



**Tricentennial Celebration Commission  
Municipal Plaza Building – “B” Room  
105 Main Plaza  
San Antonio, Texas 78205  
Wednesday, January 24, 2018  
9:30 A.M.**

A MEETING OF THE TRICENTENNIAL COMMISSION WILL BE HELD ON **WEDNESDAY, JANUARY 24, 2018 AT 9:30 AM** AT THE MUNICIPAL PLAZA BUILDING, B ROOM, 105 MAIN PLAZA, SAN ANTONIO, TX 78205 TO CONSIDER THE FOLLOWING MATTERS FOR DISCUSSION AND POSSIBLE ACTION:

Updates and possible action:

1. Approval of minutes from meetings on: December 5, 2017; January 5, 2018; and January 10, 2018
2. Executive Session
3. Appointment of Executive Director and review of delegated authority for accounting/signing checks
4. Review of Tricentennial Calendar of Events and Commemorative Week Update
5. Review Committee Structure
6. Volunteer opportunities
7. Marketing & Co-branding opportunities; Final Four, SA Rodeo, and Fiesta
8. Canary Island presentation
9. Tricentennial Commission meeting schedule
10. Announcements

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

<b>Commission Members Present:</b>	Dr. Cynthia Teniente-Matson, <i>President &amp; Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Vice President &amp; 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>
<b>Commission Members Absent:</b>	Hector Cardenas, <i>District 1</i>
<b>Tricentennial Staff Present:</b>	Carlos Contreras, <i>Interim Executive Director &amp; 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 &amp; 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> ; Monica Flores, <i>Administrative Assistant</i>
<b>Others Present:</b>	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&amp;M University – San Antonio</i> ; Cavett McCrary, <i>Texas A&amp;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>

## **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 Book
- 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:

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

ATTEST:

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CECILY HOPE PRETTY  
*Office of the City Clerk*





**TRICENTENNIAL CELEBRATION COMMISSION  
WORK SESSION MEETING MINUTES  
FRIDAY, JANUARY 5, 2018 at 11:30 AM  
CENTRAL LIBRARY, AUDITORIUM**

<b>Commission Members Present:</b>	Dr. Cynthia Teniente-Matson, <i>President &amp; Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Vice President &amp; 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> ; Hector Cardenas, <i>District 1</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>
<b>Commission Members Absent:</b>	Joe Linson, <i>District 2</i>
<b>Tricentennial Staff Present:</b>	Carlos Contreras, <i>Interim Executive Director &amp; Assistant City Manager</i> ; Tonya Baum, <i>Events Director</i> ; Michael Vela, <i>Special Projects Manager</i> ; Mark Ramirez, <i>Department Fiscal Supervisor</i> ; Theresa Canales, <i>Partner &amp; Fundraising Specialist</i> ; Alyssa Esparza, <i>Serve 300 SA Coordinator</i> ; Luisa Casso, <i>Corporate Sponsorship Consultant</i> ; Beth Keough, <i>Fundraising Consultant</i> ; Navia Sedeño, <i>VISTA Events Coordinator</i> ; Ann Eaton, <i>Executive Management Assistant</i> ; Eduardo Carrasco, <i>Senior Special Projects Manager</i> ; Isaac Bernal, <i>Management Fellow</i> ; Vanessa Hurd, <i>Consultant</i>
<b>Others Present:</b>	Debbie Racca-Sittre, <i>Director of Arts &amp; Culture Department</i> ; Shahrzad Dowlatshahi, <i>City of San Antonio Chief of Protocol</i> ; Juan Ayala, <i>Director of Military &amp; Veterans Affairs</i> ; Karen Rolirad, <i>Deputy Director of Military &amp; Veterans Affairs</i> ; Ray Rodriguez, <i>Deputy City Attorney</i> ; Stephen Whitworth, <i>Assistant City Attorney</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Monica Ramos, <i>Bexar County</i> ; Noah Almanza, <i>Centro</i> ; Liz Burt, <i>Centro</i> ; Eric Lopez, <i>Texas A&amp;M University - San Antonio</i> ; Iris Dimmick, <i>Rivard Report</i> ; Bob Morse, <i>Citizen</i> ; Luke Morse, <i>Citizen</i>

**CALL TO ORDER**

President Dr. Cynthia Teniente-Matson called the meeting to order at 11:36 am.

