Hemisfair Park Area Redevelopment Corporation
Board Meeting Minutes
Friday, April 12, 2019
8:00 AM – 10:00 AM
615 E Nueva #100 – Schultze House

Board Members in Attendance:
Rod Radle, Chair
Juan Landa, Vice Chair
Cynthia Lee, Secretary
Melissa Chamrad
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:
Cara DeAnda
Ben Gorzell
Lori Houston
Lionel Sosa

Other Guests & Visitors:
Karl Baker
Mary Fisher
Anne Krause
Thea Setterbo
Wanda Williams

Call to Order
Hemisfair Board Chair, Mr. Radle, called the meeting to order at 8:10 a.m.

Citizens to be Heard
There were none.

Approval of February 8, 2019 Meeting Minutes – Rod Radle
Mr. Radle presented the February 8, 2019 meeting minutes for comment and discussion. Mr. Yndo offered a motion to accept the minutes and Mr. Landa 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 shared with the Board that Thea Setterbo has been selected as the new Director of Marketing and will start at the end of April. Yanaguana Garden activation and programming continues to build local love, and the summer schedule is busy with events such as a James Bond movie series. The '68 expects to open on June 1st. Dough continues to be very successful. Chocollazo’s sales slowed after their opening but are expected to pick up again, similar to their Broadway store experience.

Regarding the Northwest Zone, the rental structure will be discussed in Executive Session. Progress has been made on the City of San Antonio parking structure, which will cost $62 million, be partly below ground, and have over 1,000 parking spaces. It will be set up so that spaces can be converted from
public parking to resident parking if required. The plan is expected to be approved by City Council on May 9th.

Civic Park construction is delayed. The edges of the park must be redesigned due to new P3 plans. The location of restrooms needs to be finalized. Storage space is planned to increase the current 2,000 square foot capacity to 15,000 square feet.

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

The Project for Public Spaces public meeting for Tower Park Vision and Use Plan had approximately one hundred participants. PPS will follow up with a survey, which they plan to distribute on April 16th. The goal is to get one thousand survey responses. There will also be additional stakeholder interviews in May to supplement previous conversations. HPARC has received PPS's draft report, which highlighted small historical buildings on the site, embracing local entrepreneurship, and a balance between activity and relaxation. The full report may be available before the Urban Land Institute Advisory Services Panel, which will begin on April 28th and continue until May 3rd. The main events will be an opening reception on April 29th, stakeholder interview on April 30th, and a public presentation of the panel’s findings on May 3rd.

The Women’s Pavilion, Building 277, and the Gulf Building still have undetermined futures. The Gulf Building contains infrastructure supporting the Tower of the Americas and cannot be demolished. The Women’s Pavilion is loved by the community but needs significant work. The Park Police are interested in Building 277. Ms. Pemberton’s graduate students are doing base drawings and assessments of the historical buildings in the Eastern Zone.

**Committee Updates** –

1. Executive: Mr. Radle informed the Board that the Executive Committee has been reviewing milestones from the beginning of the year, as well as examining committee structure and the two vacancies on the Board. They hope to fill the vacancies soon and supplement the Board’s Branding expertise.

2. Branding: Ms. Lewand introduced Thea Setterbo, who will join HPARC on April 29th as the new Director of Marketing.
   - Attendance: weather has affected numbers, but tenants have drawn visitors to the park.
     - Month To Date – 9,000
     - Year To Date – 281,000
     - Total from inception – 2,068,000
   - Inclusion programming has been delayed by weather but will launch on April 13th rain or shine. It will begin at 9 am but extend to noon instead of 11 am to make up for the delayed launch. Twenty vendors will participate. Brochures have been handed out at local physical therapy clinics.
   - Fiesta Fiesta is on April 18th from 3 – 9 pm. South Alamo Street will be closed for the event. Pin Pandemonium will be on East Nueva Street, with 132 tables. La Villita’s Taste of the Republic is sold out.
Storytime is expanding! ScioSTEAM will join longtime volunteer Kim Baldwin with activities based on each week’s book.

Tenant updates: Chocollazo is slow during the week, but busy on weekends. They are building a mobile cart to use for activations. Blue Cat Yoga is struggling with map apps misdirecting class attendees, and is coordinating with Google to correct deficiency. Blue Cat plans to offer yoga classes in the park for accessibility.

Sponsored by Kilwins for a second year, Super Fun Saturday has launched for the summer with a Dr. Seuss theme. The event is popular enough to attract regulars.

The Big Give pep rally took place at Hemisfair, providing the park with valuable exposure.

Hemisfair will host a James Bond movie series on Tuesday nights, coinciding with free downtown parking.

Major events for 2020 are already booked.

3. Finance: Mr. Landa informed the Board that the Finance committee is waiting for clarity on the HOT tax from the city and the comptroller. They are now looking at social investors, which ties into the financial sustainability plan. Progress has been made towards sustainability. Ms. Krause shared that donor naming opportunities arise as the park begins to experience expected wear and tear. This includes two major opportunities in Yanaguana Garden. This year’s Big Give was a success. The Conservancy exceeded their goal of raising $15,000 for the Butterfly Garden by $2,000. Ms. Krause thanked Board members for the example set by their financial support for Hemisfair.

4. Planning and Development: Mr. Hammer shared that The ’68 will have four tenant businesses: a wine bar, an ice cream shop, a restaurant, and a fitness facility.

Executive Session

The Board recessed to Executive Session at 9:07 a.m. to deliberate real property issues and reconvened in open session at 9:44 a.m.

Briefing and Possible Action on Resolution Regarding Executive Committee Authority to Negotiate Lease Amendment – Hemisfair Board Chair

Mr. Landa offered a motion to approve the resolution and Ms. Pemberton provided a second. There being no further discussion, Mr. Radle asked for a voice vote and 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 9:47 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).