



**Hemisfair Park Area Redevelopment Corporation**  
**Board Meeting Minutes**  
**Friday, November 12th, 2021**  
**8:30 AM – 10:00 AM**

**Board Members in Attendance:**

Cara DeAnda, Chair  
Juan Landa, Vice Chair  
Steve Yndo, Treasurer  
Lori Houston  
Martha Martinez-Flores  
Melissa Chamrad  
Rod Radle  
Sue Ann Pemberton  
Kristi Wyatt

**Board Members Not Present:**

Ben Gorzell  
Tracy Hammer  
Lucio Cantu  
Corina Castillo-Johnson, Secretary

**Staff Members in Attendance:**

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

**Other Guests & Visitors:**

Anne Krause, Hemisfair Conservancy  
Cynthia Langston, Hemisfair Conservancy  
Karl Baker  
Lewis Vetter, Conservation Society  
John Aberle, Alteza Resident

**Call to Order**

Hemisfair Board Chair Cara DeAnda called the meeting to order at 8:36 a.m.

**Citizens to be Heard**

Mr. Aberle expressed frustration with the construction timeline of Civic Park and requested access to public documents related to the organizational structure of HPARC and the Hemisfair Conservancy. He also was curious about the responsibilities of the City versus HPARC regarding construction. Mr. Andujar welcomed Mr. Aberle and assured him that while the organization obeys by open records requests, the board and staff cannot address questions during the citizens to be heard portion of the board meeting. Andres offered a follow-on meeting to discuss his concerns.

**Approval of October 8, 2021 Special Board Meeting Minutes**

The approval of the October 8, 2021 Special Board Meeting Minutes was postponed until the next board meeting.

**CEO Report**

Mr. Andujar reported that the City Council is scheduled to act on Civic Park construction approval in December, with construction expected to begin in January 2022 and targeted to conclude in September 2023.

Hemisfair continues to meet with Zachry Hospitality and the City to negotiate the development of the Northwest Zone.

The request for funding through the 2022 Municipal continues to be a critical staff activity, and now includes the Civic Park Phase 2 and Hemisfair Boulevard Phase 3. While the City has opted to postpone consideration for Tower Park investment in the 2022 Municipal Bond, development of the Eastern Zone



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has pivoted to a strategy coined “activation with limited capital.”

Mr. Andujar highlighted the success of Hemisfair’s Veteran’s Day event and reported that a projected 200,000 people are expected at the park in the next few weeks.

Hemisfair continues its efforts to promote diversity, equity, inclusion, and accessibility (DEIA) through membership and benchmarking in the Highline Network.

**E. Briefing and Possible Action regarding Philanthropic Investment Expenditures, Including Tree Installation and Related Media Buy**

Wells Fargo initiative HopeUSA has selected Hemisfair its Partner of Choice in San Antonio. The Hemisfair Conservancy applied for and received a \$75,000 grant for a beautification project. The scope of work includes constructing a new irrigated bed and installing nine new trees. Mr. Boyd explained the process behind determining the price of the contract at \$45,000. The area was chosen because the scope of work was feasible within the design of the planned Civic Park.

Part of the grant included a Media Buy of \$25,000 to promote the project. Ms. Setterbo detailed plans to create a digital spot as well as an integrated marketing campaign that will receive 12 million impressions over one month. There will be a celebratory event for the completion of the project as well as the launch of the Hemisfair Conservancy’s augmented reality software which provides donor information when one scans a QR code on the tree.

Mr. Baker clarified that this contract does not require board action.

**Board Committee Updates**

**Executive**

The Board was encouraged to make their contributions to the Hemisfair Conservancy by the end of the year to achieve the 100% board participation rate of years past.

Ms. DeAnda announced an upcoming Board Strategic Retreat.

**Branding**

Ms. Setterbo reported strong community support for Hemisfair’s inclusion in the 2022 Bond during the Community Citizens to be Heard section of the Bond Committee meetings.

Ms. Lewand shared the success of the Veteran’s Day event, Muertos Fest, and Diwali. Rock N Roll Marathon is expected to attract 15,000 people. Internal activation has included Story Time’s partnership with SAAACAM and Super Fun Saturday presented by Walmart. Ms. Lewand gave a park attendance update.

The Spurs made a visit to the park to introduce players to Hemisfair.

**Finance**

Mr. Landa reported that the annual audit is underway and complimented the Hemisfair team on their financial diligence. Mr. Gonzalez reported higher annual parking revenue than projected.



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**Planning and Development**

Mr. Gonzalez spoke about the new strategy concerning the Eastern Zone. At this time, Hemisfair will work to provide “Powerful Activation with Limited Capital.” Hemisfair will use data from the PPS public process and the report that they produced to brainstorm ideas that will be in line with the wants and needs of the community. Recreation, food and beverage, music, and dog amenities are all possibilities for activating Tower Park by leveraging community partners.

Kusch House is being stabilized and rebuilt in preparation of Hemisfair’s next RFI. Kunstler is planning a “Brats and Brews” concept for Pereida House. Jerk Shack at Hemisfair is postponed while the owners work on their other location, in the meantime, Schultze House will be rented as office space for the Magik Theatre. Bombay Bicycle Club is creating construction documents in preparation for taking the project to bid. Box Street Social is planning a soft opening for December, and a grand opening in January.

**Executive Session**

The board entered executive session at 9:51am and left the Executive Session at 10:10 am.

**Adjournment**

There being no further business, the meeting adjourned at 10:12am.

**ACCESSIBILITY STATEMENT**

This meeting was conducted in person.