



Hemisfair Park Area Redevelopment Corporation

Board Meeting Agenda

Friday, April 13, 2018

8:00 AM – 10:00 AM

115 Plaza de Armas – Culture Commons Exhibit

Board Members in Attendance:

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

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Denise Aguilar
Drew Hicks
Terry Garcia
Sarah Silva

Other Guests & Visitors:

Karl Baker
Mary Fisher
Anne Krause
Lionel Sosa

Call to Order

Hemisfair Board Chair, Mr. Shown, called the meeting to order at 8:16 a.m.

Citizens to be Heard

There were none.

Approval of January 5, 2018 Meeting Minutes – Bill Shown

Mr. Shown presented the January 5, 2018 meeting minutes for comment and discussion. Mr. Radle offered a motion to accept the minutes and Ms. Pemberton provided a second. There being no further discussion, Mr. Shown asked for a voice vote and the motion passed unanimously.

Board Resolution Recognizing Outgoing Board Member Services – Bill Shown

Mr. Shown presented board resolutions recognizing the contributions of outgoing board members Dirk Elmendorf and Shokare Nakpodia. Ms. Lee offered a motion to accept both resolutions as presented and Mr. Hammer provided a second. There being no further discussion, Mr. Shown asked for a voice vote and the motion passes unanimously.

CEO Report – Andres Andujar

Mr. Andujar provided the following updates:



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- Civic Park Funding: State rebate confirmation has been received with positive indication of support. We hope to have feedback regard social investor and monetization option with the city by next board meeting.
- Northwest Zone Public Private Partnership Agreement: Amendment Six issued to developer.
- Southwest Zone: Commonwealth Coffeeshop and Bakery and Con Safos Cocina y Cantina are open. Dough Pizzeria will open in early summer.
- Eastern Zone: Board action requested today for Tower Park Vision and Program Plan consultant selection.
- Events: The event team is forming strategic partnerships and plans to use third-party events to attract locals.
- Bond Update: South Alamo Street is fully funded and will proceed. Hemisfair Boulevard is partly funded and will proceed to full design, with construction funding efforts to continue.
- Other: Introduced new Office Coordinator Sarah Silva and Event Coordinator Denise Aguilar. Terry Garcia has become Tenant & Accounting Manager. The Conservancy will be hiring a Director of Development.

Briefing and Possible Action on Schultze House Construction Contract and RFI for Tenancy – Omar Gonzalez

Mr. Gonzalez informed the Board we will be doing the following work to the Schultze House:

- Add bathroom and HVAC
- Clean up floors, walls, and windows
- Turn the first floor into a space for events and programming

A Request for Bid was issued February 8, 2018 to five home renovation contractors:

- Innovative Kitchens & Baths
- MHI-SA
- BRC Remodeling Group
- JC Stoddard Construction
- Limitless Construction Services

We received two qualified bids:

- BRC Remodeling Group for \$211,329.
- MHI-SA for \$111,650 with an Add Alternate for \$5,500 for 2nd floor drywall.
- Staff recommends entering a construction contract with MHI-SA for an amount not to exceed \$117,150.

Mr. Shown asked if we have checked MHI-SA's references, and Gary Boyd said that we have. Mr. Hammer asked what the time frame was, what structural issues remain, and if we have the permits necessary. Mr. Boyd responded that the work will be completed by May 15th, the structural issues have been repaired, and that we have a walk-through permit and MHI-SA is pulling the rest of the required permits. Ms. Chamrad asked why there was such a difference in the two qualified bids, and Mr. Radle replied that this could be due to timing and seasonal demands. Mr. Shown commented that we should maintain our set standards, even if a temporary space, and Mr. Gonzalez said that the design met standards. Mr. Radle asked if the HVAC meets the set minimum, and Mr. Boyd replied that it did. Mr.



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Gonzalez informed the board that GGN will be designing a courtyard separately from the bid and that we will soon issue a request for tenancy interest for the second floor. Ms. Pemberton offered a motion to authorize the HPARC CEO to enter the construction contract with MHI-SA and Ms. Chamrad seconded. There being no further discussion, Mr. Shown asked for a voice vote and the motion passed unanimously.

Briefing and Possible Action on RFQ for Tower Park Programming – Omar Gonzalez

Mr. Gonzalez informed the board that we plan to issue a Request for Qualifications for a consultant to perform Tower Park Vision and Park Program Plan. We will request board approval for the contract once a consultant has been selected. Mr. Shown commented that when we brought in a consultant to create a Vision and Park Program Plan for Civic Park, it energized and engaged the public, and gave us clarity and momentum. Mr. Lopez asked about the timeline, and was informed that it will be 4 to 5 months. Ms. Krause added that the Conservancy has two \$25,000 grants pending that support this work. The board supports the plan.

