



Hemisfair Park Area Redevelopment Corporation

Board Meeting Agenda

Friday, October 12th, 2018

8:00 AM – 10:00 AM

615 E Nueva #100 – Schultze House

Board Members in Attendance:

Rod Radle, Chair
Juan Landa, Vice-Chair
Cara DeAnda, Treasurer
Melissa Chamrad
Troy Elliott
Tracy Hammer
Lori Houston
Sue Ann Pemberton
Steve Yndo

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Denise Aguilar
Geoff Baldwin
Traci Lewand
Sarah Silva
Gary Boyd

Board Members Not Present:

Ben Gorzell
Cynthia Lee
Daniel Lopez
Lionel Sosa

Other Guests & Visitors:

Mary Fisher
Anne Krause
Ben Olivo

Call to Order

Hemisfair Board Chair, Mr. Radle, called the meeting to order at 8:11 a.m.

Citizens to be Heard

There were none.

Approval of August 10, 2018 Meeting Minutes – Rod Radle

Mr. Radle presented the August 10, 2018 meeting minutes for comment and discussion. Mr. Yndo offered a motion to accept the minutes and Ms. Chamrad provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

CEO Report – Andres Andujar

Mr. Andujar provided the following updates:

- The service of Bill Shown and Andi Rodriguez over the last decade was celebrated with the installment of donor rings funded by their friends and family.
- Board members and staff enjoyed a tour of The '68 with David Adelman and his team.
- Southwest Zone: Hemisfair celebrated the third anniversary of Yanaguana Garden and over 1,750,000 visitors. Tenant selection for Pereida and Schultze has advanced and will be reported on later in the meeting.
- Northwest Zone:
 - Public/Private Partnership Agreement: there will be an in-depth conversation about the NWZ development in executive session.



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- Civic Park design is continuing towards finalization at the end of the year. A ROM indicates that the park is still within the fully funded budget, but caution is being taken with construction cost increases due to tariffs on steel, labor market contraction, and general inflation.
- Coordination with the City and stakeholders continues regarding the South Alamo Street cross section. The design will commence as soon as the street section is agreed to.
- Eastern Zone: Tower Park Vision Plan qualifications are due next week. Hemisfair Boulevard design has begun. We expect public meetings on this and the Tower Park Vision and Use Plan early next year.
- Branding: We will report on Brand Marketing and Communications consultant selection later in the meeting. We expect to have a draft strategy to the Board in December.

Briefing and Possible Action on Information Technology Security Policy – Juan Landa

Mr. Landa presented the new HPARC Information Technology Security Policy, which was developed in response to the recommendation of the City of San Antonio auditor. The policy includes security guidelines for equipment, emails and other information technology security details. Staff recommended Board ratification of the policy as approved by the Executive Committee and Finance Committee. Mr. Landa offered a motion to approve the policy, and Ms. DeAnda provided a second. The motion passed unanimously.

Briefing and Possible Action on Entering into Agreement with Page for Signage/Wayfinding in Northwest Zone – Andres Andujar

Mr. Andujar informed the Board that HPARC would like to amend a previous agreement for wayfinding and signage with Dyal & Partners (now named Page after a 2017 acquisition). The new \$65,000 contract would allow HPARC to work with the same wayfinding and signage design team for Civic Park. The Civic Park signs will be in the same design family as Yanaguana Garden signs, but not replicas. Page will coordinate with park designers GGN. Staff recommended Board approval of the contract with Page.

Mr. Hammer inquired if this is for design or also construction, and Mr. Andujar replied that it is for design only. Mr. Hammer then asked what the cost to build the signs will be, and Mr. Boyd responded that prices for sign construction and installation will vary depending on the type and number of signs ultimately installed, and added information of unit price for signs already installed to establish an order of magnitude of investment. Mr. Radle asked about funding source for contract, and Mr. Gonzalez replied that it will come from unrestricted philanthropic funds, and surplus funds from the prior fiscal year. Mr. Radle asked if graffiti can be easily removed from these signs and how often park signs are defaced, and Mr. Andujar replied that the material accommodates graffiti abatement. Mr. Baldwin added that graffiti is found once or twice a month in Yanaguana Garden. Mr. Andujar shared that the more the park is in use, the less criminal mischief occurs. Mr. Radle inquired about the amount of the previous contract, and Mr. Boyd said that it was \$144,000. Ms. Pemberton offered a motion to approve the contract with Page, and Mr. Hammer provided a second. The motion passed unanimously.



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Briefing and Possible Action on Entering into Agreement with Flash Parking for Parking Revenue Management System at The '68 Garage – Omar Gonzalez

Mr. Gonzalez informed the Board that following a selection process in which equipment and installation costs from each vendor were close and competitive, Flash Parking was our recommendation as the revenue management systems for the 238 public parking spaces in the garage at The '68. Flash Parking offers the benefit of a "smart cloud" system that does not require physical infrastructure or on-site personnel to operate and maintain, and all updates are in the cloud.

The parking revenue plan will allow flexibility in pricing, offer some free parking time with validation, and curtail residents from parking in public parking. It is possible for HPARC staff to manage the parking system. Staff recommends Board approval to enter into the contract with Flash Parking for a Parking Revenue Management System at The '68 Garage in the amount of \$120,000 to be funded by current parking lot revenues.

