



**TRICENTENNIAL CELEBRATION COMMISSION
MEETING MINUTES
FRIDAY, DECEMBER 15, 2017 at 3:00 PM
MUNICIPAL PLAZA BUILDING, B ROOM**

<p>Commission Members Present:</p>	<p>Dr. Cynthia Teniente-Matson, <i>President & Co-Chair</i>; Dr. Alfonso Chiscano, <i>Vice President & Co-Chair</i>; Dr. John Folks, <i>Co-Chair</i>; Father David Garcia, <i>Co-Chair</i>; Lionel Sosa, <i>Co-Chair</i>; Martha Tijerina, <i>Mayoral</i>; Joe Linson, <i>District 2</i>; Brenda Pacheco, <i>District 3</i>; Dr. Mike Flores, <i>District 4</i>; Faith Radle, <i>District 5</i>; Jim Landers, <i>District 6</i>; Cristina Bazaldua-Salazar, <i>District 7</i>; Weslee Baerga, <i>District 8</i>; Freida Wright, <i>District 9</i>; Luke Holland, <i>District 10</i>; Mario Salas, <i>Bexar County</i>; Dan Arellano, <i>Bexar County</i>; Mary Rose Brown, <i>Bexar County</i></p>
<p>Commission Members Absent:</p>	<p>Hector Cardenas, <i>District 1</i></p>
<p>Tricentennial Staff Present:</p>	<p>Carlos Contreras, <i>Interim Executive Director & Assistant City Manager</i>; Tonya Baum, <i>Events Director</i>; Michael Vela, <i>Special Projects Manager</i>; Kristopher Ryan, <i>Department Accounting Administrator</i>; Mark Ramirez, <i>Department Fiscal Supervisor</i>; Joan Ewing, <i>Administrative Assistant</i>; Alyssa Esparza, <i>Serve 300 SA Coordinator</i>; Luisa Casso, <i>Corporate Sponsorship Consultant</i>; Theresa Canales, <i>Partner & Fundraising Specialist</i>; Navia Sedeño, <i>VISTA Events Coordinator</i>; Ann Eaton, <i>Executive Management Assistant</i>; Eduardo Carrasco, <i>Senior Special Projects Manager</i>; Vanessa Hurd, <i>Consultant</i>; Monica Flores, <i>Administrative Assistant</i></p>
<p>Others Present:</p>	<p>Ron Nirenberg, <i>Mayor</i>; Leticia Vacek, <i>City Clerk</i>; Ray Rodriguez, <i>Deputy City Attorney</i>; Liz Provencio, <i>Assistant City Attorney</i>; Stephen Whitworth, <i>Assistant City Attorney</i>; Arnoldo Garcia, <i>Claims Manager (ORM)</i>; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i>; Clayton Binford, <i>Norton Rose Fulbright</i>; Katie Harvey, <i>KGBTexas</i>; Jessica Serna, <i>KGBTexas</i>; Jonathan Gurwitz, <i>KGBTexas</i>; Ron Landreth, <i>KGBTexas</i>; Laura Lopez, <i>KGBTexas</i>; Sara Helmy, <i>Tribu</i>; Tom Payton, <i>Trinity University Press</i>; Eric Lopez, <i>Texas A&M University – San Antonio</i>; Cavett McCrary, <i>Texas A&M University – San Antonio</i>; Betty Bueche, <i>Bexar County</i>; Noah Almanza, <i>Centro</i>; Keith Scott, <i>BVNN</i>; Ricardo Backal, <i>El Ateneo SA</i></p>

CALL TO ORDER

Vice President Dr. Alfonso Chiscano called the meeting to order at 9:03 am.

Mayor Ron Nirenberg introduced newly appointed Commissioners Dr. John Folks and Dr. Mike Flores. He thanked the Commission for their work and recommended the appointment of Dr. Cynthia Teniente-Matson as President of the Commission.

ACTION ITEMS

1. Approval of the Minutes from November 8, 2017, and November 20, 2017

Mr. Joe Linson moved to approve the Minutes of the November 8, 2017 and November 20, 2017 Tricentennial Celebration Commission Meetings. Mr. Lionel Sosa seconded the motion. The motion carried unanimously by those present.

