



**TRICENTENNIAL CELEBRATION COMMISSION
MEETING MINUTES
WEDNESDAY, JANUARY 24, 2018 at 9:30 AM
MUNICIPAL PLAZA BUILDING, B ROOM**

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| Commission Members Present: | Dr. Cynthia Teniente-Matson, <i>President & 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> ; Faith Radle, <i>District 5</i> ; Jim Landers, <i>District 6</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: | Father David Garcia, <i>Co-Chair</i> ; Lionel Sosa, <i>Vice President & Co-Chair</i> ; Joe Linson, <i>District 2</i> ; Dr. Mike Flores, <i>District 4</i> ; Cristina Bazaldua-Salazar, <i>District 7</i> ; Weslee Baerga, <i>District 8</i> |
| Tricentennial Staff Present: | Carlos Contreras, <i>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> ; 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> ; Isaac Bernal, <i>Management Fellow</i> |
| Others Present: | Ray Rodriguez, <i>Deputy City Attorney</i> ; Stephen Whitworth, <i>Assistant City Attorney</i> ; Jonathan Chaires, <i>Legal Intern (CAO)</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Clayton Binford, <i>Norton Rose Fulbright</i> ; TJ Mayes, <i>Bexar County</i> ; Betty Bueché, <i>Bexar County</i> ; Monica Ramos, <i>Bexar County</i> |

CALL TO ORDER

President Dr. Cynthia Teniente-Matson called the meeting to order at 9:39 am.

- 1. Approval of the minutes from December 15, 2017; January 5, 2018; and January 10, 2018**

Commissioner Brenda Pacheco noted that Item 10 from December 15th should address the Tricentennial Commemorative Week rather than the Commemorative Book.

Dr. Alfonso Chiscano moved to approve the minutes with the requested correction. Commissioner Dan Arellano seconded the motion. The motion carried unanimously by those present.

2. Executive Session

Dr. Matson recessed the Tricentennial Celebration Commission into Executive Session at 9:42 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 10:29 am and announced that no action had been taken in Executive Session.

3. Appointment of Executive Director and review of delegated authority for accounting/signing checks

Commissioner Martha Tijerina moved to appoint Carlos Contreras as permanent Executive Director of the Tricentennial Celebration Commission. Commissioner Mary Rose Brown seconded the motion. The motion carried unanimously by those present.

Mr. Contreras provided an overview of the current signatory authority guidelines for executing checks and contracts. He stated that the Executive Director could execute contracts up to an amount of \$50,000 independently; higher amounts required Board approval. He noted that the Executive Director could sign checks up to an amount of \$10,000; higher amounts required a second signature from the President, Treasurer, or Secretary.

Commissioner Pacheco asked that checks and contracts not requiring Board approval still be made known to Commissioners.

Mr. Contreras proposed the following changes to check signatory authority:

- Amounts up to \$10,000 require signatures from the Executive Director and a representative from the Finance Department with no Board approval necessary
- Amounts from \$10,001 to \$50,000 for payments under contracts directly approved by the Board require signatures from the Executive Director and a representative from the Finance Department
- Amounts above \$50,000 require signatures from the Executive Director and either the President, Treasurer, or Secretary

Mr. Contreras stated that no changes to contract authority were recommended at this time.

Commissioner Dr. John Folks moved to approve the proposed signatory guidelines as presented. Dr. Chiscano seconded the motion. The motion carried unanimously by those present.

4. Review of Tricentennial Calendar of Events and Commemorative Week Update

Ms. Vanessa Hurd reviewed eight questions that staff compiled 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?
- 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 staff had utilized the questions to identify approximately 80 of the 771 original events and asked Commissioners to review those identified. She noted that staff was seeking Commission approval to move forward immediately with formulation and execution of a Comprehensive Partner Communication Plan and Marketing and Public Relations Plan. She stated that communications with partners would include updates and additions to event information as well as marketing and branding expectations.

Commissioner Mario Salas exited the meeting at this time.

Commissioner Faith Radle asked of outreach efforts to acquire additional information from event partners. Ms. Hurd replied that it was an ongoing process and information would be added as it was provided.

Dr. Matson stated that media outlets were already selecting the events they wished to highlight so it was important to move forward with a Tricentennial-sanctioned program for selecting those which the Commission wished to highlight.

Commissioner Pacheco expressed concern that enough attention was not given to accessible free or low-cost events. Ms. Hurd stated that staff took cost into consideration when selecting events and would accept recommendations for how to note all such events on the website.

Commissioner Mary Rose Brown expressed concern that annually recurring events received too much recognition as unique events and asked staff to re-examine events with a Tricentennial focus organized by the DoSeum and the Pearl. Ms. Hurd replied that she would follow up on said events.

