



**TRICENTENNIAL CELEBRATION COMMISSION
EXECUTIVE COMMITTEE MEETING MINUTES
WEDNESDAY, FEBRUARY 14, 2018 at 9:00 AM
TRICENTENNIAL OFFICE, 101 S. SANTA ROSA**

Executive Committee Members Present:	Dr. Cynthia Teniente-Matson, <i>President & Co-Chair</i> ; Lionel Sosa, <i>Vice President & Co-Chair</i> ; Dr. John Folks, <i>Co-Chair</i> ; Father David Garcia, <i>Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Co-Chair</i> ; Mary Rose Brown, <i>Secretary</i>
Tricentennial Staff Present:	Carlos Contreras, <i>Executive Director</i> ; Vanessa Hurd, <i>Deputy Director</i> ; Luisa Casso, <i>Corporate Sponsorship Consultant</i> ; Michael Vela, <i>Special Projects Manager</i> ; Kristopher Ryan, <i>Department Fiscal Administrator</i> ; Ann Eaton, <i>Executive Management Assistant</i>
Others Present:	Sherry Lambeck, <i>Tricentennial Treasurer</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Laura Mayes, <i>Communications Strategist (GPA)</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Betty Bueché, <i>Bexar County</i> ; Monica Ramos, <i>Bexar County</i>

CALL TO ORDER

Vice President Lionel Sosa called the meeting to order at 9:08 am with Dr. Cynthia Teniente-Matson present by teleconference call.

1. Approval of minutes from the January 9, 2018 meeting

Commissioner Dr. John Folks moved to approve the minutes of the January 9, 2018 Tricentennial Celebration Commission Executive Committee meeting. Commissioner Father David Garcia seconded the motion. The motion carried unanimously by those present.

2. Marketing and Communication Plan report

Commissioner Dr. Alfonso Chiscano entered the meeting at this time.

Commissioner Sosa expressed concern that the current and proposed Tricentennial billboards contained too much text to be readable from the highway. He suggested changing the name of Commemorative Week to Birthday Week to increase accessibility and interest and removing everything from the billboards except the name, dates, website, and images.

Mr. Carlos Contreras noted that all published materials currently utilized the name Commemorative Week.

Father Garcia suggested changing the name to Anniversary Week. Dr. Chiscano stated his agreement and expressed concern that Birthday Week did not accurately reflect the purpose of the week's events.

Dr. Matson expressed support for Birthday Week to be accessible and inclusive to citizens of all ages. She asked if the Marketing Subcommittee had been involved in the discussion to change the name of Commemorative Week. Commissioner Sosa replied that he had not brought it to the Marketing Subcommittee but expressed interest in receiving revised billboard mockups from KGBTexas to share with the Subcommittee.

Father Garcia suggested changing the name on the billboards and making the decision to change the name in all materials at a later date. Ms. Vanessa Hurd stated that there were upcoming print deadlines so a decision to change all materials would be best to avoid different marketing messages.

Dr. Matson and Commissioner Mary Rose Brown entered the meeting at this time.

Dr. Folks expressed his concern that Birthday Week and Anniversary Week did not capture the spirit of the week's events. He suggested renaming Commemorative Week to Celebration Week. Commissioner Sosa, Father Garcia, and Dr. Matson expressed their support for Celebration Week.

Ms. Lambeck suggested changing only the billboard messaging to "Celebrate May 1-6" and leaving the name as Commemorative Week for other materials. Commissioners Sosa, Brown, Dr. Folks, Father Garcia, Dr. Matson, and Mr. Contreras expressed their support for the suggestion. Commissioner Sosa asked to communicate to the full Commission that the Executive Committee had made the decision to change billboard materials.

At this time, Dr. Matson formally welcomed Ms. Lambeck as Treasurer and introduced those present.

Commissioner Sosa stated that the Tricentennial television commercial in circulation needed to be updated for upcoming events. He asked to schedule a marketing meeting with KGBTexas to see creative materials and discuss marketing strategy. He expressed concern that KGBTexas did not have adequate justification for their proposed marketing plan and media buys and they did not have a specific target demographic.

Ms. Hurd stated that KGBTexas had received direction in 2017 to target broad demographics in their media buy which led to difficulties in penetration and analysis. She noted that \$30,000 that had been allocated for a fourth quarter television buy was being reallocated to neighborhood billboards to increase reach. She stated that the current media buy had already been completed so additional penetration was not likely.

Dr. Folks asked if billboard marketing included digital billboards. Ms. Hurd replied that six digital billboards would go into rotation shortly featuring Commemorative Week and Serve 300 events.

Ms. Hurd stated that staff had asked KSAT for an inventory of all contractual delivery items. She noted the following had aired to date:

- News coverage: 160 news mentions

- *SA Live* segments: 5 “Why I Love SA” & 4 “Did You Know?”
- 58 “Tricentennial Moments”
- 146 out of “300 San Antonians”

Ms. Hurd stated there was an upcoming digital campaign buy for \$25,000 for marketing elements such as the Commemorative Book, Serve 300, and *Confluence and Culture*.

