

**HemisFair Park Area Redevelopment Corporation**  
**Friday, March 11, 2011**  
**8:00 am – 10:00 am**  
**Henry B Gonzalez Convention Center**  
**200 E Market, Room 204**  
**San Antonio, TX 78205**

**Board Attendance:** Xavier Gonzalez, Art Hall, Daniel Lopez, Sue Ann Pemberton, Bill Shown, Madison Smith and David Zachry.

**COSA Attendance:** Pat DiGiovanni, Lori Houston, Paula Stallcup, Ronnie Price, and Yolanda Byinton.

**Additional Attendance:** Linda Vela (RJRA), Aaron Parks (UTSA-ITC), Alex Arredondo (UNAM), Rosemary Kowalski (RK Group), Zac Harris (LSA 36), Marisa Anuja (ICM), Richard Rosen (Magik Theatre), Steve Golden (Drenner & Golden), and Sonia Jimenez (Ximenes & Associates.)

**A. Call to Order**

Madison Smith, HPARC President, called the meeting to order at 8:16 a.m.

**B. Approval of the February 11, 2011 Meeting Notes**

Mr. Smith then asked if the board had any comments or questions regarding the meeting notes from last month. There were none. Xavier Gonzalez made motion to approve them as written. David Zachry seconded the motion and it was passed unanimously.

**C. Director's Report**

Pat DiGiovanni, Interim HPARC Executive Director, briefly announced 1) The Luminaria event in the park is tomorrow, 2) City Council approved the change of the name of Bowie Street, between Market and Durango, to Tower of the Americas Way, and 3) all board members must get their financial disclosure forms submitted by March 31, 2011 to the City Clerk's Office in order to continue serving on this board and any other City boards or commissions.

Mr. DiGiovanni informed the board that this was his last board meeting as the Executive Director. Andres Andujar, HPARC CEO, filled his position. Mr. DiGiovanni gave a short speech reflecting on his experience with the board. He compared this process with that of refurbishing the Brackenridge Golf Course. Like HPARC, a non-profit entity took over the management of the project and there were competing interests but history was salvaged and the project was a success. He talked about how he facilitated the land swap for the Kmart site and the River Bend Garage, and in turn, for the Kmart site and the Federal Courthouse.

Mr. DiGiovanni enjoyed his work with the board. He suggested that compromise may be the board's ultimate "friend" in this process but it should not be the first. The first objective should be getting consensus from the public. Board members should continually ask him/herself, each other, and the CEO, "can I/you be trusted?", "am I/are you committed to excellence?", "Do you care about me?". Mr. DiGiovanni concluded by saying he hopes to continue as a liaison to the board in the future.

Mr. Smith stated his deep appreciation of Mr. DiGiovanni's work and guidance and providing support with the heavy lifting to get the land swaps done. He expects Mr. DiGiovanni to continue assisting, especially with regard to the SAISD land swap and HPARC's City funding, as well as the overall completion and implementation of the master plan. Mr. Smith thanked him for his incredible work on our behalf and taking on the tough assignments. Bill Shown, Vice President of the board, praised city leadership and staff as being more qualified today than ever before. Mr. DiGiovanni commended Lori Houston for being a tremendous aid to the effort. He then turned

the meeting over to Richard Rosen to brief the board on Luminaria.

Richard Rosen, Co-coordinator of the Luminaria event, explained this year's event will encompass the entire park. There are over 150 artists slated to perform and exhibit their work. One of Mayor Castro's goals is to bring technology to this event and toward this end, the Magik Theatre wall will have a 3-D imaging exhibit as well as many works involving light and sound. Luminaria is the first event in San Antonio to get a green rating, which was another mayoral goal. The events will kick-off at 6:30 p.m. with the finale being the launch of 300 Chinese lanterns into the night sky.

Lori Houston then briefed the board on HPARC's presence at the event. She explained that the Executive Committee decided to do something two weeks ago. Mrs. Houston turned the briefing over to Linda Vela with RJ Rivera Associates, with the master planning consulting team. Mrs. Vela explained the HPARC station will be a children's wall of ideas set up in front of the Eager House. Devon Reyes, from Say Si, will start the mural and work with the children to help them express their ideas. Adults will be targeted using a text messaging based poll. Pictures and transcripts will document the event.