Dr. Matson thanked Tricentennial Commissioners and staff for their work contributing to the success of the Celebrate 300 Event on New Year's Eve.

Father David Garcia asked that the Commission recognize former Commissioner Robert Thraillkill and the Palacio Del Rio for their contributions to Celebrate 300. Dr. Matson noted that a gift of recognition and thanks would be presented at a later date.

## **1. Review of Tricentennial 2018 Calendar of Events**

Dr. Matson stated that the intent of the Work Session was to review the calendar and determine how to highlight key events that contributed to the goals of the Tricentennial. She noted that over 700 events had been approved as Partner Events during a formal review process in 2017 but direction was needed to improve communication with partners and identify events unique to the Tricentennial. She stated that partner departments would present on upcoming events and a group activity would subsequently be performed.

Ms. Debbie Racca-Sittre stated that the City of San Antonio's Arts & Culture Department had created two committees to work with the Tricentennial Commission's Arts & Culture Subcommittee: (1) the Public Arts Committee and the (2) Arts Funding Committee. She noted the following events related to Public Arts:

- January 16<sup>th</sup>: Opening of the Consolidated Rental Car Facility at San Antonio International Airport and unveiling of two murals
- January 2018: City Council Consideration of the Tricentennial Art Garden and 'Art at the T'
- February 1<sup>st</sup>: Opening of 'Confluence' at the Convention Center

She noted the following events related to Tri-Arts Grants:

- January 11<sup>th</sup>: 'Kunst/Arte: A Dialogue' at the Instituto Cultural Mexicano
- February 15<sup>th</sup>: 'Common Currents' at ArtPace

Commissioner Faith Radle asked if events associated with Tri-Arts Grants were highlighted on the Tricentennial or City of San Antonio websites. Ms. Racca-Sittre replied that they were currently listed with all other events on the Tricentennial Calendar but could be highlighted. Ms. Radle expressed concern that the Arts & Culture Subcommittee was no longer taking an active role in related events. Dr. Matson stated that Subcommittee structures would be addressed at a later time.

Ms. Shahrzad Dowlatshahi stated that the City of San Antonio's International Relations Office began consideration of Tricentennial Events in 2014 to showcase the city on an international level. She noted that a strategy was developed to identify high level dignitaries from locations relevant to the Tricentennial Celebration and San Antonio's history. She stated that contact was focused on Sister Cities, Heads of State, Foreign Diplomats, and high level dignitaries from Spain, Mexico, and the Canary Islands. She noted that responses had not yet been received from the King and Queen of Spain or the President of Mexico; however, the President of the Canary Islands, three Mayors, and two Island Council Presidents had confirmed their attendance for March 2018. She stated that the International Relations Office had formed committees regarding Commemorative Week, the Canary Islands, Spain, and Mexico, and that the latter two would be activated if confirmations of attendance were received. She noted that her office had targeted Commemorative Week as the desired timeframe for attendance and dignitaries from five Sister Cities had confirmed attendance. She

highlighted a music festival that would take place from January 30<sup>th</sup> to February 3<sup>rd</sup> and culminate in a jazz concert with Sister City participants. She stated that Mayor Ron Nirenberg was currently serving as the Vice-Chair of Sister Cities International and would be installed as Chair in August 2018. She added that he had invited the Leadership Council of Sister Cities International to join the festivities of Commemorative Week.

Dr. Matson encouraged Commissioners to work with the International Relations Office Committees.

Commissioner Pacheco asked of the involvement of local students with upcoming events. Dr. Matson replied that students could be integrated but details of their involvement would be discussed at a later date.

Dr. Matson stated that the Executive Committee had identified the need to establish criteria for unique Tricentennial Events in order to highlight or feature them.

Ms. Vanessa Hurd presented the following suggested questions to determine if a Tricentennial Partner Event should be highlighted:

- Does the event have a specific link to San Antonio geographically or civically?
- Does the event embody or reflect unique characteristics of San Antonio's culture or significant and distinguishable elements of its community?
- Was the event specifically crafted, curated, or derived for the Tricentennial?
- Does the event commemorate a special anniversary?

She provided an overview of sample events that fit each criterion.

Mr. Carlos Contreras stated that the goal was not to remove any events from the official calendar but rather to highlight those that met agreed-upon criteria.

Dr. Flores asked if the approved events would need to go through another approval process once criteria were established by the Commission. Dr. Matson replied that they would not but those that did meet criteria would receive a highlight or special designation.

