



Hemisfair Park Area Redevelopment Corporation

Board Meeting Minutes

Friday, August 9, 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
Corina Castillo-Johnson
Melissa Chamrad
Lori Houston
Sue Ann Pemberton
Steve Yndo

Board Members Not Present:

Cara DeAnda
Ben Gorzell
Tracy Hammer
Lionel Sosa

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Geoff Baldwin
Thea Setterbo
Sarah Silva

Other Guests & Visitors:

Karl Baker
Trey Jacobson
Anne Krause
Marlene Richardson
John Vlieger

Call to Order

Hemisfair Board Chair, Mr. Radle, called the meeting to order at 8:19 a.m.

Citizens to be Heard

There were none.

Approval of June 14, 2019 Meeting Minutes – Rod Radle

Mr. Radle presented the June 14, 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 thanks to a successful partnership with AREA, residents have returned to Hemisfair for the first time in over fifty-one years and are living in The '68 apartments. This is a start to HPARC's goal of building back the population density that existed in the Hemisfair district before 1968. New art will be coming to the neighborhood. The city plans to install various sculptures at the Riverwalk "T" by the Convention Center. There will also be a year-long celebration of Sebastian, the Mexican sculptor of the Torch of Friendship. Dozens of his works will be installed around San Antonio; Hemisfair will receive a few pieces. There will be an Executive Session to discuss the Northwest Zone P3 and Board disclosures.

Briefing and Possible Action on FY20 Budget – Hemisfair Real Estate Director

Mr. Gonzalez presented the FY20 Budget developed by the Finance Committee.



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Revenue:

- FY20 will be the final year of the City General Fund five-year agreement. Bond support services will continue through 2022 with a 3% annual increase.
- Lease revenue: Most tenants are doing well; we expect an overall 41% increase in tenant revenues for FY2020.
- Event revenue: 29% expected increase.
- Parking revenue: Projected 123% increase due to the opening of The '68 parking garage.
- TIRZ: \$70,000 projected revenues, assuming taxable property valuations
- Interest income: \$4,000 projected revenues based on Money Market Savings and use of CDs and CDARs

Expenses:

- Bookkeeper: A part-time bookkeeper will be hired to handle routine bookkeeping responsibilities. Ms. Silva will transition to lease & asset management, and continue with office management. There is a 200% budgeted increase for the third-party bookkeeper expense in order to facilitate the new bookkeeper's transition.
- Marketing: Increase to support marketing plan priorities for 2020.
- Operations: Maintenance and facility repair will be combined.
- Programming: Will increase, but it is offset by increased event revenue.
- Security: Expenses will remain the same, with plans to use technology to increase service quality. HPARC currently has overnight armed guards on an eight-hour shift with varied hours to prevent predictability.
- Parking: Garage rent and upkeep costs have been added for FY20.
- Salaries: Increase due to CPI and new employees.
- Insurance: 10% increase is budgeted. HPARC may adjust healthcare package or charge employees a percentage of premium to stay in budget.
- 401k: 70-75% participation. No expected increase.
- Surplus: Any surplus will contribute to financial sustainability when the City General Fund ends.

HPARC's organizational chart with recent updates was presented to the Board to provide further information on increased FY20 personnel costs. Ms. Lewand has been promoted from Assistant Director of Events to Director of Events. There are now four directors reporting directly to Andres. HPARC hopes to fill the vacant bookkeeper position in the next few weeks. Ms. Silva's role will expand as previously mentioned. The current Park Ambassadors will both leave at the end of August and will be replaced with seasonal or part time Park Ambassadors. Ms. Powell joined the Events team in the Event Program Specialist position and is developing STEAM-focused curriculum for Story Time. The most recent Story Time had 85 children in attendance.

Staff recommended approval. Ms. Chamrad offered a motion to accept the FY20 budget as presented and Ms. Castillo-Johnson provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.



