



Hemisfair Park Area Redevelopment Corporation
Board Meeting Minutes
Friday, April 13, 2017
8:00 AM

Board Members in Attendance:

Bill Shown, Chair
Dan Lopez, Vice-Chair
Rod Radle, Treasurer
Sue Ann Pemberton, Secretary
Cara DeAnda
Tracy Hammer
Lori Houston
Cynthia Lee
Juan Landa

Board Members Not in Attendance:

Ben Gorzell
Dirk Elmendorf
Shokare Nakpodia

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Geoff Baldwin
Drew Hicks
Traci Lewand
Terry Garcia

Other Guests & Visitors:

Karl Baker
Veronica Zertuche
Monica del Arenal

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

Citizens to be Heard

There were none.

Approval of the January 13, 2017 Meeting Minutes – Bill Shown

Mr. Shown presented the January 13, 2017 meeting minutes for comments and discussion. There being none, Ms. Lee offered a motion to accept the minutes as presented and Mr. Landa provided a second. Mr. Baker offered a friendly amendment to the minutes to reflect the fact Ms. Pemberton left before discussion of the Paul Foster service resolution, thereby breaking quorum. He requested the minutes also reflect discussion regarding the resolution was a proforma discussion. Ms. Lee accepted the friendly amendment and there being no further discussion, Mr. Shown asked for a voice vote and the motion passed unanimously.

CEO Report – Andres Andujar

Mr. Andujar highlighted the following activities:

- The Bond election is scheduled for May 6th with early voting beginning April 24th.
- CoSA is waiting for a response from the AG regarding a HOT credit for the NW P3 project.
- The Civic Park design team is developing cost estimates and work with the P3 partner continues to move forward.
- NWQ P3 - since the last Board meeting, all approvals have been received and contracts signed for the long-term ground lease to Zachry. Staff is working with the development team and their designers through the due diligence period, including coordination with the Planning & Development Committee.



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- SW Zone – AREA is a little over budget but is slated to start construction within a couple of months. East Nueva Street opening was successful, well attended and had positive media coverage .
- Permitting for tenants continues slowly but successfully, with construction expected to start in the next months and concluded by end of this year.

Civic Park and P3s Update – Omar Gonzalez

Mr. Gonzalez presented the Board with a presentation provided by Overland Partners with concept drawings. He highlighted the following:

- The profile of the hotel changed to lower the overall height, office space grew and has a taller profile and residential remains unchanged.
- The P3 design team has created a paseo between the hotel to link S. Alamo Street to the Zocalo
- The hotel structure is now curved and works to connect the surrounding buildings. The curve also allows different views of the exterior space from different floors and rooms. Rooms begin on the 5th floor.
- Tenants of the retail space will activate courtyards and terraces that border Source Plaza.
- Hundreds of mature trees will be purchased to create a shading canopy.
- The lawn is 58,000 square feet and will hold 5300 people. Public use of the park is primary although individual consideration may be given for private rentals.

Mr. Gonzalez noted that La Villita is also being developed with new food & beverage options which supports the overall urbanization efforts in the area. The teams for civic park, P3, La Villita and The Alamo are all coordinating.

2017 Bond Update – Drew Hicks

Mr. Hicks reported that the April 1st Bond Block Party was well attended. He reminded the Board that early voting begins April 24th and the general election will be May 6th. He noted that Hemisfair is on the ballots to receive \$21M for Parks and \$5M for Streets. Mr. Hicks invited everyone to join the Bond watch party at 7P, Saturday May 6th at Beastro Restaurant located at the SA Zoo. The watch party is hosted by Hemisfair, OneSA, SA Zoo and Hemisfair Conservancy and an email invitation will be forthcoming.

Activation / Events Update – Traci Lewand

Ms. Lewand informed the Board that the Junior League 5K was a success with many people staying afterward to enjoy activation in the park. She highlighted upcoming events such as Fiesta®Fiesta, Big Give, Yelp Spring Break event and the Salsa Festival. The Salsa Festival and Yelp events will benefit the Conservancy. Operations continues to work on base programming such as Art in the Park, Big Blue Blocks, First Saturday fun and Southtown Cinema. Southtown Cinema will run through May and then start again in the fall. Ms. Lewand further informed the Board that March and April of 2018 are fully booked.



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Hemisfair Conservancy Updates – Anne Krause

- Ms. Krause informed the Board that gifts received to date are \$117,500 with an additional \$113,500 in pledges. She highlighted that Whole Foods Market offered to sponsor the planned butterfly garden for a total of \$5,000.
- The first multi-media campaign of the year is underway and focuses on the impact of historic preservation on small businesses.
- Capital campaign planning with Mission Advancement began in January. On April 19, HPARC Board representatives will be briefed on progress and the timeline/plans going forward.
- Additionally, she informed the Board that the Max and Minnie Tomerlin Voelcker Fund pledged a gift of \$50,000 for Civic Park construction.

Committee Updates – Presented by Committee Chairs

A written report was provided for the following committees:

- Executive Committee, Bill Shown – Requested that the Board begin to think about a strategic planning meeting to address increased project activity.
- Art & Activation, Sho Nakpodia (presented by Traci Lewand) – Reported 224K in attendance for the year and a total of 701K since opening. A Hemisfair parents FB page was created for parents who bring their children to Hemisfair. The page provides a mechanism for planning and sharing events. The TLC crew were onsite April 11th and visited the Paleteria. They purchased 16 paletas and said they would advise when the episode of “Counting On” airs.
- Communications, Cynthia Lee (presented by Drew Hicks) – Hemisfair was awarded Best City park from San Antonio Magazine (last year: Best Playground) and nabbed a Golden Addy for the Annual Report. We’re under consideration for an ASLA award for Yanaguana Garden and a PRSA Del Oro award for the Annual Report. We’ve implemented AirCheck, a PR and Media reporting tool to help us gain better visibility into our coverage. Between February 1 and April 5, we had 299 discrete mentions in radio, television and print/online media. We can now calculate estimated audience, ad value and total page views across sources.
- Finance, Cara DeAnda – Advised that edited 2017 Q2 statements were in the Board packet for Board review. A request was prepared for FY17 second half disbursement of operational funds from CoSA. She further advised that accounting procedures to lift restrictions from philanthropic gifts were finalized by Mr. Gonzalez and Ms. Garcia.
- Planning & Development, Tracy Hammer– He informed the Board that the Amaya house has been relocated to the new location and provided images.

Executive Session

The Board did not adjourn to Executive Session.

Board Member Comments



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None.

Adjournment

There being no further business, Mr. Shown adjourned the meeting at 9:38 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).