

**Hemisfair Park Area Redevelopment Corporation**

**Friday, February 12, 2016**

**8:00-10:00 a.m.**

**115 Plaza de Armas  
San Antonio, TX 78205**

**Board Attendance:** Cara DeAnda, Dirk Elmendorf, Tracy Hammer, Lori Houston, Juan Landa, Cynthia Lee, Daniel Lopez, Sue Ann Pemberton, Bill Shown, Shokare Nakpodia

**Hemisfair Staff Attendance:** Andres Andujar, Omar Gonzalez, Christie Beckham, Drew Hicks, Traci Lewand, Geoff Baldwin

**Additional Attendance:** Anne Krause, Linda Dietrick, Karl Baker, Teri Britts

**A. Call to Order** – Hemisfair Board Chair Bill Shown officially called the meeting to order at 8:10 a.m.

**B. Citizens to be Heard** – None.

**C. Approval of the December 1, 2015 Meeting Minutes – Hemisfair Board Chair**

Board Member Sue Ann Pemberton introduced a motion to approve minutes. Daniel Lopez seconded. The motion passed unanimously.

**D. CEO Report – Hemisfair CEO**

CEO Andres Andujar updated the board on efforts to approach large donors in the coming months to fund the Civic Park. Board received special packets commemorating the upcoming book about the Mexican architect and muralist O'Gorman, who produced the second largest stone mural in the world, located on the front façade of the Lila Cockrell Theater. The book, a gift from the Universidad Nacional Autonoma de Mexico, includes a section about Hemisfair and its redevelopment, coming out this year. The newest addition to the Convention Center is now open. Ex-Oficio board member Lori Houston reported that an interactive piece of art, a sculpture that malfunctioned during the opening celebrations, has become the subject of some controversy regarding how much is being spent on public art. LED sensors disabled what is actually an interactive piece of art. She reiterated the importance of including international art downtown. She added that during her visit on TPR's The Source, callers reported how much people enjoy the art at Hemisfair. Andres Andujar added that the older portion of the Convention Center at S. Alamo and Market Streets, will be demolished in the coming months. Mr. Andujar added that the design for Civic Park must be funded immediately so that design coordination with P3 developers can be resolved. Park construction may come from 2017 bond funds, leading up to NCAA and Tricentennial celebrations, and construction finalized after those events.

**E. Briefing and Possible Action on Audit Report**

Auditors presented their findings for Board consideration. Teri Britts from Britts & Associates CPA presented FY 2015 auditor's financial report. No issues were found in the audit. Board member Cynthia Lee made a motion to approve audit report and was seconded by Dirk Elmendorf. The motion passed unanimously.

## **F. Briefing and Possible Action on Park Activation Initiatives – Hemisfair Activation and Communications Managers**

Hemisfair Activation Manager Traci Lewand presented the 2016 Activation Plans. The mild weather has drawn more visitors than expected to the park. She presented a chart that showed current programming, cost and what future costs would be if the frequency was increased. We are now seeing regular visitors to our weekly programming. People are coming from all corners of the city. Traci is working on sponsorships from local businesses, such as Half Price Books, who donate to our book garden. Hemisfair is also relying on free, third party programming activation. Surveys have been collected with a large amount of respondents wishing to see more music, art and wellness activities in the park. Attendance hit 150,000 on February 8. The highest recorded attendance so far was the weekend of January 29; the splash pad was busy and there was no special programming in the park that weekend.

Mockingbird Fest happens March 5 at Hemisfair. Communications Director Drew Hicks reports that Hemisfair wanted to plan a few large seasonal events in the park. Mockingbird Fest will be the first spring event, a Texas independence day-inspired love letter to our state. Mr. Hicks then unveiled plans for programming events for the day; move, taste and discover. Future Hemisfair festivals will incorporate these categories. Limited edition of the poster and t-shirts will be sold at the Fest. Hemisfair secured sponsorship from Dom's Salsa and HEB.

