



Hemisfair Park Area Redevelopment Corporation

Board Meeting Minutes

Friday, June 14, 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
Corina Castillo-Johnson
Melissa Chamrad
Troy Elliott
Lori Houston
Lionel Sosa
Steve Yndo

Board Members Not Present:

Tracy Hammer
Sue Ann Pemberton

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Traci Lewand
Sarah Silva

Other Guests & Visitors:

Mary Fisher
Steve Golden
Anne Krause

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 April 12, 2019 Meeting Minutes – Rod Radle

Mr. Radle presented the April 12, 2019 meeting minutes for comment and discussion. Ms. Lee offered a motion to accept the minutes and Mr. Yndo 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 informed the Board that Hemisfair has hired Felishia Powell as Event Program Specialist. Ms. Lewand shared that Ms. Powell has already been a programming partner for Story Time and is responsible for adding coordinated and educational play to Story Time and other park events.

Mr. Andujar stated that Hemisfair is working on the Tower Park Vision and Use Plan, including input from the Urban Land Institute Advisory Service Panel. Further information will be shared later in the meeting. Public engagement from both the ULI ASP and Project for Public Spaces brought input from more than one thousand people. Hemisfair is coordinating with Universidad Nacional Autónoma de México to find the organization a new location and assist in transition. The Instituto Cultural de México has a new director, Sergio Zapata Lozano, with whom Hemisfair already has an amiable relationship. Although some concepts of the eastern zone redevelopment have seen the Instituto as a barrier to connections, the current plans integrate their building.



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In the Northwest Zone, Hemisfair has been working with Zachry on rent structure, but is faced with a delay in council action. The next availability for council consideration will be in August or September.

The comptroller has answered all questions regarding the Hotel Occupancy and Sales Tax. The City will receive the rebate, and Hemisfair has been in discussion with them regarding plans for those funds.

The '68 expects to open July 1. Marketing will be addressed in full later, but presentations are being given to community organizations and other interested parties on a weekly basis, with particularly thanks to Ms. Krause.

Briefing from Hemisfair Conservancy – Hemisfair Conservancy Executive Director

Ms. Krause shared with the Board that the Conservancy has received a written pledge from Union Pacific Railroad for \$500,000 in exchange for naming opportunity. This grant will be disbursed over three years: \$200,000 in 2019, followed by two disbursements of \$150,000 each in 2020 and 2021. This is Union Pacific's largest gift ever, as well as their third gift to Hemisfair. This gift will allow us to add artificial turf, shade structures, and lighting to the Splash Pad. The donor sign will be made of limestone and wood, and be located behind new turf in the Splash Pad area. The check presentation will be on August 21.

The Conservancy is in the fourth round of proposals with a major financial institution regarding a \$750,000 gift for this year towards the revitalization of the Kusch House.

Briefing and Possible Action related to Proposed Budget Amendments – Hemisfair Real Estate Director

Mr. Gonzalez informed the Board that the proposed budget amendments address unexpected marketing expenses and interest income. Hemisfair paid consultants to handle marketing and "Brand-aid" during the search for a Director of Marketing. Placing money in a CDAR instead of a money market account has resulted in higher interest income than accounted for in the current budget. The amendments have been through both the Finance and Executive Committees and would move \$65,000 from salaries to marketing fees and increase interest income by \$2,000.

The FY 20 Budget will be reviewed in the next Finance, Executive, and ultimately Board meetings.

Mr. Sosa offered a motion to approve the budget amendments and Ms. DeAnda provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Briefing on Eastern Zone – Hemisfair Real Estate Director

Mr. Gonzalez shared with the Board that the ULI Advisory Service Panel Report is due in August, and the presentation contributed towards public input and project momentum. While some of the ULI ASP suggestions are unfeasible, they inspire us to think of options to accomplish the themes behind those suggestions. The Project for Public Spaces (PPS) Tower Park Vision and Use Plan efforts resulted in 912 responses to the online survey. The Phase I report draft has been received, and Phase II has begun. PPS envisions a balance between active, passive, and green nodes, with shared edges. Further suggestions include a dog park, skate park, shaded outdoor workplace, a beer garden, and fast casual food options.



