

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

**Board Attendance:** Art Hall, Gini Garcia, Debra Guerrero, Sue Ann Pemberton, Lisa Schmidt, Bill Shown, Madison Smith, and David Zachry.

**COSA Attendance:** Lori Houston, Paula Stallcup, Shanon Wasielewski, and Jeff Cook.

**Additional Attendance:** Richard Rosen (Magik Theatre/Luminaria), Susanne Cooper (Luminaria), Rosemary Kowalski (Hispanic Heritage Center), Jennifer Woods (The Woods Group), Aaron Parks (UTSA-ITC), Steve Golden (Drenner & Golden), and Sonia Jimenez (Ximenes & Associates.)

**A. Call to Order**

Madison Smith, HPARC President, called the meeting to order at approximately 8:15 a.m.

**B. Approval of October 8, 2010 Meeting Notes**

Mr. Smith asked if the board members had an opportunity to review the notes. Bill Shown made a motion to approve the notes and David Zachry seconded it. The motion passed with all in favor and none opposed.

**C. Director's Report**

Pat DiGiovanni was unable to attend. Lori Houston reported on his behalf and stated there was nothing new to report.

**D. Committee Updates**

**1. Executive Committee**

Mr. Smith reported his committee has primarily been focused on working with the consultant team, Johnson Fain, and getting issues resolved related to the rehabilitation efforts for the Eager House. The committee has also been discussing the solicitation of the CEO and Development Director. The recommendation committee is meeting after today's board meeting to further discuss the hiring process. To date, there have been 60 responses to the CEO position and 30 for the development direction position. The objective is to hire for these positions as soon as possible without missing out on good candidates. The recommendations will come to the full board for approval.

**2. Communications Committee**

Debra Guerrero reported her committee met with the consultant team and assisted with identifying appropriate stakeholders for the focus groups. The team will be having several meetings with groups that reflect the diversity of the city. Ms. Guerrero requested that Mr. Madison send a request to all city council members regarding ways to contact their constituents in order to engage the entire city in the effort.

### **3. Cultural and Civic Committee**

Gini Garcia reported she would be meeting with the consultant team on Thursday afternoon to take them on a tour of the cultural landscape of the city. They will be visiting art venues, schools, and cultural icons so the team can get an idea of what already exists and to be sure anything already done is not duplicated. Additionally, the founders of the International Folk Art Festival will be in San Antonio next Monday and Tuesday. The host committee will be encouraging the festival founders to take a serious look at San Antonio for future events. The RK Group is hosting a breakfast, followed by a barge ride with a meet and greet at Pearl. Ms. Garcia concluded by asking all other committees to let her know if any of their activities involve a cultural component.

### **4. Finance Committee**

Art Hall reported that the majority of his report is tied to agenda item E below (San Antonio Area Foundation) and his committee has engaged the corporate attorneys in drafting procurement policy to present to the board at a future meeting.

### **5. Historic Committee**

Sue Ann Pemberton reported an early draft of the historic structures assessment is complete. The assessment includes updated history of the sites, Sanborn maps showing neighborhood development, current maps, historical information on each of the structures, photographs demonstrating rehabilitation needs, floor plans and elevations (including CAD files), information related to original builders and owners, additional historic structures in the area, source page, and an appendix of photos. The report will be formatted in a manner to allow for information on each structure to be referenced independently. Mrs. Pemberton will be presenting the full report at next month's board meeting.

### **6. Planning and Development Committee**

Bill Shown reported he is working with the consultant to address contract issues. His committee invited Debra Guerrero, Communications Chair, to participate in their committee discussions considering how important communication is to the master plan process. The first master plan public meeting will be held in mid-January with stakeholder interviews and focus groups being conducted in the mean time.

### **E. Briefing and authorization to proceed with negotiations and execution of an Agency Investment Agreement with the San Antonio Area Foundation for the creation and operation of the HemisFair Area Agency Fund**

At the October 2010 board meeting, Art Hall, Finance Chair, introduced the San Antonio Foundation to the HPARC Board and suggested the foundation handle the HPARC fund. *Mr. Hall made a motion to authorize negotiation and approval of the contract with the San Antonio Area Foundation for the creation and operation of the HemisFair Area Agency Fund.* Mr. Hall went on to say the corporate attorneys are reviewing the contract. He asked for discussion on how aggressive the board would like to be in terms of the investment policy. Mr. Hall suggested starting aggressive with the knowledge that the terms can be always be amended. David Zachry suggested asking a potential donor what level of investment would

be most appealing and then making a decision based on that response. Mr. Smith added that Reggie Williams, the Foundation's Executive Director, will have some input and insight to assist. He also suggested starting out conservative and changing the terms if necessary at a later time.

