



**TRICENTENNIAL CELEBRATION COMMISSION  
EXECUTIVE COMMITTEE MEETING MINUTES**

**TUESDAY, JANUARY 9, 2018 at 4:00 PM**

**CITY HALL, LOWER LEVEL CONFERENCE ROOM, 100 MILITARY PLAZA**

<b>Executive Committee 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>
<b>Tricentennial Commission Members Present:</b>	Mary Rose Brown, <i>Bexar County</i>
<b>Tricentennial Staff Present:</b>	Carlos Contreras, <i>Interim Executive Director</i> ; Tonya Baum, <i>Events Director</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>
<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> ; Clayton Binford, <i>Norton Rose Fulbright</i> ; Betty Bueche, <i>Bexar County</i> ; Monica Ramos, <i>Bexar County</i>

**CALL TO ORDER**

President Dr. Cynthia Teniente-Matson called the meeting to order at 4:07 pm.

**1. Discussion on the Tricentennial Commemorative Week activities**

Ms. Vanessa Hurd provided an overview of Commemorative Week activities from May 1 – May 6, 2018 and asked that the Executive Committee provide input regarding the overall concepts for each day of activities.

Ms. Hurd stated that the intent of the May 1<sup>st</sup> Day of Reflection was to unite the entire faith-based community of San Antonio.

Father David Garcia asked of participants in the Pilgrimage from The Alamo to Main Plaza. Interim Director Carlos Contreras replied that they were discussing collaboration with other leaders in the religious community as well as the indigenous population.

Ms. Betty Bueche noted an event during San Antonio's Centennial Celebration where all churches in the city were asked to ring their bells at the same time and suggested a similar event occur on the Day of Reflection.

Commissioner Lionel Sosa suggested the inclusion of students to tell the story of San Antonio's history.

Fr. Garcia asked that the focus of the day embrace the role of faith in the community for the last 300 years and its positive impact on San Antonio. Dr. John Folks agreed and added that care should be taken to acknowledge the diversity of faiths in the region.

Ms. Hurd stated that the intent of the May 2<sup>nd</sup> History and Education Day was to celebrate the history of San Antonio with a focus on schoolchildren. She noted that the 2017 Educator's Institute resulted in compilation of educational resources for schools to utilize.

Dr. John Folks suggested meeting with local superintendents to encourage designation of time at each school to talk about the history of San Antonio and the Tricentennial as well as the city's future.

Ms. Bueche suggested coordination of a formal book signing for the release of the Tricentennial Commemorative Book between Bexar County, City of San Antonio, and Trinity University Press, the book's sponsors.

Dr. Matson suggested that the scope be expanded to include Pre-K 4 SA and other early childhood development programs.

Ms. Hurd stated that the May 3<sup>rd</sup> Founders Day would be characterized by a ticketed Founders Ball downtown as well as free, public partner events at Morgan's Wonderland and educational institutions throughout the city. She noted that the Founders Ball was targeted as one of the main events for visiting international delegations.

Commissioner Sosa asked that media partners film events and coordinate to produce event summaries that could be broadcast and distributed online.

Ms. Hurd stated that the intent of the May 4<sup>th</sup> Arts for All Day was to celebrate San Antonio's unique culture and heritage through art. She noted that meetings were planned with arts partners and local museums to coordinate events.

Dr. Folks asked if the activities would be limited to the visual arts. Ms. Hurd replied that it would be inclusive of all art forms.

Ms. Bueche stated that Bexar County was organizing a fireworks display for the evening along the Mission Reach that would feature multiple viewing areas and small festivals. She noted that a fireworks company would be contracted to tell the story of the community through fireworks in support of the artistic focus of the day. She stated that parishes along the Mission Reach were working to formulate the festivals around the viewing areas and non-profits would be invited to set up booths.

Ms. Hurd stated that the May 5<sup>th</sup> Legacy Day would feature the opening of Phase 1 of the San Pedro Creek Improvements Project and staff was seeking input to capture the essence of the day.

Mr. Contreras stated that Bexar County had contributed a significant portion of funds for the project and would be in charge of many of the related events. Ms. Bueche noted that events were still in development but highlights would include various musical acts, food vendors, a charitable component, and the reinstallation of a historical marker.

