

Hemisfair Park Area Redevelopment Corporation
Board of Directors Monthly Meeting
Executive Assembly Conference Center
San Antonio, TX 78205
December 12, 2014
8:00 a.m. – 10:00 a.m.

Board Attendance: Madison Smith, Sue Ann Pemberton, Bill Shown, Dan Lopez, Rod Radle, Paul Foster

HPARC Staff Attendance: Andres Andujar, Omar Gonzalez, Anne Krause, Shannon Perry, Gary Boyd, Rachel Holland, Drew Hicks, Christie Beckham

Additional Attendance: Karl Baker (Golden Steves), Stephen Cross (Magik Theatre), Linda Deatrick, Leilah Powell (Chief of Staff, Mayor Ivy Taylor)

A. Call to Order

HPARC Chair Madison Smith officially called the meeting to order at 8:10am.

B. Approval of the Oct. 22, 2014 Meeting Notes

HPARC Board Member Bill Shown made a motion to approve the minutes, and Board Member Paul Foster seconded the motion. The motion passed unanimously.

C. Citizens to be Heard

There were none.

D. Briefing on CEO Report

Andres Andujar introduced newest HPARC employee Christie Beckham who will be the Office Administrator and gave a heartfelt farewell to Rachel Holland who is leaving to attend graduate school.

Andujar explained that the Master Lease Agreement and Master Agreement (including Donor Recognition Policy) was approved by City Council this past week, an effort that has been in the works for many months. The result of the Master Lease Agreement is that HPARC now has a long-term lease on developable parcels that are owned by the Hemisfair Park Public Facilities Corporation (HP PFC) with the ability to sublease parcels to encourage mixed-use development on PFC land. The result of the Master Agreement is that HPARC will now work with City within the dedicated parkland to ensure its sustainable and suitable use for public purposes. These agreements are critical to Hemisfair fulfilling its vision as the place “where San Antonio meets” by providing the framework for exceptional levels of service and quality while ensuring financial sustainability.

Anne Krause, Executive Director of the Hemisfair Conservancy updated the Board that the Conservancy has launched an online giving campaign resulting in almost \$20,000 of unrestricted donations in the first couple weeks.

Andujar also explained that job descriptions are ready to be posted for the Director of Park Operations. HPARC is working closely with Parks and Recreation Department to develop maintenance, repairs, and operations standards of care for Yanaguana Garden. Parks and Recreation is committed to provide 3-4 full-time employees at Hemisfair.

HPARC has selected and contracted a graphic and wayfinding consultant, Dyal Partners out of Austin, to develop all signage and wayfinding in the Hemisfair district. The contractor has also been selected for Water & E. Nueva Street construction which will begin in January 2015. HPARC staff has shortlisted two firms for the Water Street P3 Project, and a partner will be selected through the Board-adopted P3 Guidelines which follows City-approved

procedures. Yanaguana Garden and the historic homes projects are both in construction. HPARC staff continues meeting with potential tenants for historic homes, and has shortlisted to a handful of operators. License agreements will be negotiated in the first quarter of 2015, and tenants will likely need 6-8 months of finish-out.

Board member Dan Lopez asked about timing of new hires. Andujar explained that the park programming and operations positions will be posted in January, it will take about 4-6 weeks to select candidates, and the positions will be filled three months before Yanaguana Garden opens to the public. The programming manager will report to the parks director, and the parks director will report to the CEO.

E. Briefing and Possible Action on Hemisfair FY14 Audit Report

Omar Gonzalez gave a brief introduction that this was the second external audit prepared by Britts & Associates, and it went even more smoothly than last year. Gonzalez thanked CPA Cara DeAnda for volunteering within the audit subcommittee to guide HPARC in the right direction. Teri Britts with Britts & Associates reported on the results of the FY14 Independent Auditor's Report and on Compliance and other matters based on an Audit of Financial Statements Performed in Accordance with Governing Auditing Standards. Both reports were clean.

Britts went through the audit report. Total net position at year end was \$783,000. Some of the capital was built up due to delays in hiring staff, so the expected result of next year would be that there is a decrease in capital because of all the new hires.

