



**TRICENTENNIAL CELEBRATION COMMISSION
MEETING MINUTES
WEDNESDAY, MAY 23, 2018 at 9:30 AM
MUNICIPAL PLAZA BUILDING, B ROOM**

Commission Members Present:	Dr. Cynthia Teniente-Matson, <i>President & Co-Chair</i> ; Dr. John Folks, <i>Co-Chair</i> ; Father David Garcia, <i>Co-Chair</i> ; Lionel Sosa, <i>Vice President & 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> ; Dr. Mike Flores, <i>District 4</i> ; Faith Radle, <i>District 5</i> ; Jim Landers, <i>District 6</i> ; Cristina Bazaldua-Salazar, <i>District 7</i> ; Luke Holland, <i>District 10</i> ; Mario Salas, <i>Bexar County</i> ; Dan Arellano, <i>Bexar County</i> ; Mary Rose Brown, <i>Secretary, Bexar County</i>
Commission Members Absent:	Dr. Alfonso Chiscano, <i>Co-Chair</i> ; Weslee Baerga, <i>District 8</i> ; Freida Wright, <i>District 9</i>
Tricentennial Staff Present:	Carlos Contreras, <i>Director</i> ; Vanessa Hurd, <i>Deputy Director</i> ; Mark Ramirez, <i>Department Fiscal Supervisor</i> ; Lee Miara, <i>Controller</i> ; Laura Elizabeth Mayes, <i>Communications Strategist</i> ; Michael Vela, <i>Special Projects Manager</i> ; Luisa Casso, <i>Corporate Sponsorship Consultant</i> ; Alyssa Esparza, <i>Serve 300 SA Coordinator</i> ; Ann Eaton, <i>Executive Management Assistant</i> ; Isaac Bernal, <i>Management Fellow</i> ; Kristan McIntyre, <i>Administrative Assistant</i>
Others Present:	Sherry Lambeck, <i>Tricentennial Treasurer</i> ; Debbie Racca-Sittre, <i>Director of the Department of Arts & Culture</i> ; Ray Rodriguez, <i>Deputy City Attorney</i> ; Claudia Guerra, <i>Cultural Historian of the Office of Historic Preservation</i> ; Betty Bueché, <i>Bexar County</i> ; Eric Lopez, <i>Texas A&M University – San Antonio</i> ; Lisa Bombín, <i>Unico Communications</i> ; Angelica Docog, <i>History & Education Subcommittee Chair</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i>

CALL TO ORDER

President Dr. Cynthia Teniente-Matson called the meeting to order at 9:40 am.

1. Approval of Minutes from the April 26, 2018 Meeting

Co-Chair Dr. John Folks moved to approve the minutes from the April 26, 2018 Tricentennial Celebration Commission meeting. Commissioner Luke Holland seconded the motion. The motion carried unanimously by those present.

2. President's Report

Dr. Matson introduced Sherry Lambeck as the Tricentennial Treasurer. She thanked the Commission and staff for their work leading up to and during Commemorative Week.

No action was required for Item 2. Vice President Lionel Sosa entered at this time.

3. Executive Director's Report

Mr. Carlos Contreras welcomed the Commission to their first meeting following Commemorative Week. He stated that Commemorative Week was a success in the community and thanked the Commission for their leadership and staff for their efforts.

Mr. Contreras provided an update on the audit of the Tricentennial Office. He stated that the financial portion was largely completed and would be finalized after a correction was made regarding a gift from Bexar County. He noted that management would draft a response to the financial audit which would be presented to the Executive Committee, followed by the full Commission. He provided an update on staffing of the Tricentennial Office and highlighted new and outgoing employees.

Commissioner Joe Linson entered at this time.

Mr. Contreras stated that he continued to receive positive feedback from the community regarding the Founders' Day Gala and presented a brief video of highlights from the event. He thanked Ms. Lisa Bombín for her work on the gala.

Commissioner Jim Landers entered at this time.

Ms. Bombín thanked the Commission for their leadership and for the opportunity to collaborate. The Co-Chairs thanked Ms. Bombín for the gala's programming and acknowledged Secretary Mary Rose Brown for her fundraising efforts.