Ms. Hurd stated that the Commissioners would be split into working groups to examine the Tricentennial Calendar and identify needs or specific events that they thought should receive extra recognition. She added that following the activity, the Commission would reconvene as a whole and present each group's questions and recommendations.

Dr. Matson noted the following group designations:

- Group 1: Matson, Chiscano, Landers, Brown
- Group 2: Flores, Cardenas, Radle, Pacheco, Holland
- Group 3: Folks, Sosa, Salas, Baerga, Bazaldua
- Group 4: Linson, Wright, Arellano, Garcia, Tijerina

The Commissioners convened in working groups at 12:32 pm and reconvened as a full Commission at 1:16 pm.

Dr. Matson asked a spokesperson for each group to present the results of the activity.

Commissioner Radle noted the following results from Group 2:

- Confirmation of each event's focus and intent
- Securing of additional event information from partners
- Possibility of partners self-selecting their most important events for designation in cases of high event volume or recurrence
- Verification that Tricentennial branding is being used appropriately by partners
- Clarification on the Tricentennial website that Partner Events were not necessarily sponsored by the Tricentennial Commission
- Consideration of event accessibility (size, location, cost, etc.) when choosing events to highlight
- Consideration of marketing needs for smaller partners
- Clarification of whether annually occurring events were curated with a Tricentennial focus or offered as any other year
- Addition of language to the cultural criterion highlighting the diversity of San Antonio
- Highlighting events receiving financial support through the Commission

Commissioner Freida Wright noted the following results from Group 4:

- Clarification on category designations and communication to partners
- Consideration of historical significance for each event
- Clarification on calendar review process
- Consideration of religious significance for events
- Allowance for the addition of new/other events

Commissioner Jim Landers noted the following results from Group 1:

- Consideration of how the Tricentennial enhanced the event
- Highlighting events occurring only during the Tricentennial
- Consideration of the military history behind events
- Clarification of communication processes internally and externally
- Consideration of Bexar County events

Commissioner Landers added that Dr. Alfonso Chiscano had suggested a TedX-style event to address the future of San Antonio in addition to the Tricentennial's recognition of its past.

Commissioner Lionel Sosa stated that many of his group's ideas had already been covered but noted the following results from Group 3:

- Concentration on high profile events to increase the viewing audience for other Tricentennial events
- Increased brand visibility during large events (such as the Final Four and Fiesta)
- Consideration of free events to encourage access and attendance
- Highlighting events that would leave a legacy

Dr. Matson stated that Tricentennial staff would work with the Commission's suggestions and provide a recommendation for future action at the next Commission meeting.

No action was required for Item 1.

## **2. Review of Tricentennial Committee Structure**

Due to time constraints, Item 2 was not addressed.

Dr. Matson stated that the next regularly scheduled Tricentennial Celebration Commission was scheduled for January 10, 2018.

Father Garcia asked if Commissioners should continue consideration of the current calendar and provide additional feedback. Ms. Hurd replied that Commissioners could continue working with the calendar and a formal feedback process would be confirmed at a later date.

### **ADJOURNMENT**

There being no further discussion, Dr. Matson adjourned the meeting at 1:32 pm.

APPROVED:

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

ATTEST:

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CECILY HOPE PRETTY  
*Office of the City Clerk*



**TRICENTENNIAL CELEBRATION COMMISSION  
MEETING MINUTES  
WEDNESDAY, JANUARY 10, 2018 at 9:30 AM  
MUNICIPAL PLAZA BUILDING, B ROOM**

<b>Commission Members Present:</b>	Dr. Cynthia Teniente-Matson, <i>President &amp; Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Vice President &amp; 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> ; Hector Cardenas, <i>District 1</i> ; Brenda Pacheco, <i>District 3</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> ; Dan Arellano, <i>Bexar County</i> ; Mary Rose Brown, <i>Bexar County</i>
<b>Commission Members Absent:</b>	Joe Linson, <i>District 2</i> ; Dr. Mike Flores, <i>District 4</i> ; Luke Holland, <i>District 10</i> ; Mario Salas, <i>Bexar County</i>
<b>Tricentennial Staff Present:</b>	Carlos Contreras, <i>Interim Executive Director &amp; 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> ; Alyssa Esparza, <i>Serve 300 SA Coordinator</i> ; Beth Keough, <i>Fundraising Consultant</i> ; Luisa Casso, <i>Corporate Sponsorship Consultant</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> ; Isaac Bernal, <i>Management Fellow</i>
<b>Others Present:</b>	Ray Rodriguez, <i>Deputy City Attorney</i> ; Stephen Whitworth, <i>Assistant City Attorney</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Thea Setterbo, <i>Public Affairs Manager (GPA)</i> ; Clayton Binford, <i>Norton Rose Fulbright</i> ; Betty Bueché, <i>Bexar County</i> ; Monica Ramos, <i>Bexar County</i> ; Iris Dimmick, <i>Rivard Report</i>