Mrs. Houston reminded the board members of the Luminaria VIP reception from 7-9 p.m. at the Hilton Pavilion. She also reminded them of an event scheduled for Tuesday from 5-7 p.m. commemorating Bill Sinkin's contribution to HemisFair '68.

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

##### **1. Executive Committee**

Mr. Smith reported his committee has been focused primarily on the completion of the negotiation and formal hiring of Andres Andujar, CEO/Executive Director.

##### **2. Communications Committee**

Lori Houston reported, in Debra Guerrero's absence, the committee is meeting with Mr. Andujar regarding the website RFQ. They are also busy preparing for the Luminaria event.

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

Xavier Gonzalez reported he had a great meeting with the master planning team. His committee is in the process of exploring the idea of an international relations office and a sister city program. The Office of International Relations was created during HemisFair '68. They are researching the archives and will build on that effort. Mr. Smith suggested contacting UNAM as they may be a good resource. UNAM reaches Mexico and Canada. Mr. Gonzalez will bring more information to the board as this plan develops.

##### **4. Finance Committee**

Art Hall reported his committee will be meeting with the new CEO on Monday. He updated the board on the status of the procurement policy and the budget. Both items are close to finalization and will hopefully be presented at the next meeting. The contract with the San Antonio Area Foundation is being fine-tuned by the attorneys and will be presented to Mr. Smith for signature in the next week or so.

##### **5. Historic Committee**

Sue Ann Pemberton reported her committee has not officially met. However, she is working on ensuring the Kampman House improvement restoration project, specifically the brick patio, meeting HDRC guidelines. David Zachry inquired about the possibility of doing something with the historic structure located at the Alamodome parking lot. Mrs. Pemberton will explore the idea of possibly relocating it to HemisFair.

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

Bill Shown reported his committee met yesterday to review the findings of the second public outreach meeting that was held on February 24, 2011.

## **E. Presentation and Briefing on the HemisFair Area Master Plan**

Bill Fain with Johnson Fain, the master plan consultant lead firm, briefly reviewed the process. He explained the process is grounded in consensus. The team has conducted a number of focus groups, met with about 170 stakeholders, and has held two public workshops. The first workshop consisted of small group discussion about 1) what is the DNA/nature/sole of San Antonio? and 2) what do you want to see at HemisFair? The second public workshop involved site and program issues using a game board. The team is now prepared to launch into the development of the document with the understanding it will be community driven. Mr. Fain then turned the meeting over to his partner, David Alpaugh, for a presentation of the public workshop outcomes and findings. (The presentation is available upon request.) Mr. Alpaugh explained the first step in the process was to collect a range of opinions and views from stakeholders and the public. This approach allowed the Johnson Fain team to gain a sense of what the city is about and that HemisFair needs to a park designed for San Antonians by San Antonians. It must have a quality of place making.

More than 350 participants attended the first public workshop. The strongest response to what makes San Antonio unique was history and culture. With regard to the second question, what would you like to see happen at HemisFair, the team was impressed by the overwhelming suggest that HemisFair should be 24/7 living place – “this should be a place, not a project”. Parks and open space was mentioned the most. Several comments were made about art and culture and the expression of them as well as the value of keeping these resources in the park, and adding more. Education was another recurring theme. This could be accomplished by using the history of the site itself as an educational tool and educational institutions within the park could be servicing residents. Ten development themes emerged from this process. The four major themes being 1) history, 2) parks and open space, 3) culture and arts, and 4) education feed into the idea of the space being a 24/7 living place. Other themes, that support the previously stated four major themes, were 1) sustainability, 2) community and recreation, 3) public and local presence, 4) access and connections, and 5) celebrations and events. These themes, collected through the public process, reflect the HPARC Guiding Principles and Vision. Balance is the only principle the community did not address during the first workshop. These same themes were also evaluated in terms of Mayor Castro’s Vision 2020 process.

