



**Tricentennial Executive Committee**

**Agenda**

**Wednesday, May 16, 2018**

**8:30 am**

**Tricentennial Conference Room**

**101 S. Santa Rosa, San Antonio, Texas 78207**

A MEETING OF THE TRICENTENNIAL COMMISSION EXECUTIVE COMMITTEE WILL BE HELD ON **WEDNESDAY, MAY 16, 2018 AT 8:30 AM** AT THE **TRICENTENNIAL OFFICE CONFERENCE ROOM** AT 101 S. SANTA ROSA, SAN ANTONIO, TX 78207 TO CONSIDER THE FOLLOWING MATTERS FOR DISCUSSION AND POSSIBLE ACTION:

UPDATES AND POSSIBLE ACTION ON:

1. Approval of minutes from the meetings on March 5, 2018 and March 22, 2018
2. President's Report
3. Budget Review
4. Legacy Gift discussion
5. Statue Update
6. Subcommittees Update
7. Commemorative Week recap
8. Professional Services Contract
9. Fall activities discussion
10. Book Update

At any time during the meeting, the Tricentennial Commission may meet in Executive Session in accordance with the Texas Open Meetings Act, including consultation with attorney under Texas Government Code Section 551.071, and/or personnel matters under Texas Government Code Section 551.074.



**TRICENTENNIAL CELEBRATION COMMISSION  
EXECUTIVE COMMITTEE MEETING MINUTES  
MONDAY, MARCH 5, 2018 at 4:00 PM  
TRICENTENNIAL OFFICE, 101 S. SANTA ROSA**

<b>Executive Committee Members Present:</b>	Dr. Cynthia Teniente-Matson, <i>President &amp; Co-Chair</i> ; Lionel Sosa, <i>Vice President &amp; Co-Chair</i> ; Father David Garcia, <i>Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Co-Chair</i>
<b>Executive Committee Members Absent:</b>	Dr. John Folks, <i>Co-Chair</i> ; Mary Rose Brown, <i>Secretary</i>
<b>Tricentennial Staff Present:</b>	Carlos Contreras, <i>Executive Director</i> ; Vanessa Hurd, <i>Deputy Director</i> ; Luisa Casso, <i>Corporate Sponsorship Consultant</i> ; Ann Eaton, <i>Executive Management Assistant</i>
<b>Others Present:</b>	Shanon Shea Miller, <i>Director of Historic Preservation</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Clayton Binford, <i>Norton Rose Fulbright</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Betty Bueché, <i>Bexar County</i> ; Monica Ramos, <i>Bexar County</i>

**CALL TO ORDER**

President Dr. Cynthia Teniente-Matson called the meeting to order at 4:10 pm.

**1. Founders Day & Gala Discussion**

Ms. Shanon Shea Miller stated that she had recently met with the community partners involved in Founders Day and noted that all were on track in terms of planning.

Mr. Carlos Contreras stated that contracts with Texas A&M University San Antonio, St. Philip's College, Our Lady of the Lake University, and Morgan's Wonderland were executed in August 2017 for varying amounts to support the activities of Founders Day. He asked if the Co-Chairs recalled receiving information about said contracts. They replied that they did not.

Ms. Miller stated that some of the institutions had expressed concern that they had not yet received funding but others may be flexible in their expectations. Mr. Contreras replied that the contracts were executed on behalf of the Tricentennial and he intended to honor the terms.

Dr. Matson asked if the promised funding had specific allocation requirements. Ms. Vanessa Hurd replied that they did not. Dr. Matson asked if the funds were intended to cover simulcasting. Mr. Contreras replied that they were not. Ms. Miller added that simulcasting would no longer be part of

the Founders Day programming. Dr. Matson expressed concern with the contract amounts and suggested asking partners if they could scale back their programs in exchange for less funding. Ms. Miller replied that she would follow up with partners on changing the program scope and noted the need to dedicate funds for marketing. Dr. Matson stated that Texas A&M San Antonio was utilizing artists already funded through Tri-Arts Grants to minimize their program costs. Ms. Miller noted that some of the other partners had done the same.

