



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 end 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.