



**TRICENTENNIAL CELEBRATION COMMISSION
EXECUTIVE COMMITTEE MEETING MINUTES
THURSDAY, MARCH 22, 2018 at 3:00 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> ; Dr. Alfonso Chiscano, <i>Co-Chair</i> ; Dr. John Folks, <i>Co-Chair</i> ; Mary Rose Brown, <i>Secretary</i>
Executive Committee Members Absent:	Father David Garcia, <i>Co-Chair</i>
Tricentennial Staff Present:	Vanessa Hurd, <i>Deputy Director</i> ; Kristopher Ryan, <i>Department Fiscal Administrator</i> ; Michael Vela, <i>Special Projects Manager</i> ; Ann Eaton, <i>Executive Management Assistant</i>
Others Present:	Sherry Lambeck, <i>Tricentennial Treasurer</i> ; Shahrzad Dowlatshahi, <i>Chief Protocol Officer</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Clayton Binford, <i>Norton Rose Fulbright</i> ; Laura Mayes, <i>Communications Strategist</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 3:08 pm.

1. Approval of Minutes from December 20, 2017 and February 14, 2018

Dr. John Folks moved to approve the minutes of the December 20, 2017 and February 14, 2018 Tricentennial Celebration Commission Executive Committee meetings. Vice President Lionel Sosa seconded the motion. The motion carried unanimously by those present.

2. Fundraising Update

Ms. Vanessa Hurd stated that the current Tricentennial budget totaled \$21 million following recent adjustments. She noted that after accounting for public and private funding, in-kind revenues, and other revenue sources, approximately \$2 million remained to be raised. She stated that \$196,000 would go before City Council to be reprogrammed. She noted that the presented budget included a \$1 million placeholder for a legacy gift that could be reduced so the anticipated fundraising remainder was between \$428,000 and \$1.4 million.

Dr. Alfonso Chiscano entered the meeting at this time.

Ms. Hurd stated that since the last meeting, Port San Antonio contributed \$100,000, HEB contributed \$125,000, and Catholic Life Insurance committed a \$50,000 pledge. She noted that fundraising efforts were ongoing and reports would be presented regularly.

Dr. Matson asked if commitments were made via signed agreements. Ms. Hurd replied that contributions were not accounted for until written agreement was provided. She noted that those who had made commitments and had not paid were being invoiced. She stated that monthly reports would include a breakdown of revenue, expenses, and associated documentation. Dr. Matson requested that Treasurer Sherry Lambeck provide accounting reports in the future and asked of a contribution from SAWS. Ms. Hurd replied that they were considering a \$50,000 contribution for Commemorative Week. She noted that \$100,000 was requested from Landry's and Go Rio Cruises would receive a similar request the following day.

No action was required for Item 2. Item 4 was addressed at this time.

4. Founders Day and Gala Discussion

Secretary Mary Rose Brown stated that letters had been prepared for selected Founders Day Gala Invitees. She noted that contributors at the top two levels would have their logos displayed at all event locations on Founders Day. She stated that Mayor Nirenberg and Judge Wolff would follow up with phone calls once the letters were sent.

Dr. Chiscano asked of anticipated attendance. Secretary Brown replied that the maximum capacity of the Gala Site was 3,200 but the size of the guest list had not yet been determined.

Dr. Matson stated that she directed Secretary Brown to limit the number of non-profit tables and restrict them to one per requestor to ensure the Commission would not have a deficit for the event.

Dr. John Folks asked how many tables had been sold. Secretary Brown replied that the process had just begun but there was already interest to purchase sponsored tables.

Ms. Shahrzad Dowlatshahi asked of the individual ticket price so the Mayor's invitees from the Leadership Council of Sister Cities International could participate. Secretary Brown replied that the lowest priced ticket was currently \$250 and asked how many delegates from San Antonio's Sister Cities were anticipated at the Gala. Ms. Dowlatshahi replied that the current number was 57 but it was subject to change.

No action was required for Item 4. Item 5 was addressed at this time.

5. Community Outreach/Public Relations

Ms. Hurd stated that she, Ms. Laura Mayes, and Mr. Michael Vela had been working on community outreach and public relations initiatives. She reviewed the following components around the city:

- Frost Bank Tower banner – to be installed March 27th
- Alamodome marquee – already installed
- Convention Center berm – already installed

- Pole banners – already installed
- SA300 pole emblems – to be installed prior to Final Four
- Installation outside the San Antonio Chamber of Commerce – already installed
- Airport installations – already installed
- Tricentennial Airport Ambassador Stations – pending installation
- Partner event banners – to be rotated to highlighted event sites

Ms. Hurd noted that negotiations were completed for billboards, junior billboards, vinyl replacements, new bus kings, and new posters. She stated that a new contractor was hired to conduct public relations on the East Side including gatherings with local, female social media influencers.

Mr. Vela stated that staff was reaching out to bloggers in New Orleans to consider a blogger exchange program highlighting travel and culinary arts. He noted that they were considering the addition of hotel partners to be highlighted.

Dr. Folks asked of outreach during Fiesta. Ms. Hurd replied that the Tricentennial was participating in four parades. Ms. Mayes added that there were many Fiesta-related partner events on the Tricentennial calendar.

Ms. Mayes reviewed recent Speakers Bureau events. She stated that Mayor Nirenberg and Judge Wolff were scheduled to speak at a news conference on April 6th and would highlight Tricentennial events.

Dr. Matson asked if all event details for Founders Day had been finalized. Ms. Hurd replied that staff was still finalizing event details.

No action was required for Item 5. Item 6 was addressed at this time.

6. International – Summer of Spain Update

Ms. Dowlatshahi reviewed outreach efforts to international delegations through SA to DC and Sister Cities. She stated that as a result of the All Mexico-U.S. Sister Cities Mayors' Summit, the original decree of the founding of San Antonio would be loaned from Guadalajara and displayed for the Tricentennial. She highlighted the successful visit of the Canary Islands delegation and noted that they had pledged funds for bronze historical monuments. She stated that the Secretary of Foreign Affairs of Mexico would arrive April 5th to participate in the 50th Anniversary of Hemisfair Park.

Ms. Dowlatshahi stated that invitations to Sister Cities and other international partners for Commemorative Week began in 2015. She noted that delegations were expected from China, Germany, Japan, Korea, Mexico, Namibia, Canada, Spain, Taiwan, the United Kingdom, and Ireland. She stated that the Duke and Duchess of Bejar would be in attendance and incorporated into the week's activities. She reviewed various internationally-themed artistic activities planned throughout the summer and highlighted the cultural and culinary events of Summer of Spain at the Pearl.

No action was required for Item 6. Item 7 was addressed at this time.

7. Louisiana Update

Ms. Hurd stated that most of the update was covered with Item 2. She added that Mayor Nirenberg drafted a letter to the Mayor of New Orleans regarding cultural exchanges to be pursued throughout the year.

No action was required for Item 7. Item 3 was addressed at this time.

3. Audit Update (Executive Session)

EXECUTIVE SESSION

Dr. Matson recessed the meeting into Executive Session at 4:58 pm to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

RECONVENED

Dr. Matson reconvened the meeting at 5:15 pm and announced that no action had been taken in Executive Session.

8. New Business/Announcements

Item 8 was not addressed.

ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 5:15 pm.

Respectfully submitted,

Cecily Hope Pretty
Office of the City Clerk

APPROVED:


DR. CYNTHIA TENIENTE-MATSON, President
Tricentennial Celebration Commission

ATTEST:


for MARY ROSE BROWN, Secretary
Tricentennial Celebration Commission