Ms. Houston asked if staff will need to check on the cars, or if the system will alert them to problems. Mr. Gonzalez replied that the system will send automated alerts. Ms. Houston asked about the credit card security provided by the system, and Mr. Gonzalez replied that this system has very modern card security. Mr. Elliott asked if the card numbers are retained in the cloud, and Mr. Gonzalez said that he would find out. Mr. Elliott also inquired about the current parking revenue that will be used to fund this contract. Mr. Gonzalez replied that parking revenue is being used for specific Board-approved investments such as the renovation of Schultze House. Mr. Landa asked how much revenue we are expecting from The '68 Garage, and Mr. Gonzalez responded that he expects \$70,000 net proceeds for the first year. Mr. Radle asked if HPARC is responsible for gates and equipment, and Mr. Gonzalez replied that we are responsible for the arms into public parking. Mr. Radle expressed concern about wear and tear from residents passing through public parking, and Mr. Gonzalez replied that maintenance costs are prorated to reflect that half the traffic will be residents. Mr. Hammer asked how signs for the parking garage would be paid for. Mr. Gonzalez replied that that cost will probably be shared between HPARC and David Adelman. Ms. Houston commented that the City of San Antonio is transitioning to a parking app, and that The '68's system should be compatible. Ms. Pemberton asked when the parking garage will be available for use, and Mr. Gonzalez said Spring 2019. Ms. Houston suggested that HPARC refer to City parking policies when developing their own version. Mr. Landa offered a motion to approve the contract with Flash Parking, and Ms. Houston provided a second. The motion passed unanimously.

Committee Updates –

1. Executive: Mr. Radle informed the Board that the Executive Committee has three new members getting involved in committee activities. The CEO Review will become annual instead of every six months.
2. Branding: Mr. Andujar informed the Board that HPARC received eleven responses to the RFP for Brand Marketing and Consulting. The selection committee chose Creative Civilization due to their experience developing brand communication strategy, their ease working with Boards and staff, their knowledge of Hemisfair, and their established



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reputation and longevity. The contract is for \$36,000 and does not require Board approval as it is within the CEO contracting limits established in the Board-approved Procurement Policy. The strategy developed with Creative Civilization will be presented at the December 14th Board meeting. Ms. Lewand informed the Board that updates to the website will make park reservations easier for visitors. The Luminaria press conference took place, and the Luminaria event will be November 10th. Board members are invited and encouraged to attend. The park has had 772,000 visitors this year. Ms. Houston asked for visitor numbers by fiscal year, and Mr. Baldwin replied that we have those numbers. Mr. Gonzalez stated that we are working on an annual snapshot, and Mr. Radle asked for visitor numbers for the first three years to be distributed by email.

3. Finance: Mr. Landa informed the Board that HPARC is in the process of closing out FY18. Parking revenue has performed better than budgeted. Mr. Elliott will be discussing the Hotel Occupancy and Sales Tax monetization options with Mr. Andujar and Mr. Gonzalez next week, and that information will return to the Finance Committee.
4. Planning and Development: Mr. Gonzalez reported to the Board that HPARC had issued RFIs for Pereida and Schultze Houses, and that Chocollazo had been selected for Pereida House. They will use one room to showcase their chocolate, and the other room will be called SugarSugar and will offer a wide variety of candy. Mr. Radle asked what the expected move in date is, and Mr. Gonzalez replied that we are hoping for Valentine's Day 2019. Paletteria San Antonio, which will share Pereida with Chocollazo, has opposite high and low seasons, making this tenant adjacency ideal. We are considering Blue Cat Yoga as a tenant for Schultze House and will setup interviews with the owner. Yoga is a good fit for Hemisfair because it can be done anywhere in the park and be part of events. Mr. Hammer asked if she has classes now, and Mr. Gonzalez replied that she is currently teaching out of other studios, but this will be her first brick and mortar location. Mr. Landa asked how long the contracts are, and Mr. Gonzalez replied that Chocollazo's contract has an initial term of three years and can be extended six additional years, and Blue Cat Yoga would have a shorter contract if selected. Ms. Krause noted that historic preservation donors would enjoy seeing how their contributions were put to use in these houses.

Executive Session

The Board recessed to Executive Session at 9:13 a.m. to deliberate real property issues and personnel matters and reconvened in open session at 9:59 a.m.

Briefing and Possible Action on Northwest Zone Public Private Partnership Development – Rod Radle

Mr. Radle informed the Board that there is no action on this topic.

Briefing and Possible Action on Cost of Living Adjustment – Rod Radle

Mr. Radle asked if there was a motion to accept the resolution to authorize an annual cost of living assessment and an annual cost of living adjustment for all staff. Mr. Gonzalez asked when this would be



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effective, and Mr. Radle answered October 1st. Ms. DeAnda offered a motion to accept. Ms. Chamrad provided a second. The motion passed unanimously.

Board Member Comments

There were no board member comments.

Adjournment

There being no further business, Mr. Radle adjourned the meeting at 10:03 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).