Ms. Hurd stated that the May 6<sup>th</sup> Military Appreciation Day was being planned by the City of San Antonio's Office of Military and Veterans Affairs (OMVA) and Fort Sam Houston would be opened to the public to host a range of festivities.

Dr. Alfonso Chiscano asked if an invitation had been extended to the President of the United States. Mr. Contreras replied that it would likely be difficult to secure the President's attendance at this point but OMVA had coordinated extensively with Joint Base San Antonio and the Pentagon to host the planned activities and attendees.

Ms. Hurd thanked the Executive Committee for their input and stated that staff would present an updated version of the Commemorative Week briefing to the full Commission.

No action was required for Item 1.

## **2. Discussion on Tricentennial events calendar**

Dr. Matson stated that a Work Session was held to determine how to designate Partner Events as unique and asked staff to provide an update.

Ms. Hurd reviewed the four questions that staff had presented for the Work Session to determine if Tricentennial Partner Events were unique and deserved special recognition or marketing:

- 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?

Ms. Hurd stated that staff had compiled the following additional criteria based on Commissioners' feedback:

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

Ms. Hurd stated that based on the eight criteria, approximately 100 Partner Events out of the original 700 had been selected for review and potentially special designation.

Fr. Garcia asked who had selected the 100 events. Ms. Hurd stated that it was a collaborative effort among Tricentennial Staff and that they would like continued input from the Executive Committee and the Commission.



Dr. Folks asked if events were selected based on fulfillment of one criterion. Ms. Hurd stated that it was a case-by-case basis but the vast majority met two or more criteria.

Commissioner Sosa stated that one of the points raised during the Work Session was to consider public accessibility and cost when designating events. Ms. Hurd replied that cost and accessibility analyses were still underway.

Fr. Garcia suggested the creation of a name or logo for events designated under the criteria. Mr. Contreras replied that the events were currently indicated as "Featured" on the Tricentennial Website but additional work would be done regarding designation.

Ms. Hurd stated that briefings with 10-15 organizations had occurred over the last month to gather updated information regarding partner events and more meetings would be scheduled. She noted that additional communication would be sent to partners regarding Terms of Use for the Tricentennial Brand and providing current event information for the Tricentennial Website.

Dr. Matson stated that events selected for designation would be uploaded to the online calendar in advance for the year rather than on a quarterly basis. Ms. Hurd added that Facebook Events would be created for the highlighted events to encourage public engagement.

Dr. Matson asked the Commission to consider a process for adding new events. Dr. Chiscano expressed concern that there was not enough staff support to handle additional events but exceptions could be made depending on event details. Dr. Folks asked that new events not only meet designation criteria but be approved by the Executive Committee or the full Commission prior to addition.

No action was required for Item 2.

### **3. Election of officers**

Dr. Matson stated that the bylaws of the Tricentennial Celebration Commission called for a scheduled election of officers and that the positions of Vice President, Secretary, and Treasurer would need to be filled. She noted that she would like to recruit the Treasurer from a major local accounting firm due to the need for financial expertise.

Dr. Chiscano asked of the responsibilities of the Treasurer. Mr. Clayton Binford replied that they would oversee financial transactions and tracking, owe fiduciary responsibility to the Commission, and be an Officer of the Board.

The Executive Committee affirmed their consent to pursue a Treasurer from outside the Commission.

Fr. Garcia suggested combining the Secretary and Treasurer roles. Dr. Folks expressed his agreement with combining the roles.

Fr. Garcia recommended Commissioner Sosa or Dr. Chiscano as Vice President since they acted as County Representatives and Dr. Matson, the President, was a City Appointee. Dr. Chiscano replied that he found scheduling to be a challenge and recommended the nomination of Commissioner

Sosa. The Executive Committee affirmed the nomination and Dr. Matson stated she would bring the recommendation to the full Commission for a vote.

No action was required for Item 3.

**EXECUTIVE SESSION**

Dr. Matson recessed the meeting into Executive session at 5:14 pm to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

**RECONVENED**

Dr. Matson reconvened the meeting at 6:14 pm and announced that no action had been taken in Executive Session.

**4. Adjournment**

There being no further discussion, Dr. Matson adjourned the meeting at 6:14 pm.

APPROVED:



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

ATTEST:



CECILY HOPE PRETTY  
*Office of the City Clerk*