



**Tricentennial Celebration Commission  
Agenda  
Tuesday, February 20, 2018 at 9:30 am**

A MEETING OF THE TRICENTENNIAL COMMISSION WILL BE HELD ON **TUESDAY, FEBRUARY 20, 2018 AT 9:30 AM AT MUNICIPAL PLAZA B ROOM**, CITY HALL COMPLEX, 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 the February 6, 2018 meeting
2. Director's Report
3. Social Media update
4. Budget update
5. Founder's Day
6. *Treecentennial* update
7. Fall events discussion
8. New Business/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  
TUESDAY, FEBRUARY 6, 2018 at 9:30 AM  
CENTRAL LIBRARY, AUDITORIUM**

<b>Commission 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> ; 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> ; Dan Arellano, <i>Bexar County</i>
<b>Commission Members Absent:</b>	Father David Garcia, <i>Co-Chair</i> ; Joe Linson, <i>District 2</i> ; Mario Salas, <i>Bexar County</i> ; Mary Rose Brown, <i>Bexar County</i>
<b>Tricentennial Staff Present:</b>	Carlos Contreras, <i>Executive Director &amp; Assistant City Manager</i> ; Vanessa Hurd, <i>Consultant</i> ; Tonya Baum, <i>Events Director</i> ; Kristopher Ryan, <i>Department Accounting Administrator</i> ; Mark Ramirez, <i>Department Fiscal Supervisor</i> ; Michael Vela, <i>Special Projects Manager</i> ; Alyssa Esparza, <i>Serve 300 SA Coordinator</i> ; Luisa Casso, <i>Corporate Sponsorship Consultant</i> ; Ann Eaton, <i>Executive Management Assistant</i> ; Eduardo Carrasco, <i>Senior Special Projects Manager</i> ; Isaac Bernal, <i>Management Fellow</i>
<b>Others Present:</b>	Juan Ayala, <i>Director of Military &amp; Veterans Affairs</i> ; Karen Rolirad, <i>Deputy Director of Military &amp; Veterans Affairs</i> ; Shanon Shea Miller, <i>Director of Historic Preservation</i> ; Stephen Whitworth, <i>Assistant City Attorney</i> ; Clayton Binford, <i>Norton Rose Fulbright</i> ; Laura Mayes, <i>Communications Strategist (GPA)</i> ; Robert Thrailkill, <i>Tricentennial Chair Emeritus</i> ; Katie Harvey, <i>KGBTexas</i> ; Jessica Serna, <i>KGBTexas</i> ; Monica Ramos, <i>Bexar County</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i>

**CALL TO ORDER**

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

**1. Approval of minutes from the meeting on January 24, 2018**

Commissioner Brenda Pacheco stated that she had recommended Commissioner Martha Tijerina to serve as Co-Chair of the Marketing and Branding Subcommittee rather than Commissioner Weslee Baerga as indicated in the draft minutes.

Commissioner Luke Holland moved to approve the minutes with the requested correction. Commissioner Pacheco seconded the motion. The motion carried unanimously by those present.

## **2. Election of Officers**

Dr. Matson recommended the appointment of Ms. Sherry Lambeck of accounting firm KPMG as Treasurer of the board. She noted that Ms. Lambeck was not interested in a combined role of Treasurer and Secretary as suggested in previous Commission meetings. She recommended the appointment of Commissioner Mary Rose Brown as Secretary.

Commissioner Lionel Sosa entered the meeting at this time.

Dr. Matson stated that she would invite Ms. Lambeck to attend meetings but Ms. Lambeck would not become a member of the board. She noted that she would schedule an orientation between Ms. Lambeck and Finance Department staff to ensure clarity in her role as Treasurer.

Dr. Alfonso Chiscano moved to appoint Ms. Sherry Lambeck as Treasurer and Commissioner Mary Rose Brown as Secretary. Commissioner Sosa seconded the motion. The motion carried unanimously by those present.

## **3. Sponsorship Agreement with JBSA (Commemorative Week)**

Mr. Carlos Contreras stated that the Office of Military and Veterans Affairs (OMVA) was coordinating with Joint Base San Antonio (JBSA) to plan military activities throughout the Tricentennial Year. He noted that USAA committed to assist in funding activities for Commemorative Week at JBSA and he was seeking board approval to pursue contracts for same up to USAA's committed amount of \$60,000.

Major General Juan Ayala stated that military events were planned to highlight the military foundation, history, and relationships in San Antonio. He noted that in 2016, the Commission had asked of the possibility to open JBSA to the public. He stated that he and Lieutenant Colonel Karen Rolirad secured partnerships through the Pentagon to do so and offer specialized military entertainment.

Lt. Col. Rolirad played a video of military history and events in San Antonio related to the Tricentennial. She provided an overview of the events of May 5<sup>th</sup> and 6<sup>th</sup> for Military Appreciation Weekend and noted the presence of various military groups. She highlighted the attendance of the United States Marine Corps Silent Drill Team and the drill clinic they would hold for local students. She stated that the majority of the \$60,000 being requested would cover the cost of entertainment for Military Appreciation Weekend and the estimated overall cost for the weekend's events was budgeted at \$200,000.

