



## Hemisfair Park Area Redevelopment Corporation

### Board Meeting Agenda

Friday, February 8, 2019

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  
Cynthia Lee, Secretary  
Tracy Hammer  
Sue Ann Pemberton  
Steve Yndo

#### **Staff Members in Attendance:**

Andres Andujar  
Omar Gonzalez  
Geoff Baldwin  
Traci Lewand  
Sarah Silva

#### **Board Members Not Present:**

Melissa Chamrad  
Ben Gorzell  
Lori Houston  
Daniel Lopez  
Lionel Sosa

#### **Other Guests & Visitors:**

Karl Baker  
Gabriel DeLeon  
Mary Fisher  
Anne Krause  
Scott Munson  
Khi Ransome

#### **Call to Order**

Hemisfair Board Chair, Mr. Radle, called the meeting to order at 8:07 a.m.

#### **Citizens to be Heard**

There were none.

#### **Approval of December 14, 2018 Meeting Minutes – Rod Radle**

Mr. Radle presented the December 14, 2018 meeting minutes for comment and discussion. Mr. Yndo offered a motion to accept the minutes and Ms. Lee provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

#### **CEO Report – Andres Andujar**

Board members were requested to turn in their financial disclosure forms by the end of April. Mr. Andujar informed the Board that construction on the Northwest Zone is expected to begin midyear. Staff has begun vision and use planning for Tower Park. The Planning and Development committee has tenant announcements and updates. The Finance committee continues to oversee the operating budget and financial sustainability. The Branding committee has helped determine what Hemisfair needs from a Branding position. A job posting for a Director of Marketing was listed for a month and closed on February 6. There were over 200 applicants, and at least five will be called for interviews. Mr. Andujar expects to introduce the new director by the next Board meeting. The Activation team is increasing both the amount and quality of programming. Partnerships with other organizations have helped contribute to this success, including the Fiesta commission.



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#### **Briefing on Events and Tenants** – Hemisfair Branding Committee Chair

Ms. Lewand informed the Board that Spring will be a busy season for events. Inclusion programming will launch in March and continue the second Saturday of every month, from 9 am to 11 am, with five to six different experiences. Free parking will be provided for participants. Hemisfair is partnering with Blue Cat Yoga for some of the programming, which will include instructors who are living with disabilities themselves. Ms. Lavery with the Hemisfair Conservancy has assisted in finding other partners, including occupational and physical therapy students who will volunteer their time to support parents and caregivers during programming. Super Fun Saturday also launches in March and will take place on the third Saturday of every month, from 11 am to 1 pm. Super Fun Saturday was very successful in 2018. The Rosenbergs and their businesses Trinidad Realty and Kilwins chocolate will continue to support Super Fun Saturday in 2019. Hemisfair is also partnering with Magik Theatre for the first three months, with Super Fun Saturday activities that match the theme of Magik Theatre's shows: Cat in the Hat, Mariachi Girl, and Ants Go Marching In. Super Fun Saturday will end 30 minutes before the show at Magik begins, allowing families to enjoy both.

There has been a 25% growth in number of events from 2018 to 2019. Hemisfair's Events and Operations staff continues to support 75% of park events. Schultze is in use for small events, but there is demand for a large indoor event facility. Volunteers assist with activity execution at Hemisfair events. Ms. Krause contributed that many corporate funders will welcome opportunities to provide volunteers. Events staff needs have grown more quickly than anticipated and will be discussed in greater detail later in the meeting.

Limits on tenant noise levels in early morning and evenings have been discussed and will be set prior to the opening of The '68. The '68 will start leasing apartments this spring. There is a great deal of interest in apartment tours.

Blue Cat Yoga & Healing Arts will soft open on March 1. Following the soft openings, there will be a ribbon cutting for both Blue Cat Yoga and Chocollazo/Sugar Sugar on March 12, from 5:30 to 7 pm. This will be oriented towards city officials, board members, historic home preservation donors, and community stakeholders. On Saturday, March 16, there will be a daytime grand opening for both tenants. CommonWealth will also hold an artisan's market that day.

