



Hemisfair Park Area Redevelopment Corporation
Board Meeting Minutes
Friday, August 11, 2017
8:00 AM

Board Members in Attendance:

Sue Ann Pemberton, Secretary
Cara DeAnda
Dirk Elmendorf
Tracy Hammer
Juan Landa
Cynthia Lee
Shokare Nakpodia

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Geoff Baldwin
Traci Lewand
Terry Garcia

Board Members Not in Attendance:

Rod Radle, Treasurer
Bill Shown, Chair
Dan Lopez, Vice-Chair
Ben Gorzell
Lori Houston

Other Guests & Visitors:

Karl Baker
Veronica Zertuche

Call to Order

Hemisfair Board Secretary, Ms. Pemberton, called the meeting to order at 8:19 AM.

Citizens to be Heard

There were none.

Approval of April 14, 2017 Meeting Minutes – Sue Ann Pemberton

Ms. Pemberton presented the April 14, 2017 meeting minutes for comments and discussion. There being none, Mr. Elmendorf offered a motion to accept the minutes as presented and Ms. Lee provided a second. There being no further discussion, Ms. Pemberton asked for a voice vote and the motion passed unanimously.

Briefing and Possible Action on Use of Parking Revenue for Historic Home Renovations

– Omar Gonzalez

Omar reviewed the resolution that was presented at the last meeting. Debt service payments will be made with the remaining surplus held for construction costs. Fisher Heck will be the designer and they have done most of the architectural services for historic homes on Hemisfair. Mr. Landa offered a motion to accept the resolution as presented and Mr. Elmendorf provided a second. There being no further discussion, Ms. Pemberton asked for a voice vote and the motion passed unanimously.

Briefing and Possible Action on Amendments to Master Lease and Master Agreement

– Omar Gonzalez

TXDOT transferred land to City that was used for the Convention Center Expansion project. Since that project is complete, the City has now deeded property to PFC and subsequently amended the master lease with HPARC to include this property. Council passed an ordinance in February 2017. Ms. Lee offered a motion to accept the resolution as presented and Mr. Landa provided a second. There being no further discussion, Ms. Pemberton asked for a voice vote and the motion passed unanimously.



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Approval of June 9, 2017 Meeting Minutes – Sue Ann Pemberton

Ms. Pemberton presented the June 9, 2017 meeting minutes for comments and discussion. Mr. Baker noted that a quorum wasn't reached for this meeting so only notes were taken. Mr. Hammer offered a motion to accept the notes as presented and Mr. Landa provided a second. There being no further discussion, Ms. Pemberton asked for a voice vote and the motion passed unanimously.

CEO Report – Andres Andujar

Mr. Andujar highlighted the following activities:

- Funding - we continue to work with Ms. Zertuche and the State on Chapter 351 State sales and hotel occupancy tax reimbursement. Ms. Zertuche stated that an opinion has been prepared and will likely be issued next month.
- P3 and tenants – will be covered under the Planning & Development Committee update.
- Work continues on the Eastern zone. We have several layers of zoning and historic district requirements to navigate.
- We have no money for Tower Park but are planning in anticipation of funds. We purchased an ad in the ULI magazine that includes an aerial and some speculative development volumes.
- Communications – We continue to offer community presentations. Hemisfair entered into a contract with a service that tracks Hemisfair media mentions. An in-depth report will be presented at the next meeting.
- Met with the Texas Secretary of State who offers support for Hemisfair.
- Hosted a meeting in July with the SA Conservation Society and met the new President, Susan Beavin, who expressed her support for Hemisfair.
- Also drove to Dallas and met with music promoters. These promoters are interested in offering music and food.

Briefing and Possible Action on FY18 Operational Budget – Omar Gonzalez

Mr. Gonzalez provided an overview of the proposed FY18 Operation budget that included the following highlights:

- 3% growth on revenues. Mr. Andujar is meeting with TCI to discuss Bond project management funding.
- Overall expenses are projected to decrease by 3%, including Conservancy payment remaining flat, employee expenses reduced, security increased and a maintenance line for repairs of historic homes added.
- The anticipated budget surplus has been allocated to the remodel of Schultze House.

Ms. Lee asked where we stand in terms of lease projections so far. Mr. Gonzalez noted that we are a bit off on timing but accurate in terms of amounts. Ms. DeAnda offered a motion to accept the budget as presented and Ms. Lee provided a second. There being no further discussion, Ms. Pemberton asked for a voice vote and the motion passed unanimously.

Briefing and Possible Action on Employee Reimbursement Policy – Omar Gonzalez



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Mr. Gonzalez noted that the original policy was written at a time when Hemisfair employed two people. The policy for consideration has been updated to current technology, excluded alcohol as an allowed expense, and updated personnel and title changes. He further stated that the other matter for consideration is approval of the CEO expense report. The new policy states that Mr. Gonzalez will approve Mr. Andujar's expense reports and the Finance Committee will review quarterly. Ms. DeAnda, who noted that the Finance Committee reviewed the policy in detail and approves, offered a motion to accept the policy changes as presented and Mr. Nakpodia provided a second. There being no further discussion, Ms. Pemberton asked for a voice vote and the motion passed unanimously.

Briefing and Possible Action on Hemisfair Milestones – Andres Andujar

Mr. Andujar offered that staff have been working on milestones for the last year. Those milestones weren't approved but were informally tracked. This new list was developed with the assistance of the Executive Committee. Staff were encouraged to make aspirational goals, determine measurements and define specific milestone deadlines.

Ms. DeAnda asked about the development process for milestones. Mr. Andujar offered that tracking milestones is not new but the format of tying milestones to committees is new. Ms. Pemberton offered that milestones shouldn't be a checklist but should be a list of what we want and what it takes to arrive at that goal. Mr. Hammer wanted to ensure that the list remains fluid and allows for change.

Mr. Hammer offered a motion to accept the milestones as presented and Mr. Landa provided a second. There being no further discussion, Ms. Pemberton asked for a voice vote and the motion passed unanimously.

Committee Updates – Presented by Committee Chairs

Committee chairs provided activity reports:

- Executive Committee, Sue Ann Pemberton – P3 & Milestones
- Art & Activation, Sho Nakpodia – 2nd year anniversary, almost at one million visitors, celebration of 50th anniversary of the '68 Fair. Ms. Lewand stated that base programming continues to expand: Art in the Park (Inspire Fine Art Center is a new partner), Southtown Cinema Fall series begins August 12, 2017, First Friday is now themed and has been successful. Americana is the theme for September, Back to School Bash is also August 12, 2017 and features a teacher's corner. San Antonio Magazine did a spread covering the event. Luminaria is on track and Ms. Lewand provided the initial layout for the event.
- Communications, Cynthia Lee – Media coverage is ample when there is more to talk about, the new contract partner, Cision tracks coverage and which reporters are mentioning HPARC.
- Finance, Cara DeAnda – Focused on budget and Employee Expense policy, also having a 3rd party review our Treasury Policy then Finance Committee will review recommendations. The Finance Committee will offer for approval at next Board meeting.
- Planning & Development, Tracy Hammer - Planning for next projects, Acequia Lofts and Dough under construction, Paleteria SA expanded by 200 square feet allowing for a small seating area. Installation of the shade structure looks to begin in October.



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Executive Session

The Board did not recess to Executive Session.

Board Member Comments

Sue Ann: As a defender of historic building, maintenance funds are needed whether a building is historic or not.

Adjournment

There being no further business, Ms. Pemberton adjourned the meeting at 9:53 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).