



Hemisfair Park Area Redevelopment Corporation
Board Meeting Minutes
Friday, October 9, 2020
8:00 AM – 10:00 AM

Board Members in Attendance:

Rod Radle, Chair
Juan Landa, Vice Chair
Cara DeAnda, Treasurer
Cynthia Lee, Secretary
Melissa Chamrad
Sue Ann Pemberton
Kristi Wyatt
Steve Yndo

Staff Members in Attendance:

Andres Andujar
Omar Gonzalez
Traci Lewand
Geoff Baldwin
Thea Setterbo
Jane Linde

Board Members Not Present:

Ben Gorzell
Corina Castillo-Johnson
Tracy Hammer
Lori Houston

Other Guests & Visitors:

Karl Baker, Golden Steves
Anne Krause, Hemisfair Conservancy
Kathy Krnavek, SACS

Call to Order

Hemisfair Board Chair Rod Radle called the meeting to order at 8:05 a.m.

Citizens to be Heard

There were none.

Approval of August 14, 2020 Meeting Minutes

Mr. Radle presented the August 14, 2020 meeting minutes for comment and discussion. Ms. Lee 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 – Hemisfair CEO

Mr. Andujar highlighted Yanaguana Garden's 5th anniversary and acknowledged the beginning of a new fiscal year. Hemisfair staff continues to make progress with design and construction of various funded projects, taking advantage of slower visitation over the last six months. The programming team is starting to deliver events while following City mandates. Design reviews and negotiations continue on the NWZ P3, Civic Park, Tower Park, South Alamo street, Hemisfair boulevard and historic homes.

Mr. Radle asked if board meeting will continue to be virtual, and Mr. Andujar confirmed in-person meetings will resume following City Council's lead.

Treasury Update - Hemisfair Director of Real Estate

FDIC coverage has been added to the treasury policy. Some banking procedures have been updated to be more technologically compatible. Ms. Chamrad expressed her appreciation of the changes. Mr. Landa made the motion to approve the changes, and Ms. Chamrad seconded. The motion passed unanimously.



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Equity Statement – Hemisfair Director of Communications

Ms. Setterbo presented an equity statement that will guide future equity efforts. Mr. Radle thanked the Branding Committee for the timeliness of the statement. Mr. Yndo made the motion to approve, and Ms. Wyatt seconded; the motion passed unanimously.

Short-Term Temporary Rental Agreement - Hemisfair Director of Real Estate

Mr. Gonzalez explained that in a soft leasing market, The '68 apartments proposes short-term leases as a strategy to fill units. 20 market-rate units will be available for short-term rentals for a 7-month period expiring May 2021. This has no impact to the Hemisfair mixed-income housing requirement. Mr. Gonzalez presented these changes to the Development Sublease Agreement with AREA, and recommended approval from the Board. Mr. Elliot Asked if this change is pending City permitting and Mr. Gonzalez confirmed that The '68 will have to follow all ordinances. Mr. Landa asked how much of The '68 is currently leased; Mr. Gonzalez answered 75%. Ms. Chamrad asked what the minimum rental period is, and Mr. Gonzalez explained that there will be no minimum, although the average at other similar properties has been 6 nights. Ms. DeAnda made the motion to approve and Ms. Lee seconded. The motion passed unanimously.

Tower Park Conceptual Design Contract - Hemisfair Director of Real Estate

Mr. Gonzalez recommends issuing an RFQ for the Tower Park Conceptual Design to prepare for the 2022 Municipal bond request. The concept design would not exceed available funds. Ms. DeAnda asked what the available funds are, and Mr. Gonzalez answered that they are a combination of Grants and money that was already budgeted for the conceptual design. Ms. Krause reported current grant proposals that could be used on the project. Mr. Radle clarified that the proposal will be ratified by the Board in the next meeting. Mr. Yndo made the motion and Ms. Chamrad seconded. The motion passed unanimously. Mr. Baker recommended that the future board approval be included in any contracts.

The Board commenced Executive Session at 8:43am and returned at 8:59am

Schultze House Tenant Negotiations - Hemisfair Director of Real Estate

Staff recommends Board approval for Hemisfair CEO to execute standard Lease/License Agreement with the Schultze House RFI Finalist. Ms. Chamrad made the motion and Mr. Landa seconded. The motion passed unanimously.

Civic Park Phasing and Restroom Design -Hemisfair CEO

Mr. Andujar presented a new 2-phase plan for Civic Park construction. He also revealed the park restroom design. The structure includes an open-air pavilion area and a pumphouse for water treatment. Civic park procurement schedule outlines steps needed to achieve ground-breaking in Summer 2021. Mr. Radle praised Hemisfair for taking action to begin construction and commented that the project will create many jobs; Mr. Andujar added that it is projected to create 250 jobs over 2 years.



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Temporary Civic Park Trees Storage - Hemisfair CEO

Pre-purchased trees have grown too big for future transport and Mr. Andujar presented a plan for their storage on site. Alternatively, the trees meant for Phase 1 could remain at the nursery for one more year while Phase 2 trees would be offered to the Parks department under the tree mitigation program.

Committee Updates –

Executive

Ms. Krause asked Board members for an annual gift and a pledge for matching donations.

Mr. Radle encouraged board members to make a commitment to match donations for the Conservancy's year-end ask.

Branding

Mr. Baldwin reported 2.7 million in attendance and noted a drop in attendance from the previous year. Current attendance has risen to 55% of normal numbers. He also presented the back-of-house project which will screen the cargo container and dumpsters, as well as clean up the look of a main entrance to the park. Two hand sanitizer stations have been installed at the playground. There is in-house sanitation of park components throughout the day as well as additional cleaning done by Parks and Rec. Hemisfair has begun a towing contract to ease the process of towing cars for large events.

Ms. Lewand reported that Hemisfair participated in World's Teachers Day by tying blue ribbons around several of the trees. Events have turned to "structured spontaneity" to comply with the 10-person gathering limit. There is no advance marketing of any event, but passersby may come upon small pop-up experiences or giveaways. Virtual Story Time has rotating community guest readers.

Ms. Setterbo shared a 5th birthday video with the board.

Finance

Mr. Landa reported that the yearly audit will begin in November. He commends HPARC on its frequent finance updates.

Planning & Development

Mr. Gonzalez reported that some tenants are planning on reopening, including Dough and Commonwealth. There will be free parking in the garage with purchase from any tenant through the end of the year. THC has approved the expansion of Espinosa house.

Board Member Comments

Mr. Landa and Mr. Radle complimented the Hemisfair team on their hard work.

Adjournment

There being no further business, Mr. Radle adjourned the meeting at 9:44 a.m.

ACCESSIBILITY STATEMENT

This meeting was conducted via Zoom