



Hemisfair Park Area Redevelopment Corporation

Board Meeting Minutes

Friday, February 14, 2020

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
Lori Houston
Corina Castillo-Johnson
Melissa Chamrad
Sue Ann Pemberton
Steve Yndo

Board Members Not Present:

Ben Gorzell
Tracy Hammer
Kristi Wyatt

Staff Members in Attendance:

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

Other Guests & Visitors:

Steve Golden, Golden Steves
Anne Krause, Hemisfair Conservancy
Nancy Ozuna, BKD
Marlene Richardson, SACS
Alyssa Rousseau, BKD
Wanda Williams

Call to Order

Hemisfair Board Chair, Mr. Radle, called the meeting to order at 8:13 a.m.

Citizens to be Heard

There were none.

Executive Session

The Board recessed to executive session at 8:15 a.m. to deliberate real property issues and reconvened in open session at 8:41 a.m.

Approval of October 11, 2019 Meeting Minutes – Rod Radle

Mr. Radle presented the October 11, 2019 meeting minutes for comment and discussion. Mr. Yndo offered a motion to accept the minutes and Ms. DeAnda 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 conversation regarding the NWZ continues to evolve. There are also new tenant developments that will be shared later in the meeting.

Ms. Krause shared that the Conservancy has exceeded last year's fundraising goal. Hemisfair has been building a relationship with Bank of America since 2016 and earlier this week received a \$750,000 grant for rehabilitation of the Kusch House. This is Bank of America's first anchor grant in Texas, and will inspire and validate other potential donors. Tuesday's grant presentation featured remarks from Jessica Miller, Bank of America's San Antonio market president; Henry Cisneros; and Mayor Ron Nirenberg. The



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sign unveiling at the Bank of America Promenade was followed by a stop at the Kusch House with San Antonio Conservation Society Executive Director Vincent Michael. The event had both radio and social media coverage. Looking ahead, Frost Bank has made a \$100,000 multiyear commitment in support of Civic Park and the Mays Family Foundation is considering a seven-figure gift.

Briefing and Possible Action on FY19 Audit – Hemisfair Board Treasurer

Ms. DeAnda introduced Nancy Ozuna and Alyssa Rousseau from BKD, LLP to present the HPARC FY19 Audit. Ms. Ozuna and Ms. Rousseau summarized HPARC's FY19 financial and management highlights and explained the audit findings. The audit found a material weakness in the area of policies and procedures related to year-end cut-off. Proposed adjustments to revenue resulted in an increase of report operating income. This was due to timing; BKD confirmed that there was no misappropriation of funds and recommended that year-end procedures be established and followed. HPARC staff shared that monthly financials are calculated on a cash basis and then accrued at year-end by a third-party consultant. HPARC believed year-end procedures were being carried out as agreed, but that wasn't the case. As a result, HPARC has begun the process of replacing the accounting consultant. Ms. DeAnda will work with staff to ensure end-of-year procedures are created and implemented. The Finance Committee will review the implementation 60 days before FY20 ends.

Ms. DeAnda offered a motion to approve the FY19 Audit and Mr. Landa provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Board Resolution Recognizing Outgoing Member Services – Hemisfair Board Chair

Mr. Radle informed that Board that Lionel Sosa has resigned from the HPARC Board of Directors in order to focus on his non-profit organization for mentoring low-income youth. Ms. Setterbo presented a resolution recognizing Mr. Sosa's contributions. Ms. Castillo-Johnson offered a motion to accept the resolution as presented and Ms. Chamrad provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Briefing and Possible Action on Espinoza Selection Process – Hemisfair Real Estate Director

Mr. Gonzalez informed the Board that the tenant selection process for Espinoza House is complete and that lease negotiations are underway. Hemisfair received eight responses to the RFI issued last fall, which were reviewed by a five-person selection committee. The committee was made up of two HPARC Board members, Steve Yndo and Melissa Chamrad; retail expert Don Thomas with CBRE; and two HPARC staff members, Omar Gonzalez and Roger Tavares.

The committee selected Bombay Bicycle Club's proposal, which features an expansion that will increase visibility of the structure from the street, and create a connection between Cesar Chavez Boulevard and Yanaguana Garden while maintaining the integrity of the original building. The restaurant will serve American fare. Bombay Bicycle Club's team includes Paula Sullivan, owner of Carmen de la Calle, whose empanadas will be sold in the park. Bombay Bicycle Club will include a full bar, and plans to restrict liquor to the licensed area through restaurant layout and design. Their affordable price point will fill a



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needed niche at Hemisfair. Mr. Yndo offered a motion to approve Bombay Bicycle Club's selection and Mr. Landa provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Briefing and Possible Action on Champions Framework – Hemisfair Marketing Director

Ms. Setterbo introduced the recently developed Champions Framework. Hemisfair had previously set a goal of naming 200 Champions, formalizing the relationship with enthusiastic friends and family. The concept needed structure and definition. The new goal was that by January 2020, Hemisfair would have a framework for mobilizing high-quality, influential Champions to ensure the viability of Hemisfair.

