



**TRICENTENNIAL CELEBRATION COMMISSION
MEETING MINUTES
WEDNESDAY, MARCH 14, 2018 at 9:30 AM
MUNICIPAL PLAZA BUILDING, B ROOM**

Commission Members Present:	Dr. Cynthia Teniente-Matson, <i>President & Co-Chair</i> ; Lionel Sosa, <i>Vice President & Co-Chair</i> ; Dr. Alfonso Chiscano, <i>Co-Chair</i> ; Dr. John Folks, <i>Co-Chair</i> ; Father David Garcia, <i>Co-Chair</i> ; Martha Tijerina, <i>Mayoral</i> ; Hector Cardenas, <i>District 1</i> ; Joe Linson, <i>District 2</i> ; Brenda Pacheco, <i>District 3</i> ; Jim Landers, <i>District 6</i> ; Freida Wright, <i>District 9</i> ; Luke Holland, <i>District 10</i> ; Mary Rose Brown, <i>Secretary, Bexar County</i> ; Dan Arellano, <i>Bexar County</i>
Commission Members Absent:	Dr. Mike Flores, <i>District 4</i> ; Faith Radle, <i>District 5</i> ; Cristina Bazaldua-Salazar, <i>District 7</i> ; Weslee Baerga, <i>District 8</i> ; Mario Salas, <i>Bexar County</i>
Tricentennial Staff Present:	Carlos Contreras, <i>Executive Director & Assistant City Manager</i> ; Kristopher Ryan, <i>Department Accounting Administrator</i> ; Mark Ramirez, <i>Department Fiscal Supervisor</i> ; Alyssa Esparza, <i>Serve 300 SA Coordinator</i> ; Luisa Casso, <i>Corporate Sponsorship Consultant</i> ; Ann Eaton, <i>Executive Management Assistant</i> ; Eduardo Carrasco, <i>Senior Special Projects Manager</i> ; Isaac Bernal, <i>Management Fellow</i>
Others Present:	Ray Rodriguez, <i>Deputy City Attorney</i> ; Clayton Binford, <i>Norton Rose Fulbright</i> ; Laura Mayes, <i>Communications Strategist (GPA)</i> ; Chris Anderson, <i>Executive Management Assistant</i> ; Betty Bueché, <i>Bexar County</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Jonathan Chaires, <i>Legal Intern (CAO)</i>

CALL TO ORDER

President Dr. Cynthia Teniente-Matson called the meeting to order at 9:37 am.

1. Approval of Minutes from the February 20, 2018 Meeting

Dr. Matson stated that due to lack of quorum at the February 20th meeting, no minutes would be provided or subject to approval and therefore; no action was required for Item 1.

Item 3 was addressed at this time.

3. Executive Director's Report

Carlos Contreras provided an overview of the audit of the Tricentennial Commission being conducted by Garza/Gonzalez & Associates. He stated that the audit proceedings were standard practice and divided into a financial audit and an extended compliance audit. He noted that the audit was likely to be concluded in April and the auditors would be invited to present to the full Commission.

Vice President Lionel Sosa and Commissioner Dr. Alfonso Chiscano entered the meeting at this time.

Mr. Contreras reminded Commissioners that their Financial Disclosure Reports must be filed before April 2, 2018.

Commissioner Brenda Pacheco entered the meeting at this time.

No action was required for Item 3. Item 2 was addressed at this time.

2. President's Report

Dr. Matson congratulated Dr. Chiscano on the success of the previous weekend's activities honoring the Canary Islanders. She stated that the Executive Committee had met on March 5th to discuss upcoming events and no action was taken at that time.

No action was required for Item 2.

4. Community Outreach/Public Relations

Mr. Contreras stated that the Marisol Deluna Foundation would host a fundraising event on March 23rd and display the Tricentennial tie and scarf Ms. Deluna designed. He noted that scarves and ties would be available for sale in limited amounts through the Tricentennial store and possibly through the website. He stated that Ms. Deluna's contract allowed her to set the retail price of the items at a rate of \$55 per tie and \$95 per scarf.

Commissioner Jim Landers entered the meeting at this time.

Mr. Contreras stated that James Avery was selling Tricentennial-themed charms and the Commission could purchase them at wholesale price for resale.

