



Hemisfair Park Area Redevelopment Corporation
Board Meeting Agenda
Friday, June 8, 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
Rod Radle, Treasurer
Cara De Anda
Troy Elliott
Tracy Hammer
Lori Houston
Juan Landa
Cynthia Lee

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Geoff Baldwin
Drew Hicks
Terry Garcia
Sarah Silva

Board Members Not Present:

Melissa Chamrad
Ben Gorzell
Sue Ann Pemberton
Lionel Sosa

Other Guests & Visitors:

Karl Baker
Mary Fisher
Anne Krause
Courtney Laverty

Call to Order

Hemisfair Board Chair, Mr. Shown, called the meeting to order at 8:25 a.m.

Citizens to be Heard

There were none.

Approval of April 13, 2018 Meeting Minutes – Bill Shown

Mr. Shown presented the April 13, 2018 meeting minutes for comment and discussion. Mr. Radle offered a motion to accept the minutes and Mr. Landa provided a second. There being no further discussion, Mr. Shown asked for a voice vote and the motion passed unanimously.

CEO Report – Andres Andujar

Mr. Andujar invited Anne Krause to introduce Courtney Laverty, the Hemisfair Conservancy's new Development Director. Mr. Shown welcomed Ms. Laverty on behalf of the Board.

Mr. Andujar provided the following updates:

- **Civic Park Funding:** Work continues on the monetization of the State portion of Hotel Occupancy and Sales Tax with the expectation that enough capital will be raised for construction of Civic Park and possibly part of Hemisfair Boulevard. A Social Investment memorandum has been prepared for private sector and philanthropic investors. These efforts fit with the overall construction schedule.
- **Southwest Zone:** Dough Pizzeria has opened and a grand opening is scheduled for June 27th.



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- Eastern Zone: Planning for the eastern zone continues with finalization of the Urban Design Manual, preparation of RFQ for Tower Park Programming, and strategic conversations with current eastern zone tenants.
- Events: The team is engaging strategic partnership discussions to use third-party events to attract locals.
- Bond Update: South Alamo Street is fully funded and is proceeding in its design. Hemisfair Boulevard is partly funded but can proceed with design as funding efforts continue.

Briefing and Possible Action on Election of Officers – Bill Shown

Mr. Shown announced that he was resigning from the HPARC Board at the end of the meeting. Bill's employer, Silver Ventures, has purchased the SAISD property adjacent to Hemisfair, and resignation is tendered to avoid perceived or possible conflict of interest. Mr. Lopez presented Mr. Shown with a Board Resolution acknowledging his service to Hemisfair Area Redevelopment Corporation and offered a motion to accept the resolution as presented. Mr. Landa provided a second. Mr. Shown abstained from the vote, which passed unanimously. Ms. Lee gave Mr. Shown a small gift. Mr. Andujar and Mr. Gonzalez presented Mr. Shown with a picture of his family in Yanaguana Garden. Mr. Shown thanked everyone.

Mr. Lopez presented the Executive Committee's proposed Board officers:

- Chair: Rod Radle
- Vice Chair: Juan Landa
- Treasurer: Cara DeAnda
- Secretary: Cynthia Lee

Mr. Lopez offered a motion to accept the proposal as presented, and Mr. Hammer provided a second. The motion passed unanimously.

Briefing and Possible Action on NWZ P3 Updates – Omar Gonzalez

Mr. Gonzalez informed the board that although Zachry did not reply by the May 31st deadline given in Sixth Amendment, they did choose to pursue The NRP Group for the Market Street residential building. Zachry and NRP will enter into a sublease and \$575,000 deposit will go into escrow, becoming non-refundable on August 31st if construction has not begun. The Market Street building will be eight stories, with an encased garage. All eight floors will be part of a Public Facilities Corporation (PFC) structure with 50% of the apartment units reserved for those making 80% or less of the Area Median Income (AMI). There will be 10% of the apartments set aside for those making 50-110% of AMI, per the HPARC Mixed-Income Residential Policy. Mr. Lopez asked how "beginning construction" was defined. Mr. Baker responded that excavation of garage or foundation defines "construction commencement." Mr. Andujar stated that the date on which rent would begin has not been altered.



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Briefing on Task Force Updates from Board Retreat – Andres Andujar

Mr. Andujar informed the Board that the Financial Sustainability Task Force has been developing a long-term financial plan, under Ms. DeAnda's leadership. The plan includes:

- Being self-sustainable by FY2021
- Identifying all funding sources and timing
- Final analysis for State HOT and Sales Tax rebate
- Present proforma to reach financial self-sustainability

Mr. Shown asked if there is a deadline for completion of the long-term financial plan. Ms. DeAnda said they have not set a specific deadline, and Mr. Andujar offered to have a final draft of the plan by the next Board meeting.

Ms. Lee informed the Board that the Branding Strategy Task Force has met several times and met with a local branding expert. Mr. Hicks stated that the task force has three measurable initiatives:

- Locking down the digital footprint
- Developing a network of Champions
- Earning national recognition

Mr. Shown contributed that there is a need to decide and define what Hemisfair's essence is, and capture that with branding. Ms. Lee agreed, and stated that the task force has addressed this. Mr. Radle said that this may change when Civic Park opens. Mr. Hicks suggested that all branding be reassessed at that time.