The second workshop was designed to explore the notion of balance. The question presented was, “how do you achieve a balance of uses at HemisFair? What is the ‘right mix’ of uses here?” Over 250 participants attended. They were separated into 24 table workgroups and were each given a base board, representing the HemisFair Park Area, plastic chips representing quantity and land use elements, as well as cut outs representing roads and transit options. Before this urban design exercise was conducted, a short presentation explaining urban design elements and examples was given. The only constraints were the area. Each group had 1.5 hours to work and then they each presented their concepts to the larger group. The general concepts and principles that emerged were 1) move convention center to the east and free up the area; 2) water was an important element that was demonstrated with acequias, lakes, water features, and extending the river; 3) most groups put the streetcar alignment going through the site with a few groups choosing Durango or Market; 4) retail elements were placed on ground level on Durango and Alamo; 5) many suggested a market place with the location at corner of Durango and Alamo; 6) 14 groups asked for a amphitheatre; 7) building heights were stacked as high as 160’ with the tallest at the corners and a few groups limited the height to 40’ and 8) all groups used at least the required minimum of 15 acres open space. Essentially, there were four land use patterns demonstrating organization and form. The patchwork pattern were clusters framed in collections with various kinds of uses; the doughnut had one central use with surrounding uses; the dumb-bell/barbell concept had one large area in the middle with nodes on either end of uses;

and the linear park used longer narrower strips of open space surrounded by various uses. The ideas and elements conveyed included 1) liner/wrapped buildings, 2) housing, 3) hotel, 4) convention expansion, 5) Alamo, Goliad, and Durango Streets had a role, 6) existing uses, 7) “program” suggestions such as schools, museums, science center, and 8) open space. Mr. Alpaugh showed examples of how some of the groups used each of these elements. He concluded the presentation by listing the examples of open space elements. These examples included community gardens, playground, a quiet park, nighttime activity park, dog, yoga, or skate park, sculpture garden, public pool, green roofs, bike paths, neighborhood event park, great lawn, and an amphitheatre. He was struck by the creativity of some suggestions (i.e.: a freeway park connecting the Lavaca Neighborhood with the eastside).

The Johnson Fain team will now begin working toward a framework for the plan that incorporates as much of these concepts as possible. The process has been extraordinarily informative. It is anticipated the initial draft plan will be complete within six weeks with the final plan being delivered by May 1, 2011.

Following the presentation, the board posed questions and comments to Mr. Alpaugh and Mr. Fain. The number of attendees, the tolerance level for working together, and the “appetite” for mix use surprised them. Ultimately, they were most surprised by the level of understanding of the issues and general consensus about doing something downtown and the importance of synergistic energy. They were very encouraged because even though the second workshop process was complex, the groups were able to express their ideas and developed sophisticated concepts. Overall, the board was very impressed with the team and is excited about seeing the first draft.

#### **ACTION ITEMS**

##### **F. Briefing and authorization to increase the Johnson Fain contract amount by \$59,492 for additional services for the master plan process to be provided by RJ Rivera**

Bill Shown, Planning and Development Committee Chair, presented the item explaining that RJ Rivera were initially contracted to assist with the two public workshops and this contract would include another public workshop as well as increased outreach efforts. The additional outreach is intended to target groups that have not been represented at either of the two public meetings or stakeholder interviews. Art Hall made a motion to authorize the increase in the contract amount for these additional services. Daniel Lopez seconded it. David Zachry asked for clarification as to why there was going to be a third public meeting and if the additional stakeholders would be approached before or after the third meeting. Mr. Smith explained that the additional outreach efforts would be conducted prior to the final meeting in order to collect as much input before the plan is finalized. The motion passed unanimously.

##### **G. Briefing and authorization for the Chief Executive Officer and Treasurer to open a bank account with Frost Bank for the HemisFair Park Area Redevelopment Corporation**

Art Hall, HPARC Treasurer, requested board approval to take the necessary steps to open the account, get City funds transferred to it, and have a minimum of two signatures on all payment transactions. He suggests having several signatories authorized to ensure at least two are available to sign checks. Mr. Shown suggested a need for board approval of a formal financial controls policy. Mr. Hall agreed – this is only the first step. Mr. Shown made a motion to approve authorization for Mr. Andujar and Mr. Hall to open a bank account on HPARC’s behalf. David Zachry seconded it and it passed unanimously.

##### **H. Executive Session**

An executive session was not held.

##### **I. Citizens to be Heard**

None.

**J. Board Member Comments**

David Zachry simply thanked Mr. DiGiovanni for his efforts and welcomed Andres Andujar as the new CEO.

**K. Adjournment**

Mr. Smith officially adjourned the meeting at 9:56 a.m.