In the last few weeks, the San Antonio Express-News covered Hemisfair's historic homes and Yanaguana Garden was named Best Playground in the City by SA Magazine. Forthcoming will be a TPR segment by Jack Morgan on Mockingbird Fest, as well as coverage in the San Antonio Current and local TV stations. Board Chair Bill Shown added that he feels Mockingbird Fest will have a life of its own and become a cherished city event.

## **G. Board Strategic Planning Results**

Andres Andujar presented a brief summary of the December 1, 2015 Board Work Session.

The vision going forward is to be one of the world's great public parks. Our action tagline is to Brand it, Fund it, and Build it with excellence.

Board Chair Bill Shown made a motion to skip to line items I and J before adjournment to Executive Session. Daniel Lopez seconded and the motion passed unanimously.

## **H. Executive Session**

Hemisfair met in executive session pursuant to Chapter 551 of the Texas Government Code to deliberate the purchase, exchange, lease, or value of certain real properties; personnel matters; or pending litigation.

Subjects discussed: SWQ and NWQ P3 updates.

Board Chair Bill Shown adjourned the meeting to executive session at 9:07 a.m.

## **I. Briefing and Possible Action on Southwest Quadrant Public-Private Partnership Development Sublease Agreement – Hemisfair Director of Real Estate**

Director of Real Estate Omar Gonzalez reported on the terms recently presented to David Adelman at AREA Real Estate for the Acequia Lofts project, approved by the Executive Committee. The terms include a ground lease of 75 years, a 120 day option period from 2/1/16, and escalating ground lease payments starting at \$155,000 per year. The agreement will be presented to the Hemisfair Public Facility Corporation in the next few weeks, for approval in public session. Hemisfair will pay to lease over 200 public parking spaces, and expect to make positive revenue from this operation. Bill Shown stated confidence that parking revenue will exceed costs.

Hemisfair Legal Counsel Karl Baker clarified the motion to approve resolution as submitted in board packet. Motion to approve the resolution was presented by Tracy Hammer with a second by Dirk Elmendorf. The motion passed unanimously.

**J. Committee Updates – Presented by Committee Chairs**

Executive Committee – Executive Committee Chair Bill Shown announced the transition of Finance Chair position from Juan Landa to Cara De Anda, who has accepted this responsibility. The Board expressed gratitude to Juan for his service.

Art & Activation – Sho Nakopodia reported that the staff are doing an outstanding job.

Communications – Cynthia Lee reported that Hemisfair continues to generate great press. Communications Director Drew Hicks added that the historic home restoration article in MySA was a coup and Hemisfair winning Best Playground in San Antonio Magazine speaks to the hard work and relationships built in the community. Hemisfair staff continues to learn how best to promote events effectively. Board member Shokare Nakopodia recognized that Hemisfair needs a strategy to explain to citizens that funding projects downtown are as important as the 1604/281 corridor.

Finance – Board member Juan Landa reported on capital sources and using state historic tax credits up to 300k to help with restoration and reserve accounts.

Planning & Development – Chair Tracy Hammer reported on the development of a pricing policy on parking at Hemisfair. The consensus was to keep the pricing structure fluid to accommodate big events and make for affordable parking options at off-peak times. Board member Daniel Lopez added that the parking policy goal was to maximize revenue but to retain the ability to provide free and reduced parking at times that make sense for visitors. Comments made about the partnership with neighbors south of Chavez Boulevard, yielding over 600 parking spots that are free and available to the community after hours and weekends, the perfect timing for park-goers. Board expressed congrats to staff for making that happen.

**K. Board Member Comments**

None offered.

**L. Adjournment 10:08 am**

**ACCESSIBILITY STATEMENT**

This meeting is accessible to persons with disabilities. Parking is available. Auxiliary aids and services, including Deaf interpreters, must be requested forty-eight (48) hours prior to the meeting. For assistance, call (210) 354-2947, or 711 (Texas Relay Services for the Deaf).