Dr. Matson asked how citizens were selected for the “300 San Antonians” segments. Ms. Hurd stated that the Commission and staff did not have editorial influence but she could obtain a list of previous featured citizens and offer suggestions for future segments. Father Garcia asked that future segments avoid high profile citizens.

Ms. Hurd provided an overview of website and social media services provided by Tribu and noted that as of January, the Tricentennial website had 11,000 unique visitors of which 71% were first-time visitors. She added that there were approximately 100 new e-newsletter subscriptions daily since it was launched two weeks prior.

Commissioner Sosa asked of social media follower goals. Ms. Hurd stated that they hoped to obtain 50,000 Facebook followers and 10,000 Twitter followers. She noted that currently there were approximately 41,000 Facebook followers and 3,500 Twitter followers. Commissioner Sosa asked how San Antonio’s Tricentennial social media presence compared to New Orleans’ Tricentennial social media presence. Mr. Contreras replied that New Orleans’ Facebook site had approximately 2,000 followers.

Commissioner Brown asked of the status of Tricentennial pole banners for downtown. Ms. Hurd replied that they were in production.

No action was required for Item 2.

3. NYE Reconciliation

Mr. Contreras stated that the original New Year’s Eve budget was \$1.5 million but had been revised down to \$1.192 million due to the elimination of the proposed Ignite 300 event. He noted that total expenses came in at \$1.201 million due in part to unforeseen weather and technical circumstances. He stated that ticket and merchandise sales totaled approximately \$95,000, resulting in a surplus.

No action was required for Item 3.

4. Calendar update/Commemorative Week

Ms. Hurd stated that staff continued to review partner events and had identified approximately 90 events to be highlighted. She noted that events that had been added since the previous meeting included the 6th Annual Book Festival, *Summer of Spain* at the Pearl, *Dream Tomorrow, Today* at the DoSeum, and the Juneteenth Festival.

Mr. Contreras stated that the current event submission process involved staff examination utilizing Tricentennial Commission-approved guidelines for unique events. He noted that not all submitted events had met the criteria and therefore had not been accepted for addition to the official calendar.

Dr. Chiscano stated that the President of the Canary Islanders would no longer be visiting San Antonio for the Tricentennial but would send the Minister of Economy in his place.

Ms. Hurd stated that all partner event organizers had received email communication regarding the work of the Commission to evaluate the calendar and the selection process for highlighted events. She noted that an additional email would be sent to highlighted event organizers regarding Tricentennial support and marketing as well as communication expectations. Dr. Matson noted that Mr. Isaac Bernal and Ms. Ann Eaton would be the dedicated contact persons for partner event organizers moving forward.

Dr. Matson asked for an update regarding the Final Four. Ms. Hurd replied that the media party would be Tricentennial-themed and Tricentennial branding would be displayed in the Alamodome during Final Four events. She added that Mayor Nirenberg had filmed a video to be played on bus loops and media kits would include Tricentennial-themed pieces and vignettes for feature. Mr. Contreras added that the Alamodome marquee was being replaced and would be Tricentennial-branded during the Final Four.

No action was required for Item 4.

5. Fundraising/Budget update

Ms. Hurd stated that the Tricentennial budget was constructed around the following initiative areas:

- Arts & Culture
- History & Education
- Community Service
- Commemorative Week

Ms. Hurd stated that staff had revisited with partner organizations and had completed a new round of cost estimation to determine budget needs. She stated that the remaining amount needing to be raised was a little over \$2 million.

Ms. Betty Bueché stated that the line item listing contribution by Bexar County for Commemorative Week had not gone to Commissioners Court for approval. Mr. Contreras stated that they would request the funding from Commissioners Court at a future meeting.

No action was required for Item 5.

6. Personnel contract for services beginning March 1, 2018 – December 31, 2018 (Executive Session)

EXECUTIVE SESSION

Dr. Matson recessed the meeting into Executive session at 10:23 am to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation, and/or personnel matters under Texas Government Code Section 551.074.

RECONVENED

Dr. Matson reconvened the meeting at 11:10 am and announced that no action had been taken in Executive Session.

Commissioner Sosa moved to approve a Professional Services Agreement with Vanessa Hurd for the period beginning March 1, 2018 through December 31, 2018. Commissioner Brown seconded the motion. The motion carried unanimously.

ADJOURNMENT

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

Respectfully submitted,

*Cecily Hope Pretty
Office of the City Clerk*

APPROVED:



DR. CYNTHIA TENIENTE-MATSON, President
Tricentennial Celebration Commission

ATTEST:



MARY ROSE BROWN, Secretary
Tricentennial Celebration Commission