Ms. Miller stated that an on-site visit had been scheduled at the Convention Center with the parties involved in logistics for the Founders Gala. She noted concerns that the event management proposal and budget were misaligned and stated that the site visit would help clarify the scope and details of the gala.

Dr. Matson stated that staff had agreed to send out “Save-the-Dates” for the gala and to change the Tricentennial logo to incorporate Bexar County’s Tricentennial logo for said event.

Father David Garcia asked if the timing of partner events would detract from participation in the gala. Mr. Contreras replied that they were considering moving partner events to an earlier time so people would be able to participate in both Founders Day components.

No action was required for Item 1.

## **2. Tricentennial Book**

Vice President Lionel Sosa expressed concern that Trinity University Press was behind on execution of the Tricentennial book and would not meet their delivery date of April 27, 2018. He expressed further concern that the Commission would only have until May 2<sup>nd</sup> to preview it prior to its intended release. He asked if the Board should consider moving the release date. Ms. Hurd replied that the timeline was tight but they anticipated a report that evening confirming that the book was almost completed. Mr. Contreras suggested keeping the release date, continuing to monitor progress, and maintaining consistent communication with the editors.

Ms. Hurd expressed the importance of marketing to communicate the amount of work and collaboration contributing to the book. Commissioner Sosa stated that the back cover of the book would explain the parties involved in the process.

Father Garcia stated that the Tricentennial book was one of the main legacy projects and suggested giving it its own event separate from Commemorative Week in order to highlight it.

Dr. Alfonso Chiscano expressed concern that pushing the release date would not allow the Duke of Bejar to participate in a book signing event.

Ms. Betty Bueché asked of an online component to allow people to add their own stories. Mr. Contreras expressed support for the idea.

No action was required for Item 2.

### **3. Commemorative Week**

Ms. Hurd stated that staff met weekly to finalize plans for Commemorative Week and would finalize the run of show for the Day of Reflection, History & Education Day, and Arts for All Day the following week. She provided an overview of updates to each day's events. She highlighted the attendance of 21 faith groups for the Day of Reflection and the VIA Learning Lab bus for History & Education Day.

Father Garcia asked if an inclement weather plan had been developed for the Day of Reflection since all activities were planned to be outside. Ms. Hurd replied that they were still developing a plan. Father Garcia suggested reserving San Fernando Cathedral in case of rain.

Dr. Chiscano asked of student engagement in schools for History & Education Day. Ms. Hurd replied that Dr. Folks would sign a letter to all local superintendents containing lesson ideas for elementary school students.

Ms. Ann Eaton stated that several local art galleries had agreed to participate in Arts for All Day and provide gallery access to the public free of charge. She highlighted musical and dance events at multiple venues. She noted that staff was considering a Serve 300 Event for graffiti abatement and creation of a community mural. She stated that the day would conclude with festivals along the Mission Reach and fireworks sponsored by Bexar County. Ms. Bueché provided an overview of the County's planned events and performances for the day and noted that the fireworks had been rescheduled to 9:30 pm to facilitate local news coverage.

Father Garcia asked staff to direct the Co-Chairs to specific events during Commemorative Week. Ms. Bueché added that Bexar County would like Tricentennial staff to review the draft itinerary for the Duke of Bejar to ensure attendance at highlighted events.

Mr. Contreras stated that he would bring a funding agreement with USAA for Military Appreciation Weekend to the Board for approval.

Ms. Bueché asked if the modified logo would be utilized for all branding moving forward. Mr. Contreras stated that it would be used for specific, highlighted events throughout the year.

No action was required for Item 3.

### **4. Community Outreach/Public Relations & Calendar Updates**

Ms. Hurd stated that staff had received feedback to be more inclusive in marketing outreach. She presented examples of banners, billboards, and other Tricentennial-branded marketing materials that would be displayed in various locations throughout the city within six weeks.