**CALL TO ORDER**

President Dr. Cynthia Teniente-Matson called the meeting to order at 9:35 am.

## **1. Approval of the minutes from December 15, 2017, and January 5, 2018**

Dr. Matson stated that minutes would be approved at the next meeting to allow Commissioners more time for review.

## **2. Review of Tricentennial events calendar**

Ms. Vanessa Hurd reviewed four questions that staff had introduced during the previous week's Work Session to determine if approved Partner Events should be considered unique and be highlighted:

- Does the event/activity specifically link to the founding of San Antonio, geographically or civically?
- Does the event/activity commemorate a significant anniversary?
- Does the event/activity embody or reflect unique characteristics of San Antonio's culture and/or elements of our community?
- Was the event/activity specifically crafted/curated/derived for the Tricentennial?

Ms. Hurd stated that based on feedback from the Commission and the Executive Committee, the following four questions were added:

- Is the event/activity forward looking or contribute to San Antonio's legacy?
- Does the event/activity encompass military or religious significance?
- Does the event/activity highlight San Antonio on a regional/national spotlight?
- Has the event been funded by the Tricentennial Commission?

Ms. Hurd stated that based on the above criteria, about 100 of the original 700 event were identified as unique.

Commissioner Brenda Pacheco asked of next steps regarding the events that had been identified and expressed concern that more time was needed to research event details. Interim Director Carlos Contreras stated that Tricentennial Staff would continue to examine events based on Commission feedback and would present a list for review at a later date.

No action was required for Item 2.

## **3. Discussion of Commemorative Week activities**

Ms. Hurd provided an overview of Commemorative Week events and asked the Commission to provide feedback on the overall theme and direction of each day. She noted that staff would conduct briefings with event partners and provide more detailed information to the Commission as it was available.

Commissioner Pacheco asked if the indigenous population of San Antonio had been invited to participate in the Day of Reflection. Dr. Matson replied that they had and the activities were designed to be inclusive of all faith communities.

Commissioner Cristina Bazaldua-Salazar asked if any substantive changes had been made to the Commemorative Week activities. Ms. Hurd replied that none had been made and the purpose of the discussion was to agree on the overall purpose of each day.

Dr. Matson stated that the Executive Committee had discussed the addition of book signings featuring the Mayor of San Antonio, Bexar County Judge, and international visitors to celebrate the release of the Tricentennial Commemorative Book. Commissioner Pacheco suggested inviting the book's contributors to participate in the book signings.

Commissioner Hector Cardenas asked of the availability of educational resources developed during the 2017 Tricentennial Summer Institute for Educators. Dr. Matson replied that the participating educators had received hard copies of materials already and a digital version was available on the Tricentennial Website. Commissioner Cardenas asked of the offering of a second institute. Ms. Betty Bueché replied that it had been proposed but funding was still being sought.

Dr. John Folks asked that Bexar County schools be included in Commemorative Week outreach efforts.

Ms. Hurd stated that the Founders Day Ball Event would be a ticketed event downtown and five simultaneous, free events would be offered around the city at Texas A&M University – San Antonio, Our Lady of the Lake University, University of Texas at San Antonio, St. Philip's College, and Morgan's Wonderland.

Commissioner Weslee Baerga suggested that the simulcast be broadcast to the home countries of visiting dignitaries.

Commissioner Mary Rose Brown expressed support for the fundraising component of the Founders Ball paired with the accessibility of the other events.

Ms. Hurd stated that Arts for All Day would be led by Bexar County and feature programming at the Mission Reach in conjunction with parishes and non-profit partners.