Secretary Mary Rose Brown and Dr. Matson asked of vending opportunities during the Final Four. Mr. Contreras replied that the Tricentennial store would not be ready in time and there were restrictions around the event site but he would look into selling Tricentennial merchandise through Visit San Antonio's retail space.

Dr. Chiscano expressed concern that Tricentennial merchandise was not available at the airport.

At this time, Ann Eaton presented the Commissioners with custom magnetic Tricentennial nameplates.

Laura Mayes presented updated branding and signage to be displayed throughout the city. She noted that banners would be displayed on the Frost Building, Centro de Artes, and Central Library. She stated that Tricentennial pole banners would be displayed during the Final Four as well as permanent “300” pole emblems. She noted that posters in both English and Spanish would be displayed at libraries, Senior Centers, and Community Centers. She highlighted increased Tricentennial branding at the airport. She provided an overview of upcoming advertising in print, on television and radio, and online. She noted upcoming Speakers Bureau opportunities.

Dr. Matson stated that she had presented to the Hispanic Chamber of Commerce, Greater San Antonio Chamber of Commerce, and Bexar County Commissioners Court.

Ms. Mayes stated that since the last meeting, 76 Tricentennial-related articles had generated \$307,213 in publicity value. She stated that she and Commissioner Martha Tijerina filmed a bilingual Tricentennial segment for Catholic Television San Antonio (CTSA).

Commissioner Tijerina thanked Ms. Mayes for her work and stated that she intended to film future CTSA segments. She noted that she had met with the editor of Today’s Catholic and noted outreach efforts to feature Tricentennial events.

Commissioner Pacheco asked of the placement of pole banners. Mr. Contreras stated that they were tailored to the Final Four footprint and he would provide a placement map.

Mr. Contreras stated that VIA had placed “Tricentennial Partner” stickers on their buses. He noted that the Building and Equipment Services Department was creating a magnetic Tricentennial-branded addition for their vehicles to help display the brand throughout the city.

Dr. Chiscano expressed concern that there was insufficient branding along the San Antonio River. Ms. Mayes replied that the Center City Development Office had assisted with landscaping features in the “300” shape at various locations along the river.

Dr. Matson suggested distributing magnetic vehicle displays to partner schools for display on their buses.

No action was required for Item 4.

5. Final Four Assets

Mr. Contreras reiterated that pole banners, “300” emblems, large banners, and landscaping would be displayed during the Final Four. He stated that a painted “300” landscape feature would appear in the background of Dan Patrick’s sports presentation and the feature would be maintained through Commemorative Week. He noted that the new marquee at the Alamodome would feature Tricentennial branding. He stated that there would be a large Tricentennial presence during Fan Fest and visiting media would be provided with Tricentennial talking points and B roll footage.

No action was required for Item 5.

6. Commemorative Week Update

Mr. Contreras provided an overview of updates to the Day of Reflection. He stated that the event was being hosted by the Archdiocese of San Antonio and highlighted 300 Prayers, the Commemorative Flame, a candlelight vigil, and blessings offered by several multi-faith groups. He noted that the evening would conclude with the display of "San Antonio – The Saga" on San Fernando Cathedral.

Dr. Chiscano asked of the \$150,000 budget for the day's events. Mr. Contreras replied that it was the amount allocated for staging, audiovisual services, construction of the Commemorative Flame, and other elements but the final cost had yet to be determined.

Commissioner Pacheco asked if the participating performance groups would receive compensation. Isaac Bernal replied that some performers had volunteered their services but performances for the formal program would be compensated.

Mr. Contreras stated that History and Education Day was targeted toward children and young adults. He noted that all public libraries would be participating with STEM-themed activities and one library in each Council District would be highlighted. He stated that he and Dr. John Folks had co-authored a letter to local superintendents asking them to designate one school in their district to focus on educational activities regarding the history of San Antonio. He noted that VIA's Mobile Learning Lab would visit four locations throughout the city.

Commissioner Pacheco asked staff to provide the Learning Lab locations when available so Commissioners could also attend.

Dr. Chiscano expressed concern that materials distributed to educators omitted the role of the Canary Islanders in founding San Antonio. Commissioner Hector Cardenas stated that he would investigate why it was omitted.

