



**TRICENTENNIAL CELEBRATION COMMISSION
MEETING MINUTES
WEDNESDAY, AUGUST 8, 2018 at 9:30 AM
CENTRAL LIBRARY, AUDITORIUM**

Commission Members Present:	Dr. Cynthia Teniente-Matson, <i>President & Co-Chair</i> ; Dr. John Folks, <i>Co-Chair</i> ; Dr. Alfonso Chiscano, <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> ; Freida Wright, <i>District 9</i> ; Luke Holland, <i>District 10</i> ; Dan Arellano, <i>Bexar County</i> ; Mary Rose Brown, <i>Secretary, Bexar County</i>
Commission Members Absent:	Father David Garcia, <i>Co-Chair</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>Director</i> ; Ann Eaton, <i>Deputy Director</i> ; Mark Ramirez, <i>Department Fiscal Supervisor</i> ; Laura Elizabeth Mayes, <i>Communications Strategist</i> ; Kristan McIntyre, <i>Administrative Assistant</i>
Others Present:	Sherry Lambeck, <i>Tricentennial Treasurer</i> ; Shahrzad Dowlathshahi, <i>Chief Protocol Officer</i> ; Melanie S. Keeton, <i>Assistant Finance Director</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Reyna Torres Mendivil, <i>Ambassador & Consul General of Mexico</i> ; Betty Bueché, <i>Bexar County</i> ; Monica Ramos, <i>Bexar County</i> ; Rene E. Gonzalez, <i>Garza/Gonzalez & Associates</i> ; Eli Mendoza, <i>Garza/Gonzalez & Associates</i> ; Robert Rivard, <i>Rivard Report</i> ; Jenna Price Mallette, <i>Rivard Report</i> ; Katy Silva, <i>Rivard Report</i> ; Kathy Armstrong, <i>Luminaria</i> ; Akeem Brown, <i>Luminaria</i> ; Christian Clark, <i>UTSA Institute of Texan Cultures</i> ; Dan Yoxall, <i>History & Education Subcommittee Vice Chair</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Marisa Mayes, <i>Citizen</i>

CALL TO ORDER

President Dr. Cynthia Teniente-Matson called the meeting to order at 9:36 am.

1. Approval of Minutes from the May 23, 2018 Meeting

Co-Chair Lionel Sosa moved to approve the minutes from the May 23, 2018 Tricentennial Celebration Commission meeting. Commissioner Martha Tijerina seconded the motion. The motion carried unanimously by those present.

2. President's Report

Dr. Matson reported on recent events she attended on behalf of the Tricentennial.

No action was required for Item 2. Co-Chair Dr. Alfonso Chiscano exited the meeting at this time.

3. Executive Director's Report

Mr. Carlos Contreras stated that Ms. Ann Eaton would fill the role of Deputy Director of the Tricentennial Office for the remainder of the year.

Commissioner Jim Landers entered the meeting at this time.

Ms. Eaton stated that the Tricentennial partnered with Communities in School for the Stuff the Bus School Supply Drive the previous weekend. She noted that the drive was a success and supplies would be distributed to 90 school campuses in Bexar County. She stated that there were 43 Tricentennial volunteers at the drive and 200 volunteers across multiple events.

Secretary Mary Rose Brown stated that NuStar Energy organized a supply drive for Haven for Hope on August 4th and the department contributed Tricentennial-branded supplies.

No action was required for Item 3.

4. Audit Update: FY 16 & FY 17 Financials

Mr. Contreras stated that the Tricentennial Commission was required to undergo fiscal audits as a local government corporation. He noted that Garza/Gonzalez and Associates performed an independent audit of the Tricentennial Office and introduced Mr. Rene Gonzalez and Mr. Eli Mendoza.

Dr. Matson noted that the audit firm was selected through a public Request For Proposals (RFP) and she had selected a representative on the Evaluation Committee on behalf of the Tricentennial.

Mr. Gonzalez stated that the firm was appointed in December 2017 and began work in January 2018.

Commissioner Joe Linson entered the meeting at this time.

Mr. Gonzalez stated that the firm issued a clean, unmodified opinion based on the results of their analysis. He noted that management agreed with the findings and took corrective action in response to recommendations to strengthen internal controls.

Commissioner Brenda Pacheco asked why a portion of the report was labeled as "unaudited." Mr. Mendoza replied that the unaudited portion was for discussion and analysis rather than part of the formal audit report. He stated that the formal discussion of findings noted significant deficiencies in terms of the distribution of financial statements to the full Commission and misstatements but all findings were corrected by management. He stated that the misstatements were corrected and