

**ARTS, CULTURE & HERITAGE
COUNCIL COMMITTEE MEETING MINUTES
AUGUST 15, 2017 at 12:00 PM
CITY HALL, MEDIA BRIEFING ROOM**

Committee Present:	Councilmember Roberto Treviño, <i>District 1, Chair</i> Councilmember William Cruz Shaw, <i>District 2</i> Councilmember Rebecca Viagran, <i>District 3</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Greg Brockhouse, <i>District 6</i>
Committee Absent:	None
Staff Present:	Lori Houston, <i>Assistant City Manager</i> ; Colleen Swain, <i>Director of World Heritage Office</i> ; Debbie Racca-Sittre, <i>Director of Arts & Culture</i> ; John Jacks, <i>Director of Center City Development</i> ; Lisa Biediger, <i>Assistant City Attorney</i> ; Veronica Zertuche, <i>Assistant City Attorney</i> ; Edward Benavides, <i>CEO of Tricentennial Commission</i> ; Robert Thrailkill, <i>Tricentennial Commissioner</i> ; Tonya Baum, <i>Tricentennial Economic Director</i> ; Kathleen Doria, <i>Tricentennial Fundraising Consultant</i> ; Michael Vela, <i>Tricentennial Marketing & Communications Manager</i> ; Melissa Sorola, <i>Tricentennial Marketing & Communications Consultant</i> ; Sarah McLornan, <i>Constituent Services Director for the Mayor & Tricentennial Special Projects Manager</i> ; Rhea Roberts, <i>Special Projects Manager</i> ; Brencia Berry, <i>District 2 Chief of Staff</i> ; Dagoberto Patlan, <i>District 1 Arts Commissioner</i> ; Nettie Hinton, <i>District 2 Arts Commissioner</i> ; Henry Brun, <i>District 7 Arts Commissioner</i> ; Shannon Oster-Gabrielson, <i>Executive Management Assistant</i> ; Cecily Hope Pretty, <i>Office of the City Clerk</i>
Others Present:	Manny Pelaez, <i>District 8 Councilmember</i> ; Bo Gilbert, <i>Tricentennial Fundraising Committee Chair & USAA Assistant Vice President of Government & International Relations</i> ; Joyce Slocum, <i>President & CEO of Texas Public Radio</i> ; Tim Swan, <i>Texas Public Radio</i> ; Pete Cortez, <i>CEO of La Familia Cortez Restaurants</i> ; Joel Settles, <i>Guadalupe Theater</i> ; George Cisneros, <i>Urban-15</i> ; Tony Canez, <i>Bexar County</i> ; Iris Dimmick, <i>Rivard Report</i> ; Danny Khalil, <i>Centro San Antonio</i>

CALL TO ORDER

Chairman Treviño called the meeting to order.

1. Briefing and possible action on the upcoming Tricentennial Commemorative activities scheduled in calendar year 2018.

Mr. Robert Thrailkill stated that the Tricentennial year was set to begin in 138 days. He noted the four guiding principles for the Tricentennial Commission: (1) To create a positive and lasting impact; (2) To showcase our diversity, inclusiveness, and authenticity; (3) To identify financial integrity, viability, timelessness, and transparency; and (4) To educate and celebrate San Antonio's shared history and to further its legacy. He outlined the initiatives tied to these guiding principles: (1) History and Education; (2) Arts and Culture; (3) Community Service; and (4) Commemorative Week.

Mr. Edward Benavides stated that an economic impact study was commissioned in late 2016. He noted the study indicated a return of \$120 million, 260,000 new visitors to the city, and the creation of new jobs due to ongoing activities throughout 2018. He stated that the history and education initiative was called "Spark SA." He noted the publication of a commemorative book, the hosting of the Tricentennial Summer Institute for Educators, the creation of a permanent exhibit for San Antonio History at the Witte Museum, and the launch of a smartphone application called "Go See SA" encompassing 100+ local sites with interactive features. He stated that the application was considered a legacy project because it could be expanded beyond the initial launch and showed a prototype video of the features.

Councilmember Gonzales entered the meeting at this time.

Ms. Debbie Racca-Sittre stated that the arts and culture initiative was called "Shine SA." She noted that the public art components of the initiative were funded primarily by the City and Bexar County as well as by private donations. She stated that investments of over \$20 million were expected between the three sources. She highlighted the unveiling of the Plethora Sculpture at the headwaters of San Pedro Creek during Commemorative Week as well as the Joint Base San Antonio Gateway Monument on July 4th to celebrate the military. She noted that \$300,000 was set aside for small arts project grants and the recommended proposal would be presented to the Tricentennial Commission in October 2017.

Ms. Tonya Baum stated that the New Year's Eve Celebration was called "Celebrate 300" and would be the kickoff event for the year. She noted the inclusion of live entertainment, building projections, ticketed and free events, art installations, and fireworks. She stated that the ticketed event was called "Ignite 300" and would serve as part of the fundraising effort. She stated that the community service initiative was called "Serve 300 SA" and included two phases: (1) Outreach to nonprofits and community groups; and (2) Matching volunteers to selected projects and events. She noted that volunteer orientation and training would occur in Fall 2017.