Staff recommends Board approval of FY14 Audit Report. Dan Lopez motioned to approve, Bill Shown seconded the motion, all were in favor and the motion passed.

F. Briefing on Hemisfair Logo and Identity Refresh

Drew Hicks, HPARC Communications Manager, gave background on the Hemisfair branding initiative and the evolution of the logo. There were practical problems that needed to be solved including logo portability, resilience, resolution, and extensibility. Hicks walked the Board through the evolution of the brand, beginning with the 1968 World's Fair logo, which evolved into the Hemisfair redevelopment logo, and the problems with the most recent version. Hicks then showed the new logo and explained its make-up and portability to multiple mediums, ability to be 3-D, translation into its own font or graphic language, and ability to stand instead of the actual word "Hemisfair." It is new but it was derived by the same method of development for the 1968 World's Fair. The Board all unanimously supported the new logo. There is more work to be done regarding fonts and colors, but the Board agrees to move forward with trademarking and use of the logo.

G. Briefing on HPARC Milestones for First Half of 2015

Andres Andujar, HPARC CEO reviewed the measurable milestones for the next six months, categorized by geographical location within the Hemisfair site. Notable outcomes include: opening Yanaguana Garden to the public, entering into a final P3 agreement on the Water Street site, finalizing schematic design of the civic park, creating a Hemisfair TIRZ, create a parking benefits district at Hemisfair, and obtaining at least one philanthropic pledge totaling \$500,000 for Yanaguana Garden, among others.

Paul Foster requested information about a campaign for mid-level donations. Anne Krause explained that any donation of \$10,000 or more, there is an opportunity for donor recognition. Bill Shown added that developing milestones is a very powerful tool to measuring HPARC's progress and thanked staff for really engaging in the process.

H. Briefing on Civic Park Updates

Andres Andujar announced that next Tuesday, Dec. 16 from 6-8pm at the Institute of Texan Cultures, GGN and HPARC will be revealing final schematic design for the civic park to the public. Andujar walked the Board through the components of design including a source plaza, zocalo, great lawn, shallows, gardens, mural room, La Villita connection, and river terrace. All buildings must react to the expectations of the park, not vice versa. The source plaza alone at the corner of Market and S. Alamo will be roughly the size of Main Plaza. Andujar walked through design renderings explaining view corridors of the Tower of Americas, different elevations, and the inspiration of each area. The great lawn will have the capacity of about 7,200 people and will be about four times the size of the lawn at Bryant Park in NY. The shallows have the largest amount of water features in the civic park and tie to the history of flooding fields for agriculture.

I. Committee Updates

1. Art, Civic, and Cultural Committee

Rod Radle explained that staff has been researching pricing schemes for venue rentals at Yanaguana Garden, and developing relationships with non-profit programming partners. There also has been collaboration with PASA on Yanaguana Garden art projects.

2. Finance Committee

Dan Lopez thanked Juan Landa for volunteering on the investment subcommittee. Other than the FY14 Audit, there are no updates.

3. Historic Committee

Sue Ann Pemberton, reported that construction on the historic homes begun three weeks ago. The only home that is not being rehabilitated is the Kampmann House because the Magik Theatre currently occupies that house. Contractors found a historic cistern under the Meyer-Halff House, which has now been surveyed for the records. The rehabilitation of the homes is on schedule.

4. Planning and Development

No additional updates.

5. Executive Committee

Madison Smith again explained the magnitude of having the Master Lease and Agreement approved by city Council, and how it sets us up to develop the site. Rod Radle also mentioned that the Final Four 2018 celebrations will be at the civic park.

6. Communications Committee

Drew Hicks reminded the Board that he is moving forward with the Board “Supporter Stories” which will be newspaper editorials about various aspects of the Hemisfair project. Gonzalez then showed the public flyer for the meeting next week revealing design of the civic park.

J. Board Member Comments

There were none.

K. Executive Session

No executive session was held.

L. Adjournment

HPARC Chair Madison Smith adjourned the meeting at 9:56 AM.