Briefing and Possible Action on Board Retreat Follow-up Items – Bill Shown

Mr. Shown discussed the strategy groups formed at the board retreat, and expressed a need for group leaders to create momentum and set deadlines. The leaders are:

Cara DeAnda – Financial Sustainability

Cynthia Lee – Brand Strategy

Melissa Chamrad – Recruiting Champions

Bill Shown – Board and Committee Structure

Rod Radle – Staffing

Mr. Shown mentioned that he has an approaching conflict of interest due to a pending contract with the SAISD property, and that he will be stepping down as Board Chair once that contract is finalized. Mr. Shown recommended that groups meet and set dates as soon as possible. Mr. Andujar said that every group will be assigned a staff member to assist the Board members on this effort.

Committee Updates –

1. Executive Committee – Bill Shown

There is a new committee structure under consideration. The Communication Committee will now be the Brand Committee.

2. Art & Activation –

Mr. Andujar presented information on artist Jose Dávila and the proposed sculpture to go on E Nueva between Yanaguana Garden and Civic Park.

- Approval of the piece has been received from the Public Art Committee and the Arts Commission.
- The art proposal still requires HDRC approval.



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- The greatest obstacle is fundraising, and there is not yet a report on the funds.

Mr. Radle commented that we need a process for approval of art proposals, to plan what kind of art is appropriate for Hemisfair. Mr. Shown said that these criteria need to be strategic and forward thinking, and proposed the development of a design statement. He also asked where the expertise on artistic value is coming from. Mr. Shown said that having a structure to vet art pieces gives us the ability to say no when a piece does not fit, and requested of Ms. Lee to create that structure. Mr. Lopez asked if the board has any influence over this process, and expressed concerns about accepting art simply because it is donated. Ms. Chamrad asked if our masterplan addresses donated art. Mr. Shown recommended that we avoid design by committee or without qualifications, but that the board does need a role in approval. Ms. Pemberton asked if the intended location was best considering the park vision, and asked who maintains the sculpture. Ms. Krause told the board that donors are reluctant to donate before there is certainty that the art will be installed. Mr. Shown commented that we need approval before funds. Mr. Landa asked what happens if we endorse an art donation and the city rejects it, and the answer was that we do not install the piece. Mr. Shown said that the Art Committee will vet the piece. Mr. Andujar suggested that we ask the donor to put the process on hold while we create a structure to vet the sculpture, and Mr. Shown agreed. Mr. Hammer asked what the cost of the sculpture is, and Mr. Andujar told him it was estimated at approximately \$500,000.

3. Communications – Drew Hicks

Mr. Hicks provided an overview of Cision generated data:

- Of media clips over one week, ¡Viva Hemisfair! had 369 mentions, peaking April 5th through April 7th.
- The press release regarding the 300th celebration generated the most media coverage.
- Social media unique visitors per month spiked during ¡Viva Hemisfair!
- Of all social media, Twitter generated the largest numbers except for the first day of ¡Viva Hemisfair! when online interest surpassed Twitter.

An estimated twenty-five thousand people attended ¡Viva Hemisfair! Numbers were lower than expected on Saturday, April 7th due to cold weather. 162 vendors were allowed to extend their slots to Sunday, which had excellent attendance.

4. Finance – Cara DeAnda and Anne Krause

- We added a fidelity bond type policy and are completing a third-party IT security policy.
- Ms. Krause reported that the Hemisfair Conservancy board's inaugural executive committee is stepping down. Former board chair Andi Rodriguez is now on the advisory committee. Teri Grubb is the new board chair. Katie Reynolds has been replaced by Lito Steves as the secretary, but remains on the board. Ben Presentin is now treasurer. The Conservancy is trying to raise \$10,000 for a donor ring to honor Ms. Rodriguez and is already at \$7,000. The 50 for 50 campaign has been very successful, with over 200 donors, half of



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which are first time donors. The average gift is \$111. The Conservancy is approaching \$2 million total donations. They will keep us posted as gifts for the capital campaign continue to come in.

5. Planning & Development - Tracy Hammer
 - Historic home rehabilitation efforts continue, such as previously mentioned improvements to the Schultze House.
 - Dough will open in early summer.

Executive Session

The Board did not recess to Executive Session.

Board Member Comments

There were no board member comments.

Adjournment

There being no further business, Mr. Shown adjourned the meeting at 10:05 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).