No action was required for Item 3.

4. Statue Update

Mr. Contreras stated that Ms. Debbie Racca-Sittre would provide an update on the status of two bronze statues based on Commission inquiry.

Ms. Racca-Sittre stated that the statue of Father Hidalgo was still installed at Hemisfair and the statue of Francisco Madero was in storage after being removed from Hemisfair. She noted that staff was working to identify a new location for the Madero statue to put it into historical context. She stated that the goal was to place the statue and hold a celebration on October 8, 2018 to commemorate its original arrival.

Father David Garcia asked of potential locations for the statue. Ms. Racca-Sittre replied that they were investigating areas near where Madero originally wrote the *Plan de San Luis de Potosí*.

Commissioner Martha Tijerina suggested that Commissioner Hector Cardenas be included in the process due to his historical knowledge. Ms. Racca-Sittre stated that Commissioner Cardenas would be included in the rededication process to ensure historical accuracy.

Commissioner Dr. Mike Flores entered at this time.

Ms. Racca-Sittre noted the placement of the *Alas de México* statue at Hemisfair Park during Commemorative Week.

No action was required for Item 4. Item 6 was addressed at this time.

6. Commemorative Week Recap

Ms. Laura Elizabeth Mayes stated that advertising Commemorative Week's 150 events was accomplished by contacting journalists based on their expert subject matter. She noted that Commemorative Week garnered 120 news mentions for \$672,237 in publicity value and all mentions were positive. She stated that coverage reached an audience of 10 million people and each day of Commemorative Week received front page coverage from local newspapers. She noted pre-Commemorative Week outreach and events to generate interest and coverage. She provided an overview of highlighted news stories for each day of Commemorative Week.

Secretary Brown thanked Ms. Mayes for her work and noted the collaboration of multiple City Departments to support Commemorative Week.

Dr. Matson thanked Bexar County for their contributions to Commemorative Week.

Mr. Michael Vela provided an overview of Tricentennial branding during Commemorative Week. He highlighted the activities of New Orleans partner bloggers the "Traveler Broads" during their stay in San Antonio and noted that their visit was covered almost entirely by sponsors. He stated that there were nearly 8,000 uses of the "#300SA" hashtag on Instagram to date.

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

5. History & Education Subcommittee Update

Angelica Docog, Chair of the History & Education Subcommittee, stated that the Subcommittee had been active for almost three years. She noted that the goal of the Subcommittee was to reintroduce the history of San Antonio and Bexar County to educators, residents, and students to highlight the region's rich heritage. She stated that the Subcommittee selected the following primary initiatives:

1. 2017 Summer Institute for Educators
2. Go See SA mobile application
3. *Confluence and Culture* at the Witte Museum

Commissioner Cristina Bazaldua-Salazar entered at this time.

Ms. Docog provided an overview of the initiatives and noted that they hoped to add a Go See SA component designed specifically for educators.

Commissioner Faith Radle asked of promotional opportunities for Go See SA. Ms. Docog replied that a 2018 Summer Institute for Educators was planned and the application would be marketed directly to teachers at that time. Ms. Racca-Sittre added that promotion had been postponed to allow the Commission to take to the lead and noted that the Arts & Culture Department would provide \$10,000 for advertising.

Commissioner Cardenas stated that Bexar County expressed interest in publishing a chronology prepared by a sub-group of the Subcommittee and asked if the authors could pursue the partnership. Dr. Matson suggested pursuing the matter at the next meeting of the Subcommittee.

Commissioner Dan Arellano volunteered his services as an historical tour guide. Ms. Docog stated she would include him in the Summer Institute's activities.

Commissioner Bazaldua-Salazar asked if Go See SA was available in Spanish. Ms. Docog replied that it was not but a bilingual component could be considered following the initial launch period if finances allowed. Commissioner Bazaldua-Salazar asked if the content for the 2018 Summer Institute was different from the previous year and if previous participants could reapply. Ms. Docog replied that the content had been modified and teachers could attend both.

