connectivity to the parks surroundings. The study explored potential connections between the park and streets, including arcades, passageways, and courtyards. Vertical development, not only provides long-term funding for the park operations and maintenance, but also provides park security and ground floor amenities to park-goers.

The central section of the civic park will be 7-8 acres, and will be one of three parks in the Hemisfair district.

#### **G. Briefing on Branding and Hemisfair Identity Framework**

Drew Hicks has been contracted by Hemisfair to further develop the Hemisfair brand. Hicks presented the Hemisfair Identity Framework to the HPARC Board, a document which clarifies the Vision, Mission, and Purpose, and story of the project.

The creative process to develop the framework produced four defining characteristics of the future Hemisfair – vibrant, authentic, inviting, district. The Framework defines Hemisfair as a “district” – a series of parks, plazas, cafes and galleries, residences, and streets. The document reveals what the district will and will not be, and the language guideposts to describe it.

The Vision is to be one of the world's great public places. The Mission is to provide a vibrant and inviting park district that is authentic to San Antonio. The Purpose of redevelopment is for Hemisfair to be an urban park district that serves as the centerpiece of a city-wide effort to create a more vibrant downtown community.

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

- **Executive Committee** – Board Chair Madison Smith reported that the committee reviewed the MOU, the Hemisfair Identity Framework, and the increasing opportunities for programming in the River Building.

Andujar recognized Drew Hicks, Rachel Holland and Omar Gonzalez for their work on the marketing document.

- **Communications Committee**

Communications Chair Dirk Elmendorf said his committee recommended rebranding the “play escape” as Yanaguana Garden, to pay homage to the native Payaya tribe that inhabited San Antonio before the Spaniards arrived. Yanaguana means “refreshing waters” in the Payaya language and referred to the San Antonio River and the settlement around it. Yanaguana Garden is a working name subject to naming rights.

- **Art, Civic and Cultural Committee**

Art, Civic, and Cultural Committee Chair Rod Radle reported on the status of the Public Art San Antonio initiative to install several art pieces paid for by the 2012 Bond into Yanaguana Garden. Local artists presented initial concepts to the Committee and will present to the HPARC Board once concepts are more developed.

The committee is also working on a workforce housing policy, which should be complete in 30-60 days. Completion will be followed with the City and other group relevant to the workforce housing strategy.

- **Finance Committee**

Finance Committee Chair Daniel Lopez reported that the committee met with consultant, ETM Inc., to review the Operations and Maintenance plan draft. ETM, who has worked with Central Park in New York City, provided calculations and an excellent first draft of a plan.

Lopez reported that a funding gap for programming exists. The committee will fine-tune the financing plan, and determine the best recommendations.

- **Historic Committee**

Historic Committee Chair Sue Ann Pemberton reported that the historic homes restoration is in schematic design developed by Fisher Heck Architects. She emphasized that the goal is to solve the source of deterioration, not just to give the buildings a facelift.

Project Manager Roger Tavares reported that, due to budget limitations from the 2012 Bond, ten historic homes within Yanaguana Garden have been selected for stabilization and to prevent further deterioration. Five of these structures will also undergo exterior rehabilitation to prepare them for future uses, such as park activation buildings. The design development drawings are due by the end of next week.

- **Planning and Development Committee**

Planning & Development Committee Chair Bill Shown reported that the committee is continuing planning efforts to finalize design of Yanaguana Garden, to continue design work for the surrounding streets, and to kick off schematics for the civic park.

Tavares reported that construction will begin before the next Board meeting on the emergency access lane from E Nueva Street to the Magik Theatre employee parking lot. The project should be complete within six weeks and is an enabling project before Yanaguana Garden construction can begin in July.

## **I. Board Member Comments**

None

## **J. Executive Session**

HPARC may meet in executive session pursuant to Chapter 551 of the Texas Govt Code to deliberate the purchase, exchange, lease, or value of certain real properties; personnel matters; or pending litigation. No executive session was held.

**K. Adjournment**

HPARC Chair Madison Smith adjourned the meeting at 10:06 AM.