Mr. Contreras stated that Founders Day included free, public activities at five locations throughout the city. He noted that Texas A&M University – San Antonio would highlight Native American and Latino contributions to San Antonio, St. Philip's College would highlight African American contributions, University of Texas at San Antonio would host a Folklife Festival, and Our Lady of the Lake would highlight West Side contributions. He stated that Morgan's Wonderland would feature family-friendly programs highlighting the history of San Antonio. He noted that the ticketed Founders Day Gala would take place in the evening and would host visiting dignitaries from around the world.

Commissioner Tijerina asked of the timing of the day's events. Mr. Contreras replied that most of the institutional programming was scheduled from 6 to 8 pm but he was encouraging earlier start times so people could also attend the Gala.

Commissioner Pacheco asked staff to create a flyer for distribution to local schools' Life Skills Programs regarding the activities at Morgan's Wonderland. She asked of the cost of Gala tickets. Secretary Brown replied that the lowest cost ticket for non-profit partners would be \$150 and individual, unaffiliated tickets would be \$250.

Commissioner Tijerina asked of communication materials for potential invitees. Secretary Brown replied that they would draft a letter to potential hosts with pricing information.

Betty Bueché stated that Bexar County's Technical Advisory Committee for Persons with Disabilities requested that services for the disabled be provided whenever possible and handicap accessible events be so noted in print materials.

Dr. Chiscano asked that valet parking be provided for the Gala due to limited parking downtown. Mr. Contreras replied that many other events were occurring downtown at the same time but staff would investigate hiring valet services. Dr. Chiscano asked that the Gala's caterer consider culturally relevant food and cooking techniques. Secretary Brown replied that they were working to incorporate said request.

Mr. Contreras stated that many museums across the city would be open and free to the public for Arts for All Day. He noted that there would be performances at the Carver Community Cultural Center, mural tours on the West Side, and a sculpture dedication at Hemisfair Park. He stated that Bexar County was sponsoring festivals at three Mission Sites concluding with a fireworks display.

Commissioner Cardenas expressed concern that certain statues of important historical figures were not being prominently displayed. Mr. Contreras replied that he would inquire about installing the statues in more public locations.

Mr. Contreras stated that Bexar County would conduct the opening of the Phase I of the San Pedro Creek Improvements Project on Legacy Day.

Ms. Bueché stated that the beginning of the day's events was changed to 4:30 PM to avoid conflict with Tricentennial events occurring in the morning at Fort Sam Houston. She provided an overview of the artistic components that would take place and stated that food trucks would offer food and beverages during the events.

Mr. Contreras stated that Military Appreciation Weekend would feature the opening of Fort Sam Houston to the public. He noted that all military branches would participate and be honored and provided an overview of scheduled performances.

Secretary Brown suggested asking the San Antonio Express News to run a special section with day-by-day features of Commemorative Week.

Dr. Folks asked if VIA Park and Ride would be available for Bexar County's events. Ms. Bueché stated that Park and Ride would be available on Arts for All Day but not for Legacy Day. She added that shuttle service from designated parking areas was being considered for Legacy Day.

Commissioner Tijerina asked of additional distribution locations for the free Tricentennial magazine. Mr. Contreras replied that they were still securing funds for future magazine issues but he would investigate expanding distribution to additional locations.

No action was required for Item 6.

EXECUTIVE SESSION

Dr. Matson recessed the Tricentennial Celebration Commission into Executive Session at 11:04 am to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

RECONVENED

Dr. Matson reconvened the meeting at 11:24 am and announced that no action had been taken in Executive Session.

7. New Business/Announcements

Mr. Contreras stated that Dr. Matson would be presenting at the City Council B Session on March 28th on behalf of the Tricentennial Commission and asked Commissioners to attend.

Dr. Matson announced that the next regularly scheduled meetings of the full Commission were March 28th and April 26th. Mr. Contreras stated that meetings would move to a monthly schedule.

Commissioner Joe Linson asked staff to seek opportunities for Tricentennial activities and partnerships through the Valero Texas Open from April 19-22, 2018.

No action was required for Item 7.

ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 11:29 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