Dr. Flores asked of initial funding for Go See SA. Mr. Contreras replied that it was funded by the City of San Antonio and not from the Tricentennial Budget.

No action was required for Item 5. Item 7 was addressed at this time. Commissioner Holland exited at this time.

7. Budget Recap & Budget Modification

Treasurer Lambeck stated that the original budget adopted in September 2017 totaled \$22.5 million. She provided an overview of allocations and expenses and noted that the budget could be revised to \$21.24 million based on changes in scope and reductions in event planning.

Dr. Flores asked of the reductions for Arts and Culture. Ms. Vanessa Hurd stated that they were primarily due to scaling back New Year's Eve events.

Commissioner Radle asked if revenues and expenses were projected to be aligned and asked of future cuts or fundraising needs. Mr. Contreras replied that the Commission was on budget but noted a likely limited ability to fund future events. Commissioner Radle asked of the intended amount of the Legacy Gift. Ms. Lambeck replied that the presented budget reflected the original placeholder amount of \$1 million.

Dr. Matson noted the importance of working with a revised budget and suggested a scaled Legacy Gift.

Dr. Folks moved to approve the revised budget as presented. Commissioner Linson seconded the motion. The motion carried unanimously by those present.

Father Garcia asked if additional fundraisers were planned. Mr. Contreras replied that none were.

Ms. Hurd stated that the revised budget did not include additional funding for fall events.

Commissioner Pacheco expressed concern that the number of events was not balanced over the course of the year. Dr. Matson stated that the Commission would continue to seek out partnership opportunities for existing fall events and noted that hundreds of Tricentennial-branded events were scheduled through the end of the year.

No action was required for Item 7. Vice President Sosa exited at this time.

8. Legacy Gift Plan

Mr. Contreras stated that the Executive Committee had approved the Missions Gateway Project as the recipient of the Commission's Legacy Gift. Dr. Matson added that the amount of the gift would be based on surplus funds generated from the Founders Day Gala. Mr. Contreras stated that the budget would be readjusted once the amount was finalized.

Dr. Folks noted that no funding for additional activities would be provided from the Gala's proceeds.

No action was required for Item 8. Dr. Flores exited at this time.

9. Book Update

Ms. Claudia Guerra stated that she was the editor of *300 Years of San Antonio & Bexar County*. She noted that the book was divided into four themes: (1) We Are All Visitors Here; (2) Becoming San Antonio; (3) The Soul of San Antonio; and (4) San Antonio and the U.S. and the World. She presented interior page designs and noted the contributions of many parties in terms of visual content. She stated that the book release would take place June 20th at 10 am at Trinity University.

Ms. Hurd noted that a press conference would be held at 9:30 am and contributing authors would be on site to sign the book. She noted that two authors would read excerpts from the book.

No action was required for Item 9.

10. Fall Activities & Proposed Summer Meeting Schedule Change

Dr. Matson stated that the potential budget for fall activities was not yet prepared and proposed that the full Commission postpone meetings until August. She noted that the Executive Committee would continue to meet.

No action was required for Item 10.

EXECUTIVE SESSION

Dr. Matson recessed the meeting into Executive Session at 11:27 am to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

RECONVENED

Dr. Matson reconvened the meeting at 11:32 am and announced that no action had been taken in Executive Session.

Item 12 was addressed at this time.

12. New Business/Announcements

Commissioner Mario Salas stated that he and Commissioner Linson attended an event with the Alpha Tau Omega Chapter on behalf of the Tricentennial to witness the placement of an historical marker and time capsule in Martin Luther King Park. He noted the Chapter's thanks to the Tricentennial Commission for their support.

Commissioner Tijerina noted that the San Antonio Association of Hispanic Journalists would hold a gala on August 11th honoring Elaine Ayala and the American Indians of Texas at the Spanish Colonial Missions.

No action was required for Item 12. Secretary Brown and Commissioner Brenda Pacheco exited at this time.

11. Appointment of Subcommittee

Dr. Matson provided rosters of the active Subcommittees to the Commission for review.

No action was required for Item 11.

ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 11:36 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