Father Garcia asked of sales locations for Tricentennial-branded items. Mr. Contreras replied that items were currently available for sale online and Visit San Antonio would operate a Tricentennial-branded store at a later date. Dr. Matson suggested pop-up booths at Tricentennial Events to sell merchandise.

No action was required for Item 4.

**EXECUTIVE SESSION**

Dr. Matson recessed the meeting into Executive Session at 5:22 pm to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation, and/or personnel matters under Texas Government Code Section 551.074.

Father Garcia exited the meeting during Executive Session and a quorum was lost.

**RECONVENED**

Dr. Matson reconvened the meeting at 5:57 pm and announced that no action had been taken in Executive Session.

**ADJOURNMENT**

There being no further discussion, Dr. Matson adjourned the meeting at 5:57 pm.

*Respectfully submitted,*

*Cecily Hope Pretty  
Office of the City Clerk*

APPROVED:

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DR. CYNTHIA TENIENTE-MATSON, President  
*Tricentennial Celebration Commission*

ATTEST:

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MARY ROSE BROWN, Secretary  
*Tricentennial Celebration Commission*



**TRICENTENNIAL CELEBRATION COMMISSION  
EXECUTIVE COMMITTEE MEETING MINUTES  
THURSDAY, MARCH 22, 2018 at 3:00 PM  
TRICENTENNIAL OFFICE, 101 S. SANTA ROSA**

<b>Executive Committee Members Present:</b>	Dr. Cynthia Teniente-Matson, <i>President &amp; Co-Chair</i> ; Lionel Sosa, <i>Vice President &amp; Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Co-Chair</i> ; Dr. John Folks, <i>Co-Chair</i> ; Mary Rose Brown, <i>Secretary</i>
<b>Executive Committee Members Absent:</b>	Father David Garcia, <i>Co-Chair</i>
<b>Tricentennial Staff Present:</b>	Vanessa Hurd, <i>Deputy Director</i> ; Kristopher Ryan, <i>Department Fiscal Administrator</i> ; Michael Vela, <i>Special Projects Manager</i> ; Ann Eaton, <i>Executive Management Assistant</i>
<b>Others Present:</b>	Sherry Lambeck, <i>Tricentennial Treasurer</i> ; Shahrzad Dowlatshahi, <i>Chief Protocol Officer</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Clayton Binford, <i>Norton Rose Fulbright</i> ; Laura Mayes, <i>Communications Strategist</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Betty Bueché, <i>Bexar County</i> ; Monica Ramos, <i>Bexar County</i>

**CALL TO ORDER**

President Dr. Cynthia Teniente-Matson called the meeting to order at 3:08 pm.

**1. Approval of Minutes from December 20, 2017 and February 14, 2018**

Dr. John Folks moved to approve the minutes of the December 20, 2017 and February 14, 2018 Tricentennial Celebration Commission Executive Committee meetings. Vice President Lionel Sosa seconded the motion. The motion carried unanimously by those present.

**2. Fundraising Update**

Ms. Vanessa Hurd stated that the current Tricentennial budget totaled \$21 million following recent adjustments. She noted that after accounting for public and private funding, in-kind revenues, and other revenue sources, approximately \$2 million remained to be raised. She stated that \$196,000 would go before City Council to be reprogrammed. She noted that the presented budget included a \$1 million placeholder for a legacy gift that could be reduced so the anticipated fundraising remainder was between \$428,000 and \$1.4 million.

Dr. Alfonso Chiscano entered the meeting at this time.

Ms. Hurd stated that since the last meeting, Port San Antonio contributed \$100,000, HEB contributed \$125,000, and Catholic Life Insurance committed a \$50,000 pledge. She noted that fundraising efforts were ongoing and reports would be presented regularly.

Dr. Matson asked if commitments were made via signed agreements. Ms. Hurd replied that contributions were not accounted for until written agreement was provided. She noted that those who had made commitments and had not paid were being invoiced. She stated that monthly reports would include a breakdown of revenue, expenses, and associated documentation. Dr. Matson requested that Treasurer Sherry Lambeck provide accounting reports in the future and asked of a contribution from SAWS. Ms. Hurd replied that they were considering a \$50,000 contribution for Commemorative Week. She noted that \$100,000 was requested from Landry's and Go Rio Cruises would receive a similar request the following day.