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Phase I was fully funded thanks to the Conservancy, and Phase II has now been fully funded by the USAA Foundation.

Committee Updates –

1. Executive: Mr. Radle welcomed new Board member Corina Castillo-Johnson. An interview with a candidate for the one remaining opening is being scheduled, with hope that all Board positions will be filled by August. Regarding NWZ P3 agreements, there have been seven amendments and there will be an eighth. The Executive Committee cannot make major changes to amendments without approval from the Board. If any substantial changes are necessary, a Board meeting will be called.
2. Branding: Ms. Lewand
 - Attendance: weather continues to impact attendance and events
 - Month To Date – 14,000
 - Year To Date – 390,000
 - Total from inception – 2,176,000
 - The original Star Wars series is showing Tuesday nights on the Great Lawn from June 18 to July 2. There will be movie characters and themed music.
 - Story Time is expanding to twice a week and will now include registration to assist in planning.
 - Inclusion programming is a success. It will continue the second Saturdays of the month through September with each session expanded by an hour to make up for weather cancelations.
 - Marketing: website updates are coming and will include the ability to adapt to the opening of new parks. A recent article in Forbes featured two Hemisfair tenants. The Hemisfair Instagram account reached 10,000 followers and can now include links with stories.
3. Finance: Mr. Landa mentioned the new amendments to the budget approved earlier in the meeting and reminded the Board that the preliminary FY 20 budget will be shared at the next meeting.
4. Planning and Development: Mr. Gonzalez announced that Hemisfair's first new tenant Paleteria San Antonio (PSA) celebrated their third anniversary earlier in the week. An anaqua tree near PSA fell over during a recent storm. The tree was weakened by rot. There were no injuries or damage caused by the tree. Parks and Recreation team responded quickly, removing the tree and cleaning the area in time for events the following day. Ms. Houston shared that the storm revealed other rotting anaqua trees, and that the City is conducting an examination of trees in response. PSA is also looking forward to filling a paleta order for Jennifer Lopez when she visits San Antonio later this month. Chocollazo's sales were high in their first month but were impacted during Fiesta and have decreased. They are planning monthly truffle painting classes, of which the first at the Hemisfair location sold out. They are also planning to increase visibility using signage and a cart. Dough continues to do well. Commonwealth's sales are meeting expectations, and they may redo their interior in July.



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Briefing and Possible Action related to Election of Board Officers – Hemisfair Board Chair

Mr. Radle reminded the Board that officer elections are required to occur annually and presented the recommended slate of officers for the year, which consists of the current Board officers:

- Chair: Rod Radle
- Vice Chair: Juan Landa
- Treasurer: Cara DeAnda
- Secretary: Cynthia Lee

Mr. Radle then turned the meeting over to Mr. Golden for the Board Chair election. Mr. Golden asked the Board for other nominations. There being none, Mr. Yndo offered a motion to accept Mr. Radle as Board Chair, and Mr. Landa provided a second. There being no further discussion, Mr. Golden asked for a voice vote and the motion passed unanimously.

Mr. Golden turned the meeting back over to Mr. Radle for the remaining officer elections. Mr. Radle asked for other nominations for Board Vice Chair, Treasurer, and Secretary. There were no further nominations.

Ms. DeAnda offered a motion to accept Mr. Landa as Board Vice Chair, and Ms. Lee provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Ms. Castillo-Johnson offered a motion to accept Ms. DeAnda as Board Treasurer, and Mr. Yndo provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Mr. Sosa offered a motion to accept Ms. Lee as Board Secretary, and Mr. Landa provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Executive Session

The Board did not recess to executive session.

Briefing and Possible Action on Northwest Zone P3 Lease Amendment – Hemisfair Board Chair

Work will continue on the Northwest Zone P3 lease agreement. No action was taken.

Board Member Comments

There were no board member comments.

Adjournment

There being no further business, Mr. Radle adjourned the meeting at 9:22 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).