

**HemisFair Pak Area Redevelopment Corporation  
Board Of Directors Monthly Meeting  
Henry B. Gonzalez Convention Center  
Executive Assembly Conference Center  
March 12, 2010  
8:00 a.m.**

**Board Attendance:** Andres Andujar, Xavier Gonzalez, Debra Guerrero, Art Hall, Daniel Lopez, Sue Ann Pemberton, Lisa Schmidt, Bill Shown, Madison Smith, and David Zachry.

**COSA Attendance:** Pat DiGiovanni, Lori Houston, Paula Stallcup, David McGowen, John Cantu, Elizabeth Porterfield, Steve Whitworth, and Mike Sawaya.

**Additional Attendance:** Richard Rosen (Magik Theatre), Jennifer Woods (The Woods Group), and Sonia Jimenez (Ximenes & Associates.)

**A. Call to Order**

Madison Smith, HPARC President, called the meeting to order at approximately 8:05 a.m.

**B. Approval of February 15, 2010 Meeting Notes**

Mr. Smith confirmed everyone had a chance to read the notes. Debra Guerrero made a motion to approve the notes and Andres Andujar seconded it. The motion passed with all in favor and none opposed.

**C. Citizens to be Heard**

Richard Rosen with the Magik Theatre presented the Board with information related to the Luminaria event scheduled for Saturday, March 13, 2010 from 6 pm.-midnight. The event will be located in HemisFair Park, HBG Convention Center, and LaVillita. Mr. Rosen emphasized the family-friendly aspect and suggested this is the best use of HemisFair since 1968. He distributed invites to the Board members for the Mayor's Luminaria reception and encouraged everyone to come.

**D. Directors Report**

Pat DiGiovanni reported the HPARC Board briefing to City Council is set for the B Session on Wednesday, March 17, 2010. Madison Smith will make a presentation at 2 p.m. in the Municipal Plaza B Room. He will update the City Council members on the visioning session and progress made. All board members are encouraged to attend. Mr. Smith has already met with the city manager and the mayor and they are pleased with the direction and progress the board has made. Mr. Smith added that he hopes to demonstrate to City Council this board's commitment and dedication.

**E. Briefing and discussion on the Strategic Planning Session**

Mr. Smith asked the board members to review the planning session notes and if anything needs to be added, to please submit your requests to Lori Houston. Over the next month, this document will form a resource base moving forward. Mr. Smith

offered to meet with board member Lisa Schmidt since she was unable to attend the session.

**F. Committee Update and Next Steps**

Mr. Smith explained committee updates will be a permanent item on all agendas moving forward. Each committee chairperson is expected to give a brief summary of activity and inform the board of any issues.

**1. Executive committee**

Mr. Smith reported the committee has met every month since September. Activity has been centered around the structuring of HPARC and, most recently, conversations have been focused on the need for permanent staffing. The committee will be developing staffing recommendations to the board over the next month as well as potential sites for an HPARC office/storefront.

**2. Communications committee**

Debra Guerrero reported the committee has not been able to meet but members have been in contact via e-mail regarding the HPARC sanantonio.gov website, the stand-alone website, public meeting #1 format, and the development of a legislative packet for City Council and possibly the Texas Legislature.

A branding effort was not included in the planning session work and was discussed briefly. The brand should reflect a balance of the uses (current and potential) for HemisFair and be able to stand the test of time. Branding may include a logo, letterhead, the website, and a PowerPoint template. Branding will be added to the Communications Committee agenda for further discussion.

**3. Cultural and Civic Committee**

Xavier Gonzalez reported he, Gini Garcia, and Madison Smith have met to discuss the committee's direction. They will be developing a database of as many cultural and civic organizations and groups as possible. The committee will explore the best approach to engaging these groups and exchanging information. This database will be shared with the full board and the other committees. This committee will also oversee and administer policies as they relate to civic and cultural groups. Mr. Gonzalez stressed this committee is not ready to accept proposals and would like to work closely with other committees, especially communications, in terms of outreach.

**4. Finance committee**

Art Hall reported his committee continues to meet with city staff and others to assess the present financial condition and options moving forward. The next meeting is scheduled for the week of March 22, 2010. Mr. Hall intends to have a board report prepared by the end of April.

**5. Historic committee**

Sue Ann Pemberton reported her committee has not met formally but several conversations have been occurring. She was contacted in January about the

Sweeney House wall collapse and has met with Lincoln St. George, Paula Stallcup, and Colleen Swain to discuss immediate corrections. The San Antonio Conservation Society (SACS) has earmarked approximately \$40K in NIOSA revenues to historic preservation. A portion of these funds will pay for the Sweeney House wall stabilization efforts. The SACS funding is dependent on need so there is no guarantee future funds will be available for HemisFair. The Sweeney House is located next to the Hilton Pavilion.

Moving forward, funding issues for historic preservation will be considered as part of the HPARC budget. Funding opportunities, such as the SACS earmark, are usually very competitive and this effort may take a variety of funding tools and may be very complex.

#### **6. Planning and development committee**

Bill Shown reported his committee met last Friday. Ben Brewer, the Downtown Alliance President, attended the meeting and shared his experience with the River North Master Plan process. He shared his knowledge of the process, lessons learned, things to do, and things to avoid. The committee is creating a list of master plan developer candidates, resources, and a draft preliminary request for qualifications and request for proposals. The committee will use the Midtown RFP as a resource. The committee is also considering what talents are necessary with regard to HPARC staff and will be preparing job descriptions.

The committee reports were concluded. Lori Houston added that City staff is available to support the committee by taking notes and emphasized the importance of record keeping. She would like each committee to set a regular meeting date and time and will work with the committee chairs toward this end. Mr. Smith suggested the committees draw off each other to ensure a natural coordinated progression as opposed to isolated measures and thanked the chairs for their efforts.

#### **G. Presentation and discussion of the HPARC website**

The [sanantonio.gov](http://sanantonio.gov) HPARC web page was presented for information and feedback. Ms. Guerrero informed the board another HPARC stand-alone, interactive website is going to be developed as part of her committee's efforts. The [sanantonio.gov](http://sanantonio.gov) website will be permanent and accessible through the City portal. There was a suggestion to have proposing entities reference the [sanantonio.gov](http://sanantonio.gov) website as part of the stand-alone website RFP process. The website needs to create clarity and continuity for the user.

There was some discussion about creating another phone number for calls. Currently, Lori Houston's office number is being published as the point of contact. The board would like a human voice to answer as much as possible. Sonia Jimenez offered phone answering services to the board as part of Ximenes & Associates' HPARC Board support tasks. No decision was made.

Ms. Houston also informed the board the e-mail address, [hparc@sanantonio.gov](mailto:hparc@sanantonio.gov), has

been set up and Sonia Jimenez will be checking it regularly. The domain name for the stand-alone website, [hemisfairpark.org](http://hemisfairpark.org), has been reserved. Ms. Guerrero concluded by saying everyone's comments are welcome and additional suggestions can be sent to her for her committee's consideration.

**H. Executive Session**

Mr. Smith concluded the public portion of the meeting at approximately 8:55 a.m. The board took a short break and Mr. Smith convened the executive session. Please see the attached certified agenda for additional information.

**I. Adjournment**

Mr. Smith asked if there was any other business and there was no reply. He adjourned the meeting at approximately 12:10 p.m.