No action was required for Item 2. Item 4 was addressed at this time.

#### **4. Founders Day and Gala Discussion**

Secretary Mary Rose Brown stated that letters had been prepared for selected Founders Day Gala Invitees. She noted that contributors at the top two levels would have their logos displayed at all event locations on Founders Day. She stated that Mayor Nirenberg and Judge Wolff would follow up with phone calls once the letters were sent.

Dr. Chiscano asked of anticipated attendance. Secretary Brown replied that the maximum capacity of the Gala Site was 3,200 but the size of the guest list had not yet been determined.

Dr. Matson stated that she directed Secretary Brown to limit the number of non-profit tables and restrict them to one per requestor to ensure the Commission would not have a deficit for the event.

Dr. John Folks asked how many tables had been sold. Secretary Brown replied that the process had just begun but there was already interest to purchase sponsored tables.

Ms. Shahrzad Dowlatshahi asked of the individual ticket price so the Mayor's invitees from the Leadership Council of Sister Cities International could participate. Secretary Brown replied that the lowest priced ticket was currently \$250 and asked how many delegates from San Antonio's Sister Cities were anticipated at the Gala. Ms. Dowlatshahi replied that the current number was 57 but it was subject to change.

No action was required for Item 4. Item 5 was addressed at this time.

#### **5. Community Outreach/Public Relations**

Ms. Hurd stated that she, Ms. Laura Mayes, and Mr. Michael Vela had been working on community outreach and public relations initiatives. She reviewed the following components around the city:

- Frost Bank Tower banner – to be installed March 27<sup>th</sup>
- Alamodome marquee – already installed
- Convention Center berm – already installed

- Pole banners – already installed
- SA300 pole emblems – to be installed prior to Final Four
- Installation outside the San Antonio Chamber of Commerce – already installed
- Airport installations – already installed
- Tricentennial Airport Ambassador Stations – pending installation
- Partner event banners – to be rotated to highlighted event sites

Ms. Hurd noted that negotiations were completed for billboards, junior billboards, vinyl replacements, new bus kings, and new posters. She stated that a new contractor was hired to conduct public relations on the East Side including gatherings with local, female social media influencers.

Mr. Vela stated that staff was reaching out to bloggers in New Orleans to consider a blogger exchange program highlighting travel and culinary arts. He noted that they were considering the addition of hotel partners to be highlighted.

Dr. Folks asked of outreach during Fiesta. Ms. Hurd replied that the Tricentennial was participating in four parades. Ms. Mayes added that there were many Fiesta-related partner events on the Tricentennial calendar.

Ms. Mayes reviewed recent Speakers Bureau events. She stated that Mayor Nirenberg and Judge Wolff were scheduled to speak at a news conference on April 6<sup>th</sup> and would highlight Tricentennial events.

Dr. Matson asked if all event details for Founders Day had been finalized. Ms. Hurd replied that staff was still finalizing event details.

No action was required for Item 5. Item 6 was addressed at this time.

## **6. International – Summer of Spain Update**

Ms. Dowlatshahi reviewed outreach efforts to international delegations through SA to DC and Sister Cities. She stated that as a result of the All Mexico-U.S. Sister Cities Mayors' Summit, the original decree of the founding of San Antonio would be loaned from Guadalajara and displayed for the Tricentennial. She highlighted the successful visit of the Canary Islands delegation and noted that they had pledged funds for bronze historical monuments. She stated that the Secretary of Foreign Affairs of Mexico would arrive April 5<sup>th</sup> to participate in the 50<sup>th</sup> Anniversary of Hemisfair Park.

