



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

Commission Members Present:	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> ; 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>
Commission Members Absent:	Joe Linson, <i>District 2</i>
Tricentennial Staff Present:	Carlos Contreras, <i>Interim Executive Director & 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 & 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>
Others Present:	Debbie Racca-Sittre, <i>Director of Arts & Culture Department</i> ; Shahrzad Dowlatshahi, <i>City of San Antonio Chief of Protocol</i> ; Juan Ayala, <i>Director of Military & Veterans Affairs</i> ; Karen Rolirad, <i>Deputy Director of Military & 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&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 Thrailkill 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 16th: 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 1st: Opening of 'Confluence' at the Convention Center

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

- January 11th: 'Kunst/Arte: A Dialogue' at the Instituto Cultural Mexicano
- February 15th: '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 30th to February 3rd 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:



DR. CYNTHIA TENIENTE-MATSON, President
Tricentennial Celebration Commission

ATTEST:



CECILY HOPE PRETTY
Office of the City Clerk