



**Hemisfair Park Area Redevelopment Corporation**  
**Meeting Minutes**  
**Friday, April 8, 2016**  
**8:00-10:00 a.m.**

**Board Members in Attendance:**

Bill Shown, Chair  
Dan Lopez, Vice-Chair  
Rod Radle, Treasurer  
Sue Ann Pemberton, Secretary  
Cara De Anda  
Paul Foster  
Tracy Hammer  
Lori Houston  
Juan Landa

**Board Members not in Attendance:**

Dirk Elmendorf  
Cynthia Lee  
Shokare Nakpodia

**Staff Members in Attendance:**

Andres Andujar  
Geoff Baldwin  
Roger Tavares  
Traci Lewand  
Drew Hicks  
Terry Garcia  
Christie Beckham

**Others in Attendance:**

Linda Deatruck  
Dawn Herrera  
Anna Catalini  
Thomas Klein  
Mario Aguilar  
Audrey Haale  
Anne Krause  
Ramiro Maldonado  
Karl Baker  
Veronica Zertuche

**A. Call to Order** – Hemisfair Board Chair Mr. Shown called the meeting to order at 8:12 AM.

**B. Citizens to be Heard** – None

**C. Approval of the February 12, 2016 Meeting Minutes** – Bill Shown

Mr. Hammer offered a motion to accept the minutes as presented and Ms. De Anda provided a second. There being no discussion, Mr. Shown asked for a voice vote and the motion passed unanimously.

**D. CEO Report** – Andres Andujar

CEO Andres Andujar advised the Board that Terry Garcia is now the Hemisfair Office Manager and provided a brief introduction. He then updated the board as to his activities since the last Board meeting to include attendance at the Conservancy Board meeting, a tour of Big Tex and a State of the City luncheon where Mayor Taylor was the keynote speaker and cited Yanaguana Garden as a City accomplishment. Mr. Andujar also informed the Board that he was co-presenter on a Parks & Recreation webinar with the director of parks for the City of Detroit, hosted by the City Parks Alliance, wherein he spoke to approximately 500 attendees. He advised that Mayor Taylor is a member of the Mayor for Parks Coalition organized by the City Parks Alliance, which includes over 50 Mayors from around the country. Mr. Andujar further advised that the demolition of the West wing of the Convention center is underway and should be complete in the next few months. The demolition will likely garner press.



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**E. Programming Report and Update – Traci Lewand**

Hemisfair Activation Manager Ms. Lewand presented March activation activities and noted that March attendance almost equaled opening month activity due to events and Spring Break. The primary activities included Mockingbird Fest (6,500 attendees), Yelp (800 attendees and \$7,800 in donations), Madhatter Scavenger Hunt (350) and Tea Party (50), KLRN kids event (400) and Rio Fit (25). Surveys show a 90% satisfaction rating; word of mouth is how most people heard of the park; and the largest ethnic group of visitors is Hispanic. Overall attendance since opening in October is now greater than 217,000. Ms. Lewand noted that a lesson learned was each large event requires 5-6 months to plan.

Ms. Lewand noted that 10 events are currently scheduled for April, not including weekly recurring activations. Further, she noted that event costs are largely offset with rentals as well as partnering with onsite vendors.

**F. Briefing and Possible Action on Amaya House – Roger Tavares**

Hemisfair Project Manager Mr. Tavares informed the Board that the proposed move for Amaya House is on the April 20<sup>th</sup> agenda for the Historic and Design Review Commission (HDRC). Mr. Tavares provided an overview of the move plans and the benefit of the move including creating a cluster of historical homes along E. Nueva Street. The relocation will be financed by AREA Real Estate. Staff recommends the move. Mr. Paul Foster made a motion to approve the move to present to HDRC and Mr. Juan Landa provided a second. There being no further discussion, Mr. Shown called for a voice vote and the motion passed unanimously.

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

Executive Committee – Mr. Shown advised that Executive Committee members of the Board are working with the City on a funding agreement, and that effort is making progress.

Art & Activation – Mr. Andujar advised that Hemisfair is progressing with Public Art San Antonio regarding artwork for Hemisfair. One option is a sculptural shading device near the Boomerang. More details will be available at the next Board meeting.

Communications – Mr. Hicks informed the Board that the committee met twice since the last Board meeting regarding branding as well as aligning HPARC and the Conservancy. He further informed the Board that work on refining the web site to be more functional progresses. News coverage for the NWQ P3 and Mockingbird Fest garnered positive press.

Finance – Ms. De Anda informed the Board that Hemisfair is in receipt of a second payment from the City, according to plan. She advised that the committee is working on a redesign of the financial statements and will be presented in the next Board packet.

Planning & Development – Mr. Hammer advised that this committee is engaged with the P3 efforts. The Committee reviewed the plans for the SWQ “Acequia Lofts” project, which ends its due diligence phase on June 1, 2016.



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**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: NWQ P3 and City updates.

Mr. Shown adjourned the meeting to Executive Session at 8:50 AM. The Executive Session adjourned at 9:56 AM at which time staff and guests were invited to return.

**I. Action on Northwest Quadrant Public-Private Partnership Development – Andres Andujar**

Mr. Andujar provided a comparison of the NW Quadrant Developer finalists and the Blue Ribbon Panel process. After some discussion, Mr. Radle made a motion that the Board authorize staff and legal team, working with P&D Committee, to pursue negotiations with the selected firm, Zachry/NRP Group, to complete agreement for NWQ P3. There being no further discussion, Mr. Shown called for a voice vote and the motion passed unanimously.

**J. Board Member Comments**

Mr. Lopez requested information for a shade plan alongside Magik Theater. Mr. Andujar advised that the current trees will be replaced with larger, more mature trees. Ms. Krause informed the Board that she is working on grant applications for the shading effort.

**K. Adjournment**

There being no further business, Mr. Shown adjourned the meeting at 9:58 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).