2. Election of Commission Officers and Ratification of the Appointment of Interim Executive Director

Mr. Sosa moved to appoint Dr. Matson as President of the Commission. Father David Garcia seconded the motion. The motion carried unanimously by those present.

City Clerk Leticia Vacek administered the Statement of Officer and Oath of Office to Dr. Matson, Dr. Folks, and Dr. Flores.

Mr. Mario Salas moved to ratify the appointment of Carlos Contreras as Interim Executive Director of the Tricentennial Celebration Commission. Dr. Chiscano seconded the motion. The motion carried unanimously by those present.

Dr. Matson asked for a review of the Commission structure and duties. Mr. Clayton Binford stated that Norton Rose Fulbright was acting as the Commission's external counsel and that the Tricentennial Celebration Commission was created as a Local Government Corporation (LGC) as a separate but associated entity of the City of San Antonio. He noted that the LGC designation allowed for the exercise of certain governmental powers as well as a tax-exempt status in recognition of an event of historical significance which did not require the application and review process of a 501(c)(3) non-profit. He stated that the City was authorized by State law to create the LGC and file Articles of Incorporation with the Secretary of State, after which bylaws were enacted to hone the focus of the newly created LGC. He noted that City Council retained the power to amend bylaws applicable to the LGC. He stated that Commissioners had the power to direct the actions of the Board but were subject to the rules of Majority Rule (Quorum) and therefore, could not act individually.

Ms. Brenda Pacheco asked for clarification regarding communication channels. Mr. Binford replied that suggestions or concerns were to be brought to the Executive Director or Commission President as individual business would be subject to fees if brought to external counsel.

Mr. Salas asked of ethics requirements for Commissioners. Mr. Binford replied that as appointees of City officials, Commissioners were bound by the City's Ethics Code.

Dr. Matson asked of insurance coverage. Mr. Binford replied that insurance was mandated by statute and that the indemnifications of the City of San Antonio extended to the Commission within the scope of their mission. Dr. Matson asked if bylaws applied equally to County appointees. Mr. Ray Rodriguez stated that the bylaws had been amended to allow for the recommendation of County representatives by the Commissioner's Court and they were bound by the same regulations as City appointees.

Mr. Salas asked of the Interim Executive Director's legal abilities. Mr. Rodriguez stated that the Executive Committee could bring items such as proposals, contracts, and policies to the Executive Director's attention to affect the Board's policy direction. Mr. Salas expressed concern that a small group could act on behalf of the full Board without approval. Mr. Binford noted that the Executive Committee had the power to approve contracts as well as determine what merited presentation to the full Commission prior to approval.

Ms. Pacheco asked of the creation of a group to approve contracts. Mr. Binford stated that creation of such a group would be at the discretion of the Director and President. Dr. Matson added that the Commission had previously adopted an accounting procedure to provide signatory authority to the Executive Director but the policy could be reconsidered by the Commission.

Dr. Matson asked that each Commissioner review their roles, responsibilities, Mission Statement, and Guiding Principles and present any questions for clarification.

Dr. Chiscano asked for clarification regarding the use of the terms "Board" and "Commission" in reference to the Tricentennial Celebration Commission. Dr. Matson replied that legally they were interchangeable.

Ms. Pacheco asked that the structure of Subcommittees be revised to so that all leadership would be Commission Members to discourage cancellation of meetings. Mr. Salas noted his agreement with the suggestion.

All Commissioners present stated their understanding and approval of their roles, responsibilities, Mission Statement, and Guiding Principles.

3. Review and Approval of New Year's Eve Event Insurance

Mr. Contreras stated that he had requested a bid for New Year's Eve Event Insurance due to the time of year and the possibility of inclement weather. He noted that the proposed insurance policy carried a premium fee of \$62,000 and would provide reimbursement to performers and VIP ticketholders in case of cancellation.

Mr. Arnoldo Garcia stated that the policy covered cancellation due to adverse weather, non-appearance of headlining acts in case of death, accidental illness, or travel delays, and limited terrorism coverage. He noted that Lloyd's of London had been selected as the insurance provider with total coverage amounting to \$1.1 million and no deductible in the event of usage.

Ms. Faith Radle asked of the definition of adverse weather. Mr. Garcia replied that it was to be determined by the event organizer as posing a serious threat to those attending the event.

