



Hemisfair Park Area Redevelopment Corporation

Board Meeting Agenda

Friday, December 14th, 2018

8:00 AM – 10:00 AM

615 E Nueva #100 – Schultze House

Board Members in Attendance:

Rod Radle, Chair
Cynthia Lee, Secretary
Melissa Chamrad
Tracy Hammer
Lori Houston
Sue Ann Pemberton
Lionel Sosa
Steve Yndo

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Denise Aguilar
Geoff Baldwin
Terry Garcia
Traci Lewand
Sarah Silva

Board Members Not Present:

Ben Gorzell
Cara DeAnda
Juan Landa
Daniel Lopez

Other Guests & Visitors:

Al Aguilar
Gisela Girard
Anne Krause
Makayla Matheson
Mary Fisher
Sara Gruber
Leslie Komet
Lea Thompson
Guillermo Moya

Call to Order

Hemisfair Board Chair, Mr. Radle, called the meeting to order at 8:08 a.m.

Citizens to be Heard

There were none.

Approval of October 12, 2018 Meeting Minutes – Rod Radle

Mr. Radle presented the October 12, 2018 meeting minutes for comment and discussion. Mr. Yndo offered a motion to accept the minutes and Ms. Pemberton 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 an update on successful park activation including Luminaria, Diwali, and Coffee & Cordials, as well as weekly events, and acknowledged the efforts of the Operations staff. He also informed the Board that staff had completed the selection process for the Tower Park Vision and Use Plan consultant and would be presenting their recommendation later in the meeting. Presentations by the external auditors and the Brand Marketing Strategy consultants were also on the agenda. Updates



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on the State Hotel Occupancy and Sales Tax Refund were also to be presented, and NWZ P3 progress would be covered in executive session.

Briefing and Possible Action on FY18 Audit Report – BKD

Ms. Matheson with BKD presented the outcome of HPARC's annual external audit. She informed the Board that HPARC's income, depending on the source, has either stayed the same or increased, and that liabilities have gone down. There was no finding of material weaknesses or significant deficiencies. Ms. Matheson noted that there was one internal control deficiency that did not rise to the level of significance, and that was in the area of segregation of duties. She stated that it is not unusual for small businesses to have overlapping duties due to having limited staff, and that in HPARC's case, this is mitigated by continued finance, executive and Board involvement. No other internal control deficiencies were reported. Ms. Matheson informed the Board that there will be a new framework for accounting for leases for fiscal years beginning after December 15, 2019. Mr. Radle expressed a desire to change the audit deadlines next year to have the entire Board review the audit draft before it is presented at the Board meeting. Mr. Sosa offered a motion to approve the FY18 Audit Report and Ms. Pemberton provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Briefing on Brand Marketing Strategic Plan – Creative Civilization

Mr. Aguilar and Ms. Girard of Creative Civilization presented the Brand Marketing Strategic Plan. This plan provides HPARC with a marketing framework and roadmap for planning, executing, and measuring the impact of marketing activities to build a relationship with local and national audiences. It consists of a Strategic Plan, which will be supported by a Staffing Plan, Consultant Implementation Plan, and Budget Plan. These will all cover short-, intermediate-, and long-term time periods.

The Marketing Goal is to "Catapult Hemisfair brand awareness, image, engagement, and affinity as one of the world's greatest places." The target audience is all ages, with local recognition from donors and local media, and national recognition from media, tourists, conventions, and B2B. The plan contains 20 strategies and 68 tactics to accomplish this. There is the Hemisfair brand, and three sub-brands: Yanaguana Garden, Civic Park, and Tower Park. There will also be product brands: P3 partnerships, park amenities, tenants, and events.

The staffing plan begins with hiring a Marketing Director in the short term. Later staffing additions will include a Communications Manager, a Brand Manager, and three Marketing/Event Coordinators. The plan also recommends a marketing partner, a digital partner, and research vendors in the short term, printing and production partners in the intermediate term, and merchandise and national public relations partners in the long term. The plan also includes a proposed Brand Marketing budget until 2024 and beyond.