Ms. Dowlatshahi stated that invitations to Sister Cities and other international partners for Commemorative Week began in 2015. She noted that delegations were expected from China, Germany, Japan, Korea, Mexico, Namibia, Canada, Spain, Taiwan, the United Kingdom, and Ireland. She stated that the Duke and Duchess of Bejar would be in attendance and incorporated into the week's activities. She reviewed various internationally-themed artistic activities planned throughout the summer and highlighted the cultural and culinary events of Summer of Spain at the Pearl.

No action was required for Item 6. Item 7 was addressed at this time.

## 7. Louisiana Update

Ms. Hurd stated that most of the update was covered with Item 2. She added that Mayor Nirenberg drafted a letter to the Mayor of New Orleans regarding cultural exchanges to be pursued throughout the year.

No action was required for Item 7. Item 3 was addressed at this time.

## 3. Audit Update (Executive Session)

### EXECUTIVE SESSION

Dr. Matson recessed the meeting into Executive Session at 4:58 pm to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

### RECONVENED

Dr. Matson reconvened the meeting at 5:15 pm and announced that no action had been taken in Executive Session.

## 8. New Business/Announcements

Item 8 was not addressed.

### ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 5:15 pm.

*Respectfully submitted,*

*Cecily Hope Pretty  
Office of the City Clerk*

APPROVED:

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DR. CYNTHIA TENIENTE-MATSON, President  
*Tricentennial Celebration Commission*

ATTEST:

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MARY ROSE BROWN, Secretary  
*Tricentennial Celebration Commission*



**TRICENTENNIAL CELEBRATION COMMISSION  
EXECUTIVE COMMITTEE MEETING SUMMARY  
TUESDAY, APRIL 10, 2018 at 1:30 PM  
TRICENTENNIAL OFFICE, 101 S. SANTA ROSA**

<b>Executive Committee Members Present:</b>	Dr. Cynthia Teniente-Matson, <i>President &amp; Co-Chair</i> ; Father David Garcia, <i>Co-Chair</i> ; Dr. John Folks, <i>Co-Chair</i>
<b>Executive Committee Members Absent:</b>	Lionel Sosa, <i>Vice President &amp; Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Co-Chair</i> ; Mary Rose Brown, <i>Secretary</i>

President Dr. Cynthia Teniente-Matson noted that Vice President Lionel Sosa was participating via telephone. Due to lack of quorum, no action would be taken.

**1. Approval of Minutes from the Meetings on March 5, 2018 and March 22, 2018**

Item 1 was not addressed.

**2. President's Report**

Dr. Matson reviewed recent events she had attended and noted ongoing communication regarding the Tricentennial Audit.

**3. Executive Director Report**

Mr. Carlos Contreras spoke of positive feedback following the Commemorative Week Press Conference and noted recent Open Records Requests regarding the New Year's Eve Celebrate 300 Event. He highlighted activities and press coverage during Final Four.

Item 5 was addressed at this time.

**5. Tricentennial Book Update**

Ms. Vanessa Hurd stated that the Book Subcommittee decided to give the Tricentennial Book its own release date separate from Commemorative Week and provided an update on the editing process.

**6. Commemorative Week Update**

Ms. Hurd provided an overview of updates to Commemorative Week activities. Ms. Betty Bueché outlined Bexar County's contributions for Legacy Day.

Ms. Hurd stated that Congressman Lloyd Doggett collaborated with the Tricentennial to design a Tricentennial Stamp and noted public relations and marketing goals for Commemorative Week.

Item 4 was addressed at this time.

#### **4. Founders Day Gala Update**

Ms. Lisa Bombín provided an overview of the run of show for the Founders Day Gala and noted the participation of former Mayors for scripted portions. Ms. Bueché asked that Judge Nelson Wolff preside over the event with Mayor Ron Nirenberg.

#### **EXECUTIVE SESSION**

Dr. Matson recessed the meeting into Executive Session at 2:46 pm to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

#### **RECONVENED**

Dr. Matson reconvened the meeting at 3:04 pm and announced that no action had been taken in Executive Session.

There being no further discussion, the meeting concluded at 3:04 pm.

*Respectfully submitted,*

*Cecily Hope Pretty  
Office of the City Clerk*