Commissioner Martha Tijerina entered the meeting at this time.

Dr. John Folks asked of parking options at JBSA for the events. Mr. Contreras stated that VIA would offer Park and Ride options as they would be the only civilian vehicles allowed on base.

Commissioner Cristina Bazaldua-Salazar entered the meeting at this time.

Commissioner Pacheco stated that she had recommended the recognition of civil service employees in past meeting and did not see it reflected in the proposed events. Lt. Col. Rolirad replied that various groups would develop events honoring civil service employees throughout the year and OMVA would assist in the development process.

Dr. Mike Flores asked of anticipated attendance for Military Appreciation Weekend. Lt. Col. Rolirad replied that they anticipated at least 150,000 attendees. Gen. Ayala added that they had worked on marketing efforts to encourage military members from outside the city to return to San Antonio for the weekend.

Lt. Col. Rolirad provided an overview of Navy Week from February 19<sup>th</sup> to the 25<sup>th</sup> and noted that sailors from the USS San Antonio would be present and conduct STEM-related activities with local students. She highlighted the following upcoming military events for the year:

- March: Military Aviation
- June: Army Birthday International Ball
- July: American Spirit Alliance
- August: Month of Military Medicine
- November: Armistice Day

Mr. Contreras stated that the use of sponsorship funds would be negotiated through the Morale, Welfare and Recreation Fund.

Commissioner Holland moved to approve the use of USAA's sponsored funds up to an amount of \$60,000 for the execution of military events during Commemorative Week. Commissioner Tijerina seconded the motion. The motion carried unanimously.

At this time, Dr. Matson recognized Chair Emeritus Robert Thraillkill for his service to the Tricentennial Celebration Commission and presented him with a custom, commemorative print of Tricentennial artwork commissioned from Cruz Ortiz for Texas Monthly Magazine. Mr. Thraillkill thanked the Commission for the recognition.

#### **4. Serve 300 update and Service Initiative Day – February 17 update**

Mr. Contreras stated that 43 agencies would participate in Serve 300. He noted that 250 volunteer participants had been secured for Service Initiative Day and provided an overview of service sites. He stated that staff was working with sponsors to secure in-kind donations for Tricentennial-branded presence and items at service events. He recognized Serve 300 Coordinator Alyssa Esparza and thanked her for her work on the Serve 300 Initiative.

Dr. Matson asked if all volunteer events for Service Initiative Day were listed on the website. Mr. Contreras replied that they were.

No action was required for Item 4.

#### **5. Commemorative Week Project Plans and consideration of additional contract support**

Ms. Vanessa Hurd stated that based on Commissioners' feedback, staff reviewed Commemorative Week events and added information regarding the role of Tricentennial staff and Commissioners,

stakeholders and partners, planned elements, confirmed locations, and estimated costs. She noted that staff had been assigned to each day of Commemorative Week and additional event details would be provided as they became available. She provided an overview of the following Commemorative Week events and their components:

- May 1<sup>st</sup>: Day of Reflection
- May 2<sup>nd</sup>: History and Education Day
- May 3<sup>rd</sup>: Founders Day
- May 4<sup>th</sup>: Arts for All Day
- May 5<sup>th</sup>: Legacy Day
- May 6<sup>th</sup>: Military Appreciation Day

Commissioner Pacheco asked if Commissioners would be able to view the VIA Learning Lab bus prior to deployment on History and Education Day. Ms. Hurd replied that staff could coordinate with VIA to allow Commissioners early access.

Commissioner Faith Radle asked of the cost of the Founders Day Ball. Ms. Hurd replied that details regarding the event were still being decided and they would bring that information to the Commission when it was available.

Commissioner Cardenas stated that the San Antonio Fire Museum expressed interest in participating in Arts for All Day.

Dr. Matson asked that details regarding event updates and changes be provided at the next meeting and encouraged Commissioners to send ideas and suggestions to Mr. Contreras.

Mr. Contreras stated that Event Management Services would likely be needed to assist in executing Commemorative Week events. He recommended issuance of simple Requests for Proposal (RFPs) for specific events. He stated that the threshold of the contracts would likely be under \$50,000 and therefore would not require board approval but he desired input regarding RFP issuance.

Ms. Hurd stated that the events identified for event management needs were the Day of Reflection and the opening of Lincoln Park, which was not yet scheduled.

Dr. Flores asked if staff had worked with event management contractors previously that could be utilized rather than go through an RFP process. Mr. Contreras stated that Unico Communications was currently under contract for the Founders Day Ball but may not have the capacity to take on additional events. He recommended that the Commission conduct an open and public RFP process.

Commissioner Bazaldua-Salazar asked if Unico had been given the opportunity to take on additional events. Mr. Contreras replied that specific additional events had not been discussed with Unico and contractually they did not have the Right of First Refusal.

Dr. Matson stated that general consensus was to move forward with the RFP process.

Commissioner Baerga recommended that the RFP contain language allowing future contracts with the selected event management contractors without another RFP process.