Following the presentation by Creative Civilization, Mr. Andujar informed the Board that HPARC will begin looking for a Marketing Director immediately, with the intention of hiring by April. The possibility



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of using interns to supplement staff was raised but dismissed due to the importance of familiarity with the park in brand marketing.

Briefing and Possible Action on PPS Contract for Tower Park Vision and Program Use – Andres Andujar

Mr. Andujar informed the Board that the Tower Park Vision and Program Use selection panel reviewed six responses to the Tower Park RFQ issued on September 19, 2018 and had settled on a contract with the Project for Public Spaces (PPS). The initial meeting is scheduled for December 21, 2018. It will be followed by a public workshop in March, with deliverables provided no later than August 2019. HPARC is also hoping to have an Urban Land Institute advisory service panel come in late April or early May to give additional recommendations following the public meeting. However, this depends on a grant requiring the mayor to sign the Ten Minute Walk To Parks pledge.

The contract includes Phase 1 for \$35,000 and Phase 2 for \$40,000, with project-related expenses capped at \$14,000. At this time, HPARC has received \$45,000 from the Hemisfair Conservancy towards the Tower Park Vision and Program Use. These fees are approximately 20% higher than HPARC's previous contracts with PPS, but less than the other finalist. The Conservancy is seeking major donors who are interested in the park to obtain the rest of the funding needed. Mr. Yndo offered a motion to approve the PPS contract for Tower Park Vision and Program Use and Ms. Pemberton offered a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Committee Updates –

1. Executive: Mr. Radle informed the Board that Daniel Lopez will be submitting his resignation from the Board. He commended the impact and importance of Mr. Lopez's ten years on the Board. The HPARC Board now has two vacant positions.
2. Branding: Some of the branding updates were covered during the Creative Civilization presentation. Ms. Lewand reported that November was a very busy month, with Diwali, Luminaria, and Coffee & Cordials by Injoy. Diwali brought 25,000 to 28,000 people to the Hemisfair. A portion of the proceeds from Coffee & Cordials went to the Hemisfair Conservancy. Solar Fest, Diwali, and Luminaria will be returning next year. A press release on December announced an early 2019 opening of Chocollazo and Sugar Sugar. Inclusion programming is being planned with Any Baby Can and the Down Syndrome Association of San Antonio and include monthly meaningful and free activation.
 - Attendance:
 - Month To Date – 80,100 (36,000 higher than November 2017)
 - Year To Ddate – 131,100
 - Total from inception – 1,918,000
3. Finance: Ms. Krause reported that the Hemisfair Conservancy exceeded their annual fundraising goal by Thanksgiving this year. Full funding has been secured for the Inclusion Programming launching March 2019, thanks to a \$50,000 grant from Baptist Health System. New donors have contributed to the capital campaign, and the Conservancy has also received a \$100,000 pledge for historic preservation, as well as \$942,000 committed and other \$1,250,000 under consideration. More donor meetings



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are scheduled for January. Ms. Krause requests full Board participation as donors to help with reports and grant applications.

4. Planning and Development: Chocollazo and Sugar Sugar is expected open in February. Blue Cat Yoga is on target to open in late January. The brick exterior is going up on The '68, which should be completed in the spring. HPARC is working with the City of San Antonio to draft an RFI for the River Building. PR for tenant openings is being handled by staff and HPARC's social media consultant. Recognizing and promoting tenants (both new and existing) is part of HPARC's branding efforts.

Executive Session

The Board recessed to Executive Session at 9:48 a.m. to deliberate real property issues and reconvened in open session at 10:07 a.m.

Board Member Comments

There were no board member comments.

Adjournment

There being no further business, Mr. Radle adjourned the meeting at 10:07 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).