In terms of getting the fund seeded, there is an initial \$500 fee and a \$250 minimum annual fee for operations. Lori Houston was going to explore the possibility of moving some funds from the City's HPARC account. Lisa Schmidt inquired about how the board intends to campaign and promote the fundraising effort. Mr. Hall suggested another board member take the lead on the campaign effort so he can concentrate on the financial aspect. It was suggested someone on the board, who is not a committee chair, take the lead on fundraising. Overall, the board would like to see the fund implemented as quickly as possible to take advantage of the excitement created by the master planning effort. Steve Golden, the corporate attorney, suggested finding out the potential exposure related to the contract language requiring HPARC to pay a pro rate share of direct and non-direct expenses with no cap. *Mr. Hall amended the motion to allow him to move forward with negotiations and execution of the contract with the San Antonio Area Foundation being conservative with 100% fixed income.* Ms. Guerrero seconded the motion and it passed with all in favor and none opposed.

#### **F. Presentation on Luminaria 2011**

Richard Rosen and Susanne Copper, co-chairs for the planning effort, did a brief presentation on the 2011 Luminaria event. The 2011 event will be expanded and fully contained within HemisFair Park. This event is being slated as a significant international event with a new logo and tagline – *Luminaria: Arts Come to Light*. The theme of art is going to be light. There will be fewer artists but more time and space to create. They presented a preliminary map of the various stages. There will be more food booths and performance stages will be spread out all over the park. Containing the event to the park not only keeps the cost down but also allows for a sense of discovery and meandering. The performance stages have been raised and put on an uphill slope for easier viewing. Art galleries will be set up in the Instituto de Mexico, in the Women's Pavilion, and throughout the park. Curatorial teams have been formed and an open call for artists is being conducted. Kathy Armstrong with the Southwest Crafts, Cindy and Ray Palmer with High Wire Art Gallery, Greg Hinojosa and April Atkinson, Chris Sauter and the late Chuck Ramirez are the team leaders for the various art mediums. An organizational chart for the event's sponsors, board, steering committee, and coordinators was also presented. Roving street acts will be added to the list of performances as well as an architectural element. Mr. Rosen concluded by saying this event has particular importance in terms of what art can be in this public space. HemisFair Park and the theme of the confluence of cultures are valued as much as the event itself. The Luminaria manager is located on site in the Magik Theatre's Kampmann House.

Lisa Schmidt complimented the co-chairs on the evolution and distinct feel. She then questioned how to keep it distinct. Mr. Rosen explained the artists are being asked to create site-based works specific to the event. He also mentioned one of the goals is to hire an executive director to oversee the operations and progression of the event. The mayor would like this event to be the art equivalent of Austin's South by Southwest annual music event.

Generally, the number of artists is being limited to allow for higher standard of quality. There will not be any art sales, only exhibitions. Additionally, March is Contemporary Arts Month and Luminaria will, hopefully, be one of many events scheduled every weekend during that month. Gini Garcia added that the consultant team has seen this presentation and they are working to meet with their landscape architects and the Luminaria co-chairs as stakeholders. Ms. Guerrero would like to see Luminaria raise exposure of the HemisFair redevelopment efforts since the park is expected to host about 225,000 for the event. Paula Stallcup, the City's Downtown Operations Manager, indicated issues being worked out for the night of the event liability, security and security, as well as the protection of property. Ms. Cooper replied they are aware of some areas that will need work before the event. Mr. Smith thanked the co-chairs for the information and reiterated the board's enthusiasm for the Luminaria event. He offered assistance on behalf of the board to ensure a successful event.

#### **G. Presentation on the downtown housing market**

Lisa Schmidt, HPARC Board Member and Phyllis Browning Real Estate Agent, presented information related to the current downtown housing trends. She gave information about number of properties sold, price per square foot, apartment leases, and potential development. Ms. Schmidt stated projections for the years 2007-2015 show upwards of 1,200 new condominiums and 2,000 apartment new units located in the River North area, near hospitals, S. Flores area, Sunset Station, and the in the downtown core (including HemisFair). She concluded by saying considerations for success include the HemisFair redevelopment efforts, close proximity to retail and services, convenient mass transit, parking, and attractive, high-quality construction of thoughtful design and sustainable nature. Gini Garcia suggested someone talking to Rivercenter Mall operators to find out their long-term goals and gauge interest in combining their efforts with the overall goals for residential occupancy downtown. Mr. Shown replied Rivercenter Mall would not modify their plans until the residential component can support a strong retail market. Ms. Schmidt added that Rivercenter lost customers when they quit validating parking and subsequently, it became a more restaurant based mall than a retail mall. Rivercenter is interested in reinventing itself once it knows the retail can be supported.

#### **H. Citizens to be Heard**

None.

#### **I. Board Member Comments**

Ms. Stallcup took the opportunity to remind the board of the San Antonio Marathon scheduled for Sunday, November 14. There are over 30,000 participants registered.

#### **J. Executive Session**

There was not an executive session held.

#### **K. Adjournment**

Mr. Smith, having concluded the board's business for the meeting, adjourned at 10:02 a.m.