The Champions Framework categories four types of Champions: Financial, Human, Social, and Political. Financial Champions are willing to make a capacity gift, and to advocate on Hemisfair's behalf to others. Human Champions provide volunteer leadership, both by actively volunteering and recruiting others. Social Champions use their social leverage to promote Hemisfair. Political Champions are those with strong political standing who publicly support Hemisfair. The Framework provides a series of questions to determine whether someone meets the requirements of a Champion, and what kind of Champion they are.

Ms. Castillo-Johnson offered a motion to approve the Champions Framework and Ms. Chamrad provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Briefing on Tower Park Vision and Use Plan – Hemisfair Real Estate Director

Mr. Gonzalez provided the Board with an update on the Tower Park Vision and Use Plan developed with the assistance of Project for Public Spaces. During the engagement process, which began in December 2018 and ended in January 2020, Hemisfair doubled the typical number of survey responses. The presentation and report have been finalized and delivered.

The Vision and Use Plan proposes creating three distinct areas within Tower Park: a garden oasis, a recreational area, and a flex community hub. These areas will all feature trails, shaded seating, art and history installations, and an iconic focal point. The next step in the planning process is to share the Vision and Use Plan with the public. HPARC is working to determine how and when this will happen, but will limit public focus on Tower Park until work on Civic Park is underway.

Briefing and Possible Action on Schultze and Kusch RFI – Hemisfair Real Estate Director

Mr. Gonzalez informed the Board that HPARC would like to issue a Request for Interest for both Kusch and Schultze Houses. The number of high-quality responses to the Espinoza RFI made it difficult to select just one to move forward with. The downstairs half of Schultze has not performed as expected, being used primarily for internal events rather than revenue generating events. HPARC staff believes that other spaces can serve internal needs, freeing up the Schultze downstairs for a business tenant that can provide Hemisfair with reliable rental income and making more efficient use of assets to support park operations. The weekly Story Time program can take place in the park, and the Magik Theatre has



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offered to host in inclement weather. Blue Cat Healing & Yoga, the upstairs Schultze tenant, is enthusiastic about sharing the building with another business and hopes that it will draw in customers and provide greater visibility.

Mr. Yndo offered a motion to approve issuing separate RFIs for Schultze House and Kusch House and Mr. Landa provided a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Briefing and Possible Action on Kusch Design Contract – Hemisfair CEO

Mr. Andujar shared with the Board that for the first time, a historic home white box design and construction processes will take place with a tenant already selected and available to provide input. To lead the design, staff recommends Fisher Heck Architects, with a contract not to exceed \$65,100. A designation of Fisher Heck as sole source consultant is made because of that firm's successful past completion of a Hemisfair ten-home stabilization project. Ms. Pemberton offered a motion to approve the selection of Fisher Heck for the Kusch Design Contract subject to a review of the previous Request for Proposal, with a new RFP to be issued if the past language is not sufficiently inclusive to contract the proposed consultant (HPARC has since received legal review and approval of the Fisher Heck selection). Ms. Castillo-Johnson offered a second. There being no further discussion, Mr. Radle asked for a voice vote and the motion passed unanimously.

Committee Updates –

- Branding: Ms. Setterbo
 - Attendance:
 - Month To Date – 10,300
 - Year To Date – 319,100
 - Total from inception – 2,601,000
 - Events:
 - March 4th – Story Time partnership launch with Methodist Children's Hospital. Patients will join Story Time using live streaming and can watch later if they are unable to attend live.
 - Marketing:
 - Hemisfair.org refresh launched on December 30th. The new website is mobile-friendly to better accommodate the 61% of visitors using mobile devices. The average amount of time spent by website visitors has increased by 7%, while the bounce rate has decreased by 6%. There are 230 daily users and 5,000 monthly users on average. Spanish translation was included.
- Finance: Mr. Landa
 - FY19 Audit is complete and was presented earlier in the meeting.
- Planning and Development: Mr. Gonzalez
 - Hemisfair Boulevard construction is expected to finish in ten days. The '68 parking garage is accessible from E Nueva Street. All roads and the garage will be open and operating on March 1st.



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- Parking garage graphics are coming soon.

Board Member Comments

There were no board member comments.

Adjournment

There being no further business, Mr. Radle adjourned the meeting at 10:03 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).