



**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 1<sup>st</sup>. 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



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public parking to resident parking if required. The plan is expected to be approved by City Council on May 9<sup>th</sup>.

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 16<sup>th</sup>. 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 28<sup>th</sup> and continue until May 3<sup>rd</sup>. The main events will be an opening reception on April 29<sup>th</sup>, stakeholder interview on April 30<sup>th</sup>, and a public presentation of the panel's findings on May 3<sup>rd</sup>.

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 29<sup>th</sup> 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 13<sup>th</sup> 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 18<sup>th</sup> 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.



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- 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**



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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).