Mr. Luke Holland asked if the policy covered non-appearance of acts in cases where acts refused to perform but the event was not canceled. Mr. Garcia stated that they would have to file a claim and the insurance company would make a determination.

Dr. Matson asked who would make the decision regarding safety in adverse weather. Mr. Contreras replied that they would rely on the Emergency Operations Center to determine if unsafe conditions were present and coordinate with Mayor Nirenberg to determine cancellation.

Dr. Folks asked of the bidding process and if other firms had responded. Mr. Garcia stated that the acquisition process was the same as followed by the City of San Antonio and Lloyd's of London was the only respondent. Dr. Folks asked of the determination of the Limit of Liability and if it could be changed if the line-up changed. Mr. Garcia stated that once the coverage was bound, the amount was set but there remained the option to do an endorsement and pay an additional premium to cover other acts. Mr. Contreras added that \$1.1 million was the amount budgeted for the event and therefore was deemed to be the Limit of Liability.

Mr. Salas moved to approve the acquisition of Cancellation Insurance. Mr. Linson seconded the motion. The motion carried unanimously by those present.

4. Inter-University Partnership Program: Consideration for Tricentennial Partnership

Dr. Matson stated that the History and Education Subcommittee asked local universities to create an activity to tie them together in celebrating the Tricentennial and they had scheduled a series of symposia on the various campuses featuring the past, present, and future of Higher Education in San Antonio. She noted that the symposia were not submitted during the Call for Calendar Items and she was requesting their addition to the calendar of Tricentennial-sanctioned events. She provided an overview of events at Our Lady of the Lake University, University of the Incarnate Word, University of Texas at San Antonio, St. Philip's College, St. Mary's University, Texas A&M University at San Antonio, and Trinity University.

Mr. Dan Arellano asked of the inclusion of other universities. Dr. Matson replied that fully organized events could be considered for inclusion.

Ms. Cristina Bazaldua-Salazar asked if exceptions could be extended to other entities. Dr. Matson stated that it could be discussed at a later date.

Mr. Linson moved to approve addition of the symposia to the calendar of sanctioned events. Fr. Garcia seconded the motion. The motion carried unanimously by those present.

BRIEFING ITEMS

Item 6 was addressed at this time.

6. Presidio Gallery Update

Dr. Matson stated that Item 6 would be presented at a future meeting due to time.

Item 8 was addressed at this time.

8. New Year's Eve – Celebrate 300 Update

Ms. Tonya Baum stated that Celebrate 300 would take place from 4 pm to 12:30 am on New Year's Eve. She noted that the event space would take place across a gated, eight-acre footprint with a capacity of 25,000 attendees at one time and 100,000 attendees expected over the course of the evening. She stated that security measures would include bag checks and wands and attendees were encouraged to utilize Park and Ride, rideshare companies, or taxi services. She stated that food vendors and food trucks would be available along Alamo Street and described recreational activities. She noted that the fireworks display would be choreographed with a combination of the Tricentennial Musical Score and other musical pieces and that the Grand Hyatt Hotel would display a Countdown Clock on its western wall. She stated that the event was free and open to the public but VIP tickets were available for \$150 each to include food, beverages, commemorative pieces, and a dedicated space to watch the musical performances. She noted that the Hilton Palacio Del Rio would host a reception for the Commissioners and other stakeholders by invitation only.

Dr. Matson asked how many VIP tickets were available. Ms. Baum replied that 750 tickets were offered.

Ms. Pacheco expressed concern that there were not enough Park and Ride locations.

No action was required for Item 8.

Item 9 was addressed at this time.

9. Tricentennial Commemorative Book Update

Mr. Tom Payton introduced himself as the Director of Trinity University Press and stated that publication of the Tricentennial Commemorative Book was on schedule and projected for May 2, 2018. He noted that the book would be available in hard copy and digitally and would be arranged thematically rather than chronologically. He stated that the book contained over 300 different component pieces from 64 contributors with 80% of the book's elements complete or in process.

Ms. Pacheco stated that the Commissioners involved with the Commemorative Book had been intentional to allow contribution from both published and non-published authors within the local community.

Mr. Linson asked of advertising opportunities in the book. Mr. Payton replied that it would not contain an advertisement component.