Mr. Andujar introduced the topic of Champions, and asked Ms. Krause to give an update. Ms. Krause informed the Board that she, Mr. Baldwin, and Mr. Hicks have been planning how to recruit Champions. Ms. Lee added that a major focus of branding is leveraging staff's efforts with Champions.

Mr. Shown informed the group that the Board and Committee Structure Task Force has come up with a new Committee structure.

- Executive Committee: Rod Radle, Juan Landa, Cara DeAnda, Cynthia Lee, and Lori Houston
- Branding Committee: Cynthia Lee, Lionel Sosa, Rod Radle, and Sue Ann Pemberton
- Finance Committee: Juan Landa, Daniel Lopez, Cara DeAnda, and Ben Gorzell/Troy Elliott
- Planning and Development Committee: Tracy Hammer, Melissa Chamrad, Sue Ann Pemberton, Rod Radle, Robert Treviño.

Mr. Radle also reminded the Board that the Treasurer cannot serve as the Chair of the Finance Committee. Mr. Radle then summarized the Staffing Plan Task Force's growth plan, which included:

- Real Estate: Supplement current staff with consultants as needed.
- Park Operations: Four new full-time employees before opening Civic Park, two new full-time employees before opening Tower Park, and seasonal staff and partners for peak times and events.
- Branding: Branding Director leadership and an increase in consultants budget.



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Briefing and Possible Action on Upcoming Procurement Activities: Schultze and Pereida Houses RFI for Tenancy; Tower Park Programming RFQ – Omar Gonzalez

Mr. Gonzalez informed the Board that the RFI for the Schultze house is in the final draft, and Ms. Chamrad will review it. SwellCycle will be moving to a new location, which will free up tenant space in the Pereida house. The RFI for the Pereida house will be issued at the same time as the RFI for the Schultze house. In addition to the historic homes RFI, and RFQ will be issued for Tower Park Programming – a public engagement effort to help define the uses of the third and last phase of park development at Hemisfair. A \$25,000 grant from USAA will provide funding for Tower Park programming.

Mr. Hammer asked if SwellCycle will be adding scooters. Mr. Gonzalez replied that there has been discussion with groups that offer scooters. Ms. Lewand added that HPARC is in communication with Electric City Tours. Mr. Lopez asked if there would be scooters with docking, and Mr. Gonzalez replied that there would not. Mr. Radle commented that other parks have problems with scooters being left all over. On another note, Mr. Lopez suggested that tenant stories might offer branding opportunities.

Committee Updates –

1. Executive Committee – No update
2. Art & Activation – Update will be consolidated with the next Board meeting. Based on discussion from the last Board meeting, an art approval process for art donations has been outlined. It will begin with a staff review of the art piece, and will then go to the Branding Task Force. The Planning and Development Committee will then review the art piece against the master plan. The Executive Committee and the Board will then have the opportunity to review and voice concerns. Concerns may restart the approval process. After these reviews, the City Art and Culture Department will process for approval. Once this occurs, approval/endorsement will be requested from the Parks Department and the Historic and Design Review Commission. The art piece must then be approved by the City for code compliance. An Art Design Statement will be created to guide the process.

Mr. Radle suggested that the Executive Committee have a chance to review art pieces earlier in the process. Mr. Hammer asked if we have revised the art masterplan, and Mr. Andujar replied that we have not. Mr. Shown expressed concern that we need to be more proactive about art, instead of waiting for donations and offers. Mr. Andujar agreed that we must have a vision. Mr. Shown also said that the art masterplan needs updating, and should be consistent with the Hemisfair brand. Mr. Andujar suggested that art should be reviewed by the Branding Committee and Mr. Shown agreed. Mr. Andujar also proposed that older gifts and donations that are in the park need to be evaluated for fit with the Hemisfair brand. Mr. Lopez suggested that the Masterplan and the Art Masterplan need to match up more closely, and that approval at the committee level might be more appropriate than approval at the Board level. Mr. Radle agreed but maintained that presenting potential art to the Board was a good idea. Mr. Shown spoke in favor of a robust approval process, but expressed concern that the Board might not be objective enough, and that design by committee could hurt the



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process. Mr. Andujar pointed out that the Board does not approve architecture, but trusts the Planning and Development to handle that, and that similarly the Board might trust art experts to approve art.

Ms. Houston contributed that the City of San Antonio chooses artists by using an RFI process to create a registry of approximately 150 artists. When an artist who isn't on the list is preferred, the city issues an RFP. The Arts Commission provides final approval. Mr. Lopez asked when the art approval process will be drafted. Mr. Andujar replied that it would be by the next Board meeting. Mr. Shown commented that brand clarity will be necessary for the art approval process. Ms. DeAnda said that she prefers to keep art approval at the committee level.

3. Communications – No update
4. Finance – No update
5. Planning & Development – No update

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 10:08 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).

Commented [OG1]: I guess this is the only resolution. Something for AA to work on?