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Briefing from Hemisfair Conservancy – Hemisfair Conservancy Executive Director

Ms. Krause shared that the Conservancy has received three major gifts since the last Board meeting. The USAA Foundation Tower Park Visioning grant and the Wells Fargo operations (neighborhood revitalization) grant were renewed. The Mays Family Foundation has a capital ask under consideration, but in the meantime has given a gift to fund base programming in 2020. Chef Johnny Hernandez has made a five-year commitment. The Conservancy has a \$750,000 gift under consideration by a major financial institution for the rehabilitation of the Kusch House for tenant use. Another grant, by Union Pacific, has been signed. A sign reveal and check presentation will take place on August 21st at 10:30 a.m. The total gift is \$500,000 with \$200,000 given this year. The Union Pacific gift will support the splash pad, safety and security, and operations at Yanaguana Garden. The Conservancy would like to renew last year's gift from the Brown Foundation; Board support would be beneficial.

Briefing on Events and Communications – Hemisfair Director of Marketing

Ms. Setterbo shared updates from Events and Marketing. The Back to School Bash had 2000 attendees, and all 600 backpacks were distributed in the first twenty minutes. The Argo Team and the Hemisfair Coalition sponsored the event and provided volunteers. Twenty-five community partners participated and there was a sunset screening of Schoolhouse Rock on the Great Lawn. Hemisfair's Denise Aguilar was a finalist for Visit San Antonio's 2019 Service Manager of the Year award. The Cystic Fibrosis Foundation's Uncork for the Cure has chosen Hemisfair as their 2020 host site. The Susan G. Komen Foundation is re-branding their signature event to MORE THAN PINK and will host their spring 2020 event at Hemisfair.

Hemisfair's website will relaunch by December of this year. Upgrades will include convenient navigation from the web or a mobile device, a prominent donate button, and Spanish language translation.

New advertising for this year includes digital wayfinding at the Convention Center, an ad in the San Antonio Magazine downtown issue, paid social media ads for onsite programs, and a partnership with S.A. Foodie. The social media ads have already resulted in a 644% increase in Inclusion Programming registrants and 42,000 impressions on Facebook and Instagram.

The majority of tenants experienced their highest sales ever this July. The Rock and Roll Marathon this fall will end in Hemisfair.

Committee Updates –

- Executive: Mr. Radle
 - The Executive Committee continues to work on financial sustainability and looks to have a new Board member by the October meeting.
- Branding: Ms. Setterbo
 - Attendance:



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- Month To Date – 9,000
- Year To Date – 493,000
- Total from inception – 2,280,000
- YTD attendance is lower than last year. Rain and previous year events that did not take place this year have impacted attendance numbers. The size and number of events varies from year to year, as does event attendance. Tracking base attendance separately from event attendance offers a better understanding of Hemisfair's success at attracting visitors; HPARC's goal in 2019 is to surpass 2018 base attendance.
- Events:
 - Inclusion Programming is tomorrow morning. Hemisfair's adult changing table is available and has been privately communicated to inclusion organizations but not publicly announced. Ms. Krause reminded the Board that Inclusion Programming is fully funded by philanthropy, and that the Conservancy is seeking funding to make all events more inclusive.
- Finance: Mr. Landa
 - Finance was covered when Mr. Gonzalez presented the FY20 budget and will be discussed further in Executive Session.
- Planning and Development: Mr. Gonzalez
 - The '68 has preleased 25% of their apartments, and 15-20 residents have moved in.
 - The garage will open in September or October. Access will vary between Hemisfair Blvd and East Nueva St while Hemisfair Blvd is repaired, ending in November or December. Vertical greenery was originally planned for the outside of the garage but will be replaced with vines growing inside the garage and hanging outside. Hemisfair is responsible for signage on the public levels of the garage. A mural will be painted on the outside of the garage stairwell and will be viewable from the great deck.
 - Commonwealth Coffeehouse has remodeled their interior and expanded their kitchen. They will be adding alcohol sales and are now operating nine other locations. They intend to improve their outdoor space now that the kitchen expansion has reduced inside space.

Executive Session

The Board recessed to executive session at 9:07 a.m. to deliberate real property issues and reconvened in open session at 10:26 a.m.

Board Member Comments

There were no board member comments.

Adjournment

There being no further business, Mr. Radle adjourned the meeting at 10:27 AM.



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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).