No action was required for Item 9.

Item 7 was addressed at this time.

7. Tricentennial Website Update

Ms. Sara Helmy stated that Tribu handled social media and website design for the Tricentennial and that they utilized data to generate interest through digital marketing. She noted significant increases in online Tricentennial engagement with 50% of activity occurring in the 25 to 44 year-old age range. She stated that Tribu could target users who were engaging with Tricentennial content to

tailor announcements and events as well as track sales based on social media use. She noted that in 2018, Tribu would focus 85% their budget on conversion to encourage ticket sales for Tricentennial events and 15% on engagement to generate more interest and awareness of events. She presented an updated version of the Tricentennial website and highlighted the prominence of the Tricentennial Initiatives as well as the calendar of events sortable by Initiative, Council District, weekday, or time of day. She stated that the website had been rebuilt for easy maintenance and updates due to the dynamic nature of Tricentennial events and that Tribu had performed search engine optimization.

Ms. Radle asked if social media sharing options could be made available for calendar events and if a Facebook Event could be created for the New Year's Eve Celebration. Ms. Helmy stated that both could likely be implemented.

Dr. Matson noted that a Subcommittee would be created to provide consistent feedback and suggestions regarding the Tricentennial website.

Dr. Flores asked of the launch date for the redesigned site. Mr. Contreras replied that they were still coordinating with City Staff but hoped to launch the following week.

No action was required for Item 7.

Item 5 was addressed at this time.

5. Marketing Update

Ms. Katie Harvey stated that KGBTexas' objective for Tricentennial Marketing was to develop awareness of the Tricentennial, educate the local community, and create a legacy for future generations. She noted that they had completed the Build Phase, creating a brand from scratch, and the Engagement Phase, working with donors, sponsors, and community partners to build collaboration without creating brand fatigue. She stated that there were currently over 500 community partners with over 700 affiliated events. She noted that they were now in the Activate Phase as Tricentennial events approached. She noted that their current marketing priorities included public relations on local, regional, and national levels, community outreach, building excitement and interest for New Year's Eve, and generating awareness of Commemorative Week events.

Ms. Jessica Serna stated that KGBTexas was coordinating with Visit SA for public relations and provided examples of local coverage of Tricentennial components. She noted that coverage impact in the fourth quarter of 2017 generated \$1.3 million in publicity value for a 2017 yearly estimated total of \$1.9 million over a 132 million person audience.

Mr. Jonathan Gurwitz stated that KGBTexas was working with local print and digital publications to generate commentary pieces and presented examples of community op-eds that had already been published or written. He noted that community news partners had agreed to provide a link to the Tricentennial website, offer the ability to share Tricentennial information, or generate push notifications for Tricentennial-related content. Ms. Serna stated that KGBTexas had developed brand templates, PR material, standardized messaging, FAQs, and training to assist partners with brand cohesion. Mr. Ron Landreth showed a television spot for the New Year's Eve Event.

Discussion ensued regarding lack of diversity in publication partners and community distribution.

No action was required for Item 5.

10. President's Update

Dr. Matson presented the following items for future discussion:

- Park and Ride locations for the New Year's Eve Event
- Work Session for the Tricentennial Commemorative Week
- Reconsideration of Subcommittee topics and members

She stated that the next scheduled Tricentennial Celebration Commission meeting was to occur on January 10, 2018. She noted that a Work Session was scheduled for January 5, 2018 as well as an additional Commission Meeting on January 24, 2018. Mr. Contreras noted that an audit of the Tricentennial Commission was taking place so an additional meeting may be required in late December.

No action was required for Item 10.

EXECUTIVE SESSION

Dr. Matson recessed the Tricentennial Celebration Commission into Executive Session at 12:38 pm to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

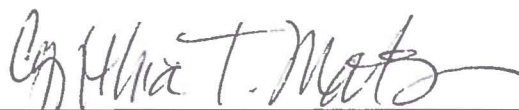
RECONVENED

Dr. Matson reconvened the meeting at 1:36 pm and announced no action had been taken in Executive Session.

ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 1:36 pm.

APPROVED:



DR. CYNTHIA TENIENTE-MATSON, President
Tricentennial Celebration Commission

ATTEST:



CECILY HOPE PRETTY
Office of the City Clerk