Ms. Baum presented the events for Commemorative Week May 1-May 6, 2018. She outlined the following daily themes and described their associated events:

- May 1: Day of Reflection
- May 2: History & Education Day
- May 3: Founders Day
- May 4: Arts for All Day

- May 5: Legacy Day
- May 6: Military Appreciation Day

Ms. Melissa Sorola stated that the Marketing & Branding Team had a plan in place including editorial features, newsletters, and an upcoming advertising campaign which would launch in October 2017. She noted that social media was a major component of their fundraising and advertising efforts. She stated that their goal was to reach 50,000 followers each on Facebook, Instagram, and Twitter before the New Year's Eve event.

Mr. Michael Vela highlighted the Legacy Project of the Tricentennial Summer Institute for Educators. He described the Institute that occurred in July 2017. He noted that 17 San Antonio and Bexar County school districts, as well as educators from private and charter schools, had participated. He stated that the Tricentennial Commission was working with Visit San Antonio and other organizations to engage the public and strengthen branding in the community. He noted that there was Tricentennial merchandise available for purchase online to support funding. He stated that 441 organizations had applied to be official community partners in addition to over 550 that were already sanctioned partners. He noted a workshop on August 7 to educate partners on Tricentennial branding integration.

Ms. Kathleen Doria stated that the Tricentennial Commission-approved budget was \$18 million. She noted that the funding came from the City of San Antonio, Bexar County, and private contributions. She stated that their current private funding goal was \$7 million and that an additional \$2.125 million in private funding had already been obtained. She explained that their fundraising strategy utilized sponsorship and marketing, crowd funding, and legacy pledges.

Chairman Treviño thanked staff for their presentation.

Councilmember Viagran asked how much money was still needed. Mr. Benavides replied that they required \$4.7 million and that the majority of those funds were in "active ask" status with potential sponsors. He stated that the Commission's goal was to close half of that amount by the end of September 2017. Councilmember Viagran asked staff to provide a list of expenditures to date and also asked of the attendance of foreign dignitaries. Mr. Benavides stated that invitations had been made to Sister City Organizations and other Foreign Officials over the last two years and anticipated responses in Fall 2017. Councilmember Viagran asked the Commission to include the City's Indigenous Community in the Day of Reflection.

Councilmember Brockhouse asked for clarification regarding outstanding funds and suggestions on how to close the funding gap. Ms. Doria replied that she could provide a different breakdown of funding to clarify what was still lacking. She added that official pledges were legally binding to ensure partners could not withdraw their funding once committed. Councilmember Brockhouse asked the Commission to keep the majority of the funded artists and participants local to San Antonio.

Chairman Treviño asked the Commission to provide binders to the City Council with regular updates and include details about the participation of other City Departments. Mr. Benavides stated that the Tricentennial Commission would make a full presentation before City Council on August 30 as part of the budget process.

No action was required on Item 1.

2. Briefing and possible action on the World Heritage Office Work Plan and Update.

Ms. Houston stated that due to time constraints, Item 2 would be addressed at a later date.

3. Briefing and possible action on the Alameda Theater Complex Restoration Project.

Ms. Houston provided an overview of the history of the Alameda Theater. She noted that they had worked with Texas Public Radio to identify a new headquarters building that would allow TPR to increase public engagement and overall accessibility. She stated that the goal in restoring the theater was to provide TPR office space as well as to create a Latino-focused programming facility. She discussed proposed renovations and the division of the building into four areas: (1) TPR Offices; (2) Black Box Theater; (3) Amphitheater; and (4) Penthouse Space. She noted the creation of the Alameda Theater Conservancy and mentioned that it would initially be comprised of one representative each from the City of San Antonio, Bexar County, Texas Public Radio, and La Familia Cortez.

Ms. Houston noted that City Council would be asked to approve a funding and development agreement with the Alameda Theater and Texas Public Radio. She stated that the project budget was \$23 million and that \$18 million of that figure would come from the Houston Street Tax Increment Reinvestment Zone with \$5 million from TPR. She noted the possibility of receiving State and Federal tax credits in the amount of up to \$3.9 million for additional repairs and improvements. She added that the City Council would be asked to approve a Master Lease Agreement with the Alameda Theater Conservancy for an initial term of 19 years with renewals up to a total of 31 years, after which TPR would lease the space. She noted multiple public meetings regarding the restoration as well as movie screenings to increase public interest. She described a program called "Recordando el Teatro Alameda" to collect stories, photos, and memorabilia as well as perform cultural mapping within the community.

Ms. Houston stated that the agreement would come before City Council August 31 and before Bexar County on September 5. She added that the architect solicitation process would occur in Fall 2017 with the design process reaching completion in Summer 2018, the TPR offices being completed in Spring 2019, and the Alameda Theater opening in January 2020. She noted that community input would be considered throughout the process.

Chairman Treviño thanked participants for their work and involvement in the restoration process.

Councilmember Viagran asked who would select the architects for the restoration. Ms. Houston replied that the Conservancy would issue the solicitation and make the final selection. Councilmember Viagran asked how programming would be selected. Ms. Houston replied that programming would be sought globally with the goal of inclusion.

Ms. Joyce Slocum expressed her anticipation of the move to the Alameda Theater and her desire to increase community engagement. She thanked City staff for their support on the project.

Councilmember Viagran moved to forward the project to the full City Council for consideration. Councilmember Shaw seconded the motion. The motion carried unanimously.

ADJOURN

There being no further discussion, the meeting was adjourned at 1:37 p.m.

Respectfully Submitted,



Roberto Treviño, Chairman



*Cecily Hope Pretty
Office of the City Clerk*