



## Hemisfair Park Area Redevelopment Corporation

### Board Meeting Minutes

Friday, October 11, 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  
Tracy Hammer  
Steve Yndo

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

Andres Andujar  
Omar Gonzalez  
Geoff Baldwin  
Traci Lewand  
Thea Setterbo  
Sarah Silva

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

Ben Gorzell  
Lori Houston  
Sue Ann Pemberton  
Lionel Sosa

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

Karl Baker  
Anne Krause  
Kathy Krnavek

#### **Call to Order**

Hemisfair Board Chair, Mr. Radle, called the meeting to order at 8:09 a.m.

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

There were none.

#### **Approval of August 10, 2019 Meeting Minutes – Rod Radle**

Mr. Radle presented the August 10, 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 the goal for the NWZ is to start construction as soon as possible. There will be an update on the Eastern Zone later in the meeting covering the Vision and Use Plan. Design is underway for the section of Hemisfair Blvd that will connect the existing part of the street at E. Nueva Street all the way to Montana Street. This will be carried out to support P3 activation of the Eastern Zone, which requires street addresses. Funds from the 2017 bond will be used for this project.

#### **Briefing and Possible Action on Milestones Prioritization – Hemisfair Board Chair**

Mr. Radle shared with the Board that FY20 Board Milestones will be weighted by priority, with an emphasis on Finance and Planning & Development. The prioritization is:

- Executive – 10%
- Branding – 15%
- Finance – 30%



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- Planning & Development – 30%
- Operations – 15%

The prioritized areas are the ones critical to moving forward with Board Milestones. More information will be distributed to the committees.

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

Mr. Gonzalez informed the Board that HPARC has received a draft Tower Park Vision and Use report from Project for Public Spaces (PPS). PPS recommends artistic lighting, gardens, shade, and water, and creating places that support activities such as food, music, art, and beer. The report suggests a park that is divided into three hubs: a recreation area, a flex community hub, and a garden oasis. The recreation area might contain amenities like a skate park and giant slide. The community hub could offer spaces for community programming. The garden oasis would be restful and serene, with amenities such as hammocks or a book cart. The report includes a list of potential partners sorted by activation type and time of day: mornings, evenings, and weekends. HPARC hopes that a 2022 municipal bond request will be the primary source of Tower Park funding.

While PPS's report focused on the park, the Urban Land Institute Advisory Service Panel report has a P3 focus, and will help Hemisfair attract potential P3 partners.

#### **Briefing from Hemisfair Conservancy** – Hemisfair Conservancy Executive Director

Ms. Krause shared the Theory of Change logic model that aids philanthropic organizations in the challenging task of measuring their outcomes and impacts. Being able to demonstrate these generally non-quantifiable items shows potential donors that Hemisfair uses philanthropic funds effectively. This logic model connects Hemisfair's inputs and activities with data demonstrating known effects of those actions. The Conservancy has applied the Theory of Change to Hemisfair's activities and is looking forward to sharing this measurement of Hemisfair's impact with all donors in November.

#### **Briefing on Fall Events** – Hemisfair Director of Events

Ms. Lewand provided an update on fall events at Hemisfair. October had a busy start with 2019's final Inclusion Programming event. Inclusion Programming met its goals, with 1,700 attendees, participation from 35 zip codes, and involvement from 16 different community partners. Attendees ranged from 10 months to 62 years old. Eighty percent of Inclusion Programming survey respondents felt inspired to attend other community events, and ninety percent rated the program as "excellent." Equipment purchased for Inclusion can be layered into other programming to add inclusive components. Ms. Krause credited Mr. Landa for assistance in securing funding for 2020 Inclusion Programming.

Hemisfair has three weekends with major events coming up. The Día de los Muertos festival will take place on October 26<sup>th</sup> and 27<sup>th</sup>. National Geographic recently named this event one of the seven best U.S. fall festivals. Diwali, which is the largest city-sponsored Diwali celebration in the U.S., will be on November 2<sup>nd</sup>. Luminaria will take place on the evening of November 9<sup>th</sup>.



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Hemisfair had 555,000 visitors and hosted over 700 events in FY19. Mr. Baldwin explained the need to track base attendance separately from event attendance. FY19 had a lower total attendance than FY18, but analyzing base and event attendance separately revealed that base attendance increased in FY19. Event attendance was impacted by changes in the number and size of events from one year to the next. Attendance subsets will be tracked from FY20 onward. Ms. Lewand shared that Hemisfair is moving away from ticketed events because fencing doesn't work well in the park.

#### Committee Updates –

- Executive:
  - Mr. Radle shared that by November 1<sup>st</sup>, the entire Board will have made annual contributions to the Conservancy.
  - The Board will continue rotating committee chairs to promote engagement with goals and milestones, as most of the Board's work takes place in committees. Board members are reminded that attendance at Board and committee meetings is reported to the City of San Antonio. All Board members who were due to turn in term renewal applications have done so. The Branding committee met infrequently in FY19 and will greater efforts in FY20. City involvement in committee meetings is also a priority to the Board.
  - Mr. Andujar informed the Board that City Council will consider Kristi Wyatt for the remaining Board opening at their next meeting.
- Branding: Ms. Setterbo
  - Attendance:
    - Month To Date – 9,000
    - FY19 – 555,300
    - Total from inception – 2,351,000
  - Events:
    - Rock 'n' Roll Marathon
    - Adaptable play pieces being installed:
      - a. Adaptable bike locker installation by UNAM in partnership with Believe It Foundation and SwellCycle.
      - b. Hammock under Boomerang
      - c. New two-level sand table
  - Marketing
    - The promotion of Hemisfair's 4<sup>th</sup> Birthday weekend with Clear Channel digital billboards in three locations resulted in 1.4 million impressions as measured by Clear Channel's eye motion capture technology.
    - The Hemisfair.org refresh is in progress. The soft launch is planned for early December.
    - Third party marketing, its impact on Hemisfair, and the possibility of making marketing reporting a requirement of third-party partners were discussed. Including marketing and signage requirements in contracts will also increase the benefit from third-party marketing to Hemisfair. This includes both events and tenants. Tracking the impact of third-



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party marketing is challenging but could provide valuable insights.

- The next Branding committee meeting is on October 17<sup>th</sup>.
- Finance: Mr. Landa
  - FY20 has begun. The Finance committee is focused on closing out FY19 and starting the audit process.
  - Financial statement review may become part of every Board meeting.
  - Sizing of state rebate options.
- Planning and Development: Mr. Gonzalez
  - The '68 Garage mural is complete, with a tour offered after this meeting.
  - Hemisfair Blvd Construction in front of The '68 is expected to finish in December, with the parking garage to begin full operations in early 2020.
  - Mr. Andujar pointed out the significance of The '68 bringing residents back to the Hemisfair District for the first time in fifty years.

#### Executive Session

The Board recessed to executive session at 9:10 a.m. to deliberate real property issues and reconvened in open session at 9:47 a.m.

#### 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).