



**TRICENTENNIAL CELEBRATION COMMISSION
EXECUTIVE COMMITTEE MEETING MINUTES
MONDAY, MARCH 5, 2018 at 4:00 PM
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> ; Father David Garcia, <i>Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Co-Chair</i>
Executive Committee Members Absent:	Dr. John Folks, <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> ; Ann Eaton, <i>Executive Management Assistant</i>
Others Present:	Shanon Shea Miller, <i>Director of Historic Preservation</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Clayton Binford, <i>Norton Rose Fulbright</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

President Dr. Cynthia Teniente-Matson called the meeting to order at 4:10 pm.

1. Founders Day & Gala Discussion

Ms. Shanon Shea Miller stated that she had recently met with the community partners involved in Founders Day and noted that all were on track in terms of planning.

Mr. Carlos Contreras stated that contracts with Texas A&M University San Antonio, St. Philip's College, Our Lady of the Lake University, and Morgan's Wonderland were executed in August 2017 for varying amounts to support the activities of Founders Day. He asked if the Co-Chairs recalled receiving information about said contracts. They replied that they did not.

Ms. Miller stated that some of the institutions had expressed concern that they had not yet received funding but others may be flexible in their expectations. Mr. Contreras replied that the contracts were executed on behalf of the Tricentennial and he intended to honor the terms.

Dr. Matson asked if the promised funding had specific allocation requirements. Ms. Vanessa Hurd replied that they did not. Dr. Matson asked if the funds were intended to cover simulcasting. Mr. Contreras replied that they were not. Ms. Miller added that simulcasting would no longer be part of

the Founders Day programming. Dr. Matson expressed concern with the contract amounts and suggested asking partners if they could scale back their programs in exchange for less funding. Ms. Miller replied that she would follow up with partners on changing the program scope and noted the need to dedicate funds for marketing. Dr. Matson stated that Texas A&M San Antonio was utilizing artists already funded through Tri-Arts Grants to minimize their program costs. Ms. Miller noted that some of the other partners had done the same.

Ms. Miller stated that an on-site visit had been scheduled at the Convention Center with the parties involved in logistics for the Founders Gala. She noted concerns that the event management proposal and budget were misaligned and stated that the site visit would help clarify the scope and details of the gala.

Dr. Matson stated that staff had agreed to send out "Save-the-Dates" for the gala and to change the Tricentennial logo to incorporate Bexar County's Tricentennial logo for said event.

Father David Garcia asked if the timing of partner events would detract from participation in the gala. Mr. Contreras replied that they were considering moving partner events to an earlier time so people would be able to participate in both Founders Day components.

No action was required for Item 1.

2. Tricentennial Book

Vice President Lionel Sosa expressed concern that Trinity University Press was behind on execution of the Tricentennial book and would not meet their delivery date of April 27, 2018. He expressed further concern that the Commission would only have until May 2nd to preview it prior to its intended release. He asked if the Board should consider moving the release date. Ms. Hurd replied that the timeline was tight but they anticipated a report that evening confirming that the book was almost completed. Mr. Contreras suggested keeping the release date, continuing to monitor progress, and maintaining consistent communication with the editors.

Ms. Hurd expressed the importance of marketing to communicate the amount of work and collaboration contributing to the book. Commissioner Sosa stated that the back cover of the book would explain the parties involved in the process.

Father Garcia stated that the Tricentennial book was one of the main legacy projects and suggested giving it its own event separate from Commemorative Week in order to highlight it.

Dr. Alfonso Chiscano expressed concern that pushing the release date would not allow the Duke of Bejar to participate in a book signing event.

Ms. Betty Bueché asked of an online component to allow people to add their own stories. Mr. Contreras expressed support for the idea.

No action was required for Item 2.

3. Commemorative Week

Ms. Hurd stated that staff met weekly to finalize plans for Commemorative Week and would finalize the run of show for the Day of Reflection, History & Education Day, and Arts for All Day the following week. She provided an overview of updates to each day's events. She highlighted the attendance of 21 faith groups for the Day of Reflection and the VIA Learning Lab bus for History & Education Day.

Father Garcia asked if an inclement weather plan had been developed for the Day of Reflection since all activities were planned to be outside. Ms. Hurd replied that they were still developing a plan. Father Garcia suggested reserving San Fernando Cathedral in case of rain.

Dr. Chiscano asked of student engagement in schools for History & Education Day. Ms. Hurd replied that Dr. Folks would sign a letter to all local superintendents containing lesson ideas for elementary school students.

Ms. Ann Eaton stated that several local art galleries had agreed to participate in Arts for All Day and provide gallery access to the public free of charge. She highlighted musical and dance events at multiple venues. She noted that staff was considering a Serve 300 Event for graffiti abatement and creation of a community mural. She stated that the day would conclude with festivals along the Mission Reach and fireworks sponsored by Bexar County. Ms. Bueché provided an overview of the County's planned events and performances for the day and noted that the fireworks had been rescheduled to 9:30 pm to facilitate local news coverage.

Father Garcia asked staff to direct the Co-Chairs to specific events during Commemorative Week. Ms. Bueché added that Bexar County would like Tricentennial staff to review the draft itinerary for the Duke of Bejar to ensure attendance at highlighted events.

Mr. Contreras stated that he would bring a funding agreement with USAA for Military Appreciation Weekend to the Board for approval.

Ms. Bueché asked if the modified logo would be utilized for all branding moving forward. Mr. Contreras stated that it would be used for specific, highlighted events throughout the year.

No action was required for Item 3.

4. Community Outreach/Public Relations & Calendar Updates

Ms. Hurd stated that staff had received feedback to be more inclusive in marketing outreach. She presented examples of banners, billboards, and other Tricentennial-branded marketing materials that would be displayed in various locations throughout the city within six weeks.

Father Garcia asked of sales locations for Tricentennial-branded items. Mr. Contreras replied that items were currently available for sale online and Visit San Antonio would operate a Tricentennial-branded store at a later date. Dr. Matson suggested pop-up booths at Tricentennial Events to sell merchandise.

No action was required for Item 4.

EXECUTIVE SESSION

Dr. Matson recessed the meeting into Executive Session at 5:22 pm 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.

Father Garcia exited the meeting during Executive Session and a quorum was lost.

RECONVENED

Dr. Matson reconvened the meeting at 5:57 pm and announced that no action had been taken in Executive Session.

ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 5:57 pm.

Respectfully submitted,

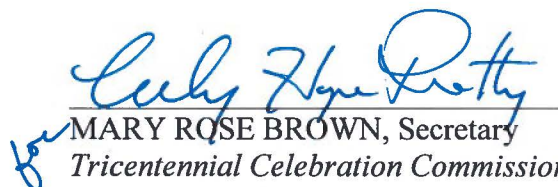
Cecily Hope Pretty
Office of the City Clerk

APPROVED:



DR. CYNTHIA TENIENTE-MATSON, President
Tricentennial Celebration Commission

ATTEST:



MARY ROSE BROWN, Secretary
Tricentennial Celebration Commission