#### **Briefing on Eastern Zone** – Hemisfair Real Estate Director

Mr. Gonzalez presented that Hemisfair has been working to secure funding and consultants for the Eastern Zone, which includes five and a half acres of park and ten acres of development. One of the consultants is Project for Public Spaces (PPS), who will help us define the park vision and use. They will look for public input on Tower Park, beginning with a March 3 pop-up in Yanaguana Garden seeking community feedback. On March 4 there will be a public input session from 5:30 to 8 pm. There will be interviews and taskforce meetings on both March 4 and 5. The Hemisfair Conservancy worked with USAA Foundation and Union Pacific Foundation to cover most of these costs.



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We are also working with the Urban Land Institute's Advisory Service Panel (ULI ASP). The panel will bring nationwide experts to San Antonio for a five-day session leading to recommendations for Tower Park. A national grant from ULI will cover the majority of the cost, and the Conservancy worked with a local philanthropic giver to provide the remaining twenty-five thousand dollars. The ULI ASP will arrive on Sunday, April 28, opening with a dinner that night, followed by a tour of the park on Monday.

Interviews with community stakeholders will take place on Tuesday and Wednesday. On Friday, there will be a public presentation of the ULI ASP's recommendations. ULI ASP will focus on open space as it relates to development and PPS will develop placemaking strategies for the park.

#### **Briefing on Staffing and Budget – Hemisfair CEO**

Mr. Andujar informed the Board that there are three vacant staff positions. The Director of Marketing role will be filled soon, as mentioned earlier. Hemisfair is currently sizing the scope of the Account and Tenant Manager before filling or changing that position. Ms. Silva has currently taken on accounting tasks.

The activation team would like to add an Event Program Specialist. The staffing budget can accommodate this position. Ms. Lewand stated that Event Program Specialist is a position common in many educational non-profits such as the Witte Museum and the DoSeum. This person will build event content and facilitate event experiences for park visitors.

An amended FY19 budget will be presented to the Board later this fiscal year as the financial implications are understood. **Committee Updates –**

1. Executive: Mr. Radle informed the Board that the Executive Committee is currently focused on development in the Northwest Zone. Solidifying the plan will contribute to HPARC's financial stability. The biannual Board attendance report will be submitted to the city soon.
2. Branding: Ms. Lewand stated that much of Branding has already been covered. Attendance has increased, most likely due the number of tenant businesses operating in the park. Chocollazo will open soon, and is expected to increase off-season sales for Paleteria S.A., with whom they share a building. It is expected that Paleteria S.A. will do the same for Chocollazo in their slow season. Commonwealth's sales have met their expectations, and they and Con Safos are looking forward to increased sales with the opening of The '68 next door. There is new signage directing park visitors to businesses. The '68 itself will have space for four commercial ground-floor tenants. One will most likely be an ice cream shop. Paleteria S.A. does not expect this to impact their sales. A second tenant may be a wine bar. The third is a full-service gym. The fourth is being shown to potential tenants, which may potentially be F&B.
  - Attendance:
    - January – 27,600 (6,300 over last January)
    - Year To Date – 200,000
    - Total from inception – 1,986,000 (will surpass 2 million week of 2/18)
3. Finance: Mr. Landa stated that financial sustainability continues to be a major focus and will be covered during the Executive Session. The budget review shows no concerns. The



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Conservancy continues to contribute to HPARC's financial sustainability. Ms. Krause informed the Board that having hired a Development Director to manage annual fundraising will allow Ms. Krause to focus on the capital campaign. There were two grants that funded the Inclusion Programming project budget. Additionally, community donations brought contributions twenty percent over budget, which went towards increasing accessibility of the park. The Conservancy has \$5.5 million under consideration for the capital campaign.

4. Planning and Development: P&D will be covered in Executive Session.

#### **Executive Session**

The Board recessed to Executive Session at 9:01 a.m. to deliberate real property issues and reconvened in open session at 9:45 a.m.

#### **Board Member Comments**

There were no board member comments.

#### **Adjournment**

There being no further business, Mr. Radle adjourned the meeting at 9:45 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).