Commissioner Bazaldua-Salazar stated that she did not feel an RFP process was necessary due to the existing relationship with Unico.

Dr. Chiscano expressed his support for the contracts to contain the option to cover events throughout the year.

No action was required for Item 5.

## **6. KGBTexas Contract**

Mr. Contreras stated that the original contract with KGBTexas was for Fiscal Year 2016 and amended in Fiscal Year 2017. He noted that the contract had not been extended for Fiscal Year 2018 and KGBTexas had been operating on a month-to-month hourly rate basis. He stated that the FY2017 contract specified monthly retainers and staff recommended execution of a contract for the remainder of the year under a similar monthly retainer structure.

Ms. Hurd stated that staff realigned the Tricentennial marketing strategy to accomplish the following:

1. Increase responsiveness to improve outreach
2. Divide responsibility to align with core strengths
3. Ensure efficient use of dollars

Ms. Hurd stated that Tricentennial staff and borrowed City staff were best prepared to represent Tricentennial events to the community with the help of the Commission. She noted that KGBTexas would be asked to provide creative services, execute media buys, and serve in a support role to the Commission and staff regarding public relations and community outreach.

Ms. Katie Harvey stated that KGBTexas wanted to ensure a strong market presence through creative elements and to support public relations efforts driving community engagement. She noted that staff had divided their planned efforts into quarters and presented an overview of Quarters 1 and 2 covering February through June 2018. She highlighted the following as foci for engagement:

- February: Serve 300
- March: Witte Museum Tricentennial Exhibit, Final Four
- April: Fiesta, Commemorative Week, Valero Texas Open
- May: Commemorative Week
- June: Summer of Spain at the Pearl, San Antonio Museum of Art Tricentennial Exhibit, Juneteenth Celebration

Ms. Harvey provided a tentative schedule of Tricentennial op-eds through June.

Ms. Hurd stated that additional op-ed contributors would be added to be more reflective of Latino/Latina and younger audiences.

Dr. Chiscano suggested collaboration with Southwest Airlines to incorporate Tricentennial information into their in-flight magazine.

Dr. Matson suggested a Tricentennial sticker for Uber drivers to target visitors to San Antonio.

Commissioner Tijerina suggested displaying Tricentennial banners, particularly on the East and South Side. Mr. Contreras replied that City staff were working on banners and permanent fixtures for light poles.

Commissioner Cardenas asked of engagement with local schools. Mr. Contreras clarified that KGBTexas would not be involved in school engagement efforts but Tricentennial staff was working to build outreach in local schools.

## **EXECUTIVE SESSION**

Dr. Matson recessed the Tricentennial Celebration Commission into Executive Session at 10:58 am to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

## **RECONVENED**

Dr. Matson reconvened the meeting at 11:28 am and announced that no action had been taken in Executive Session.

Dr. Folks moved to approve a contract with KGBTexas not to exceed \$110,000 for the balance of the year with monthly caps of \$16,500 from February through May, \$7,000 beginning in June, and to specify deliverables rather than hourly billing. Commissioner Radle seconded the motion. The motion carried unanimously by those present.

### **7. Call for Tricentennial Speakers' Bureau**

Dr. Matson thanked Commissioners who had attending training for the Speakers' Bureau and extended an invitation to the remaining Commissioners to participate in future trainings. She noted that the presentation had been updated to reflect Bexar County's role in Tricentennial events and could be tailored based on the target audience and event.

Commissioner Radle recommended that Commissioners communicate with City Councilmembers to share presentation information and identify other opportunities for community engagement.

Commissioner Tijerina suggested coordination with ImpactSA for a future presentation.

Commissioner Cardenas asked of future training opportunities. Mr. Carlos stated that training would be scheduled and communicated to the Commission.

No action was required for Item 7.

### **8. Tehuan Indians Agreement**

Mr. Contreras stated that the agreement to approve funding for the Tehuan Indians to hold a Native American Event was approved by the board in October 2017 and asked Commissioners for clarification regarding expectations for fund-matching.

Commissioner Pacheco stated that she recalled discussion regarding the event but expectations for funding were not clarified.

Dr. Matson asked Mr. Contreras to try to negotiate with the Tehuan Indians regarding matching funds or a potential reduction in monetary commitment.

Commissioners Holland and Sosa exited the meeting at this time.

Dr. Folks asked of the scope of the agreement. Ms. Hurd replied that the event was budgeted in the amount of \$20,000 for the Tehuan Indians to host a festival with eight other tribes or nations at Mission County Park celebrating Native American history and culture.

Commissioner Jim Landers exited the meeting at this time.

No action was required for Item 8.

### **9. Commemorative Book Update**

Dr. Matson stated that Item 9 had been pulled from the agenda and would be addressed at a later date. She noted that the next Tricentennial Celebration Commission meetings were scheduled for February 20<sup>th</sup>, March 14<sup>th</sup>, and March 28<sup>th</sup>.

### **ADJOURNMENT**

There being no further discussion, Dr. Matson adjourned the meeting at 11:41 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*