Ms. Bueché stated that Bexar County wanted to be intentional about highlighting the Mission Reach on Legacy Day because it contributed to the San Antonio Missions' World Heritage Designation. She noted that a fireworks company would be asked to tell the history of the community through fireworks with musical accompaniment. She stated that there would be three designated areas for viewing and festivities that would be open to the public. She noted that Bexar County was trying to involve all of its 27 municipalities in the Legacy Day events. She stated that artwork would be unveiled to tell the story of the community and San Antonio River Authority was developing a mobile application to support sharing of historical and cultural information. She noted that ceremonies would include the Mayor of San Antonio, the Bexar County Judge, the Duke of Béjar, the San Antonio River Authority, and other visiting dignitaries. She stated that performances would occur along San Pedro Creek and vendors would sell food with proceeds going to charity.

Ms. Hurd stated that Military Appreciation Day would be coordinated entirely by the City of San Antonio's Office of Military and Veterans Affairs (OMVA). She noted that Fort Sam Houston would be opened to the public for the day's events and family-friendly activities would be offered to commemorate the importance of the military and the breadth of installations in the city and county. Commissioner Brown added that USAA was contributing funding for the events.



Commissioner Pacheco expressed concern that there was not a component to acknowledge Civil Service workers and their contributions to the city. Commissioner Lionel Sosa noted his agreement that they had played an important role in the economy and history of the community. Ms. Hurd replied that they would incorporate that aspect moving forward.

Commissioner Martha Tijerina noted the important role that Kelly Air Force Base had played in the community and suggested a Kelly Reunion Event for the Tricentennial year.

Dr. Matson stated that Tricentennial Staff and the Executive Committee would work with the input provided to develop more detailed information for Commemorative Week Events. Mr. Contreras added that staffing and contracting plans would be developed to ensure execution of events as planned.

Commissioner Tijerina asked that City Councilmembers get involved and actively encourage community participation in Tricentennial Events.

Dr. Matson stated that the next Commission meeting would address Subcommittees and other major Tricentennial events. Commissioner Faith Radle asked for an update on the Serve300 Initiative.

No action was required for Item 3.

#### **4. Election of officers**

Dr. Matson stated that she had been elected President by the Commission on December 15, 2017 and the bylaws of the Tricentennial Celebration Commission called for a scheduled election of the other officer positions. She noted that the positions of Vice President, Secretary, and Treasurer were currently available. She stated that the Executive Committee was in support of recruiting a candidate for the Treasurer position from a major local accounting firm due to the professional requirements. She noted that it may be possible to combine the positions of Treasurer and Secretary, pending agreement of the full Commission.

Mr. Contreras stated that City of San Antonio Employees of the Finance Department were currently overseeing day-to-day record keeping. He noted that the Treasurer would become part of the Executive Committee and would carry the associated responsibilities to the Commission. He stated that City Staff would continue to serve in support roles but the Treasurer and Secretary would officially oversee those functions. Mr. Clayton Binford clarified that if a Treasurer or Secretary were selected from outside the Commission, they would be members of the Executive Committee and owe fiduciary responsibility but would not have voting power.

Commissioner Pacheco expressed concern with the distribution of check-signing authority. Mr. Contreras stated that they would follow direction from the Commission and re-evaluate those duties if necessary but controls were in place to ensure fiscal responsibility. Mr. Binford noted that they could add the requirement for a second signature if the Treasurer was one of the parties to sign a check.

Commissioner Radle asked that the Treasurer and Secretary, if selected from outside the Commission, be required to make regular presentations to the full Commission.

Ms. Bueché asked if the current Tricentennial audit would examine the requirements to execute checks. Mr. Kris Ryan replied that the audit would look at all policies and procedures including delegating authority.

Dr. Matson stated that the Executive Committee recommended the selection of Commissioner Sosa as the Vice President of the Tricentennial Celebration Commission.

Dr. Folks moved to elect Commissioner Lionel Sosa as the Vice President of the Tricentennial Celebration Commission. Dr. Alfonso Chiscano seconded the motion. The motion carried unanimously by those present.

### **EXECUTIVE SESSION**

Dr. Matson recessed the Tricentennial Celebration Commission into Executive Session at 10:43 am to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation, and Texas Government Code, Section 551.074, Personnel Matters.

### **RECONVENED**

Dr. Matson reconvened the meeting at 11:33 am and announced that no action had been taken in Executive Session.

### **5. Adjournment**

There being no further discussion, Dr. Matson adjourned the meeting at 11:33 am.

APPROVED:

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

ATTEST:

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CECILY HOPE PRETTY  
*Office of the City Clerk*