Ms. Betty Bueché asked for clarification regarding how Bexar County events would be featured on the website. Dr. Matson replied that she had met with Judge Nelson Wolff earlier in the week to ensure that Bexar County events were elevated and properly credited. She recommended a future meeting between Bexar County and the Tricentennial Commission to ensure satisfaction with the marketing efforts and that Bexar County was properly credited for their sponsorship. Ms. Bueché asked that staff consider highlighting the Bexar County Tricentennial Historic Research Symposium on February 24th.

Dr. Folks asked how events would be highlighted against the full list on the website calendar. Ms. Hurd replied that there were design elements on the homepage that allowed events to be highlighted. Dr. Folks suggested regular communication with media outlets to indicate upcoming events and highlighted events in particular.

Commissioner Pacheco asked that credit be highlighted for organizations that made free or low-cost events possible for the public.

Commissioner Radle asked of print marketing opportunities. Ms. Hurd replied that the SA300 Magazine would be released March 16th containing approximately 100 pages detailing each Tricentennial event.

Commissioner Luke Holland suggested a weekly press release detailing the upcoming week's events.

Commissioner Tijerina expressed concern that community outreach was not being adequately performed and asked that more attention be paid to low-cost outreach opportunities.

Commissioner Henry Cardenas suggested outreach efforts to historical and genealogical websites asking them to link back to the Tricentennial website.

Commissioner Pacheco asked of the feedback process moving forward if Commissioners disagreed with the selected events to be highlighted. Dr. Matson replied that Commissioners could continue to submit feedback and suggestions but the process as a whole needed to move forward so staff could implement a Marketing and Public Relations Plan. She asked staff to continue with partner communications to acquire necessary information and address branding.

Mr. Contreras stated that staff had met with internal Commemorative Week Partners to identify execution needs. He noted that one staff person had been assigned to each day's events and they were in the process of obtaining cost estimates and identifying fundraising opportunities. He stated that briefing documents for each day of Commemorative Week would be provided in advance of the next Tricentennial Celebration Commission meeting.

Dr. Folks stated that he would meet with County and Regional Superintendents to encourage on-campus events for History & Education Day to celebrate the founding of San Antonio.

No action was required for Item 4.

5. Review Committee Structure

Dr. Matson asked Commissioners to review a list of Subcommittees and members and asked for feedback regarding the necessity of the Subcommittees or changes in membership. She noted that the Arts and Culture Subcommittee was replaced by the Public Art Committee of Public Art San Antonio.

Commissioner Radle expressed concern that public art was not inclusive of all artistic opportunities and asked that if the Subcommittee were to be reconstituted, it be more diverse and focused on activation. She stated that she was available to assist with Arts for All Day. Dr. Matson replied that staff would determine if Arts for All Day needed a formal Subcommittee for support.

Commissioner Pacheco asked if Chairs for new Subcommittees would be members of the Commission. Dr. Matson replied that they would.

Ms. Bueché stated that she had been an active member of the History and Education, Marketing and Branding, and Commemorative Book Subcommittees and asked that she be reflected on the rosters.

Commissioner Cardenas stated that he was erroneously listed as a member of the Commemorative Book Subcommittee.

Commissioner Pacheco expressed her satisfaction with Angelica Docog's work as Chair of the History and Education Subcommittee but asked that the Co-Chair be replaced by a member of the Commission. Dr. Matson replied that the Subcommittee was functioning effectively and she did not see a reason to change their process.

Dr. Chiscano stated that he had participated on the History and Education Subcommittee for over a year and asked that his name be reflected on the roster.

Ms. Ann Eaton stated that Mari Tamez of the Canary Island Descendants Association was an active member of the History and Education Subcommittee and should be added to the roster.

Mr. Contreras stated that a subset of the Event Coordination and Community Engagement Subcommittee had been meeting regularly. Commissioner Pacheco noted that she had attended general meetings but decisions were often made in advance of meetings without the input of members. She expressed concern that the opinions of members were not valued or desired. Mr. Contreras stated that staff would determine whether the Subcommittee was still required and return to the Commission with that recommendation.

Ms. Eaton stated that staff would coordinate with the Chairs of each Subcommittee to verify membership.

Commissioner Arellano asked to be added to the History and Education Subcommittee.

Commissioner Brown, Commissioner Tijerina, and Dr. Chiscano asked to be added to the Marketing and Branding Subcommittee. Commissioner Brown noted that Commissioner Weslee Baerga had also expressed interest in joining the Subcommittee. Commissioner Pacheco suggested Commissioner Tijerina be considered for Co-Chair.

Mr. Contreras stated that the Community Service Subcommittee had not met since July 2017 and suggested it be dissolved. Dr. Matson agreed that the Subcommittee would be discontinued.

Commissioner Pacheco stated that Commissioner Lionel Sosa acted as the Chair of the Commemorative Book Subcommittee rather than Dr. Chiscano. Commissioner Radle added that Ms. Bueché and Commissioner Tijerina were also members.

Dr. Matson stated that the External Affairs Subcommittee had been replaced by the International Relations Office and could be formally dissolved. She noted that she would obtain current committee information from Chief Protocol Officer Shahrzad Dowlatshahi.

Commissioner Tijerina asked to join the Community Engagement Subcommittee if it were reconstituted.

No action was required for Item 5.

6. Volunteer opportunities

Ms. Hurd reviewed the following immediate opportunities for community outreach regarding volunteering:

- Ambassadors for speaking opportunities
- Infrastructure Day
- Final Four Fan Fest Booth

Ms. Hurd stated that staff had compiled a list of potential organizations to which Commissioners could speak about the Tricentennial. She added that they were working on a presentation that Commissioners could use and a formal staff briefing was scheduled for February 1, 2018.

Commissioner Tijerina asked that efforts be made to publicize the Commission's willingness to make presentations. Dr. Matson noted that the opportunity to have Commissioners speak was being included in partner communications.

Commissioner Pacheco asked if Commissioners would be issued a script as part of the presentation. Ms. Hurd stated that staff was only providing a PowerPoint presentation. Dr. Matson asked that Commissioners attend training to ensure messaging consistency. Commissioner Pacheco asked of the process to set up speaking engagements. Ms. Hurd replied that Tricentennial staff would act as liaisons.

Commissioner Brown asked if the Marketing and Branding Subcommittee would have an opportunity to review the PowerPoint prior to training. Ms. Hurd replied that the deadline for the presentation was Friday but she would provide it to the Subcommittee for feedback.

Commissioner Holland asked of the length of the presentation. Mr. Contreras replied that the presentation would last approximately 10-15 minutes and efforts would be made to send a staff member to support Commissioners at speaking engagements.

Ms. Hurd stated that Infrastructure Day was scheduled for February 7, 2018 with seven volunteer activities. She asked Commissioners to consider volunteering and recruiting volunteers. She noted that those who volunteered through the Tricentennial website would receive a Tricentennial t-shirt and Tricentennial branding would be present at the events.

Dr. Matson asked of communication with people who had signed up as potential volunteers in 2017. Ms. Alyssa Esparza replied that all who had signed up as volunteers prior to the current volunteer database system would have received emails regarding current volunteering opportunities and they could re-register in the current system.

Ms. Hurd stated the Final Four Fan Fest booth would operate from March 30th to April 2nd and would distribute marketing items to promote the Tricentennial. She asked Commissioners to consider volunteering and noted that upcoming volunteer events would continue to be brought to the Commission's attention.

No action was required for Item 6.

7. Marketing & Co-branding opportunities; Final Four, SA Rodeo, and Fiesta

Ms. Hurd stated that the Final Four presented opportunities for marketing including a media welcome reception for 500 attendees branded with the Tricentennial. She noted the development of press materials and kits for distribution as well as a welcome video from Mayor Ron Nirenberg.

Commissioner Brown asked if street banners would be displayed downtown so Tricentennial branding would be visible for press coverage. Ms. Hurd stated that the Tricentennial logo would be displayed around major media outposts but she would verify if banners would be present.

Ms. Hurd stated that the San Antonio Rodeo's Palomino Parade was allowing an outside flag for the first time and the Tricentennial flag would be flown each time the Parade entered the arena. She noted that the Tricentennial would be participating in Fiesta during the Flambeau and King William Fair Parades and were waiting on float approval for the Battle of Flowers Parade.

Dr. Chiscano suggested that staff contact Jesse Kardys, a Fiesta organizer, to identify opportunities for more visibility.

Commissioner Tijerina suggested the inclusion of local schoolchildren during parades.

No action was required for Item 7.

Item 9 was addressed at this time.

9. Tricentennial Commission meeting schedule

Dr. Matson stated that the next Tricentennial Celebration Commission meetings were scheduled for February 6, 2018 and February 20, 2018.

No action was required for Item 9.

Item 8 was addressed at this time.

8. Canary Island presentation

Commissioners Pacheco, Tijerina, Dr. Matson, Holland, Brown, Wright, and Cardenas exited the meeting during the presentation of Item 8 and a quorum was lost. No further action could be taken.

Mari Tamez presented on the upcoming arrival of a delegation from the Canary Islands and the associated Tricentennial Events.

No action was taken on Item 8.

10. Announcements

Item 10 was not addressed.

ADJOURN

There being no further discussion, Dr. Folks adjourned the meeting at 11:57 am.

APPROVED:



DR. CYNTHIA TENIENTE-MATSON, President
Tricentennial Celebration Commission

ATTEST:



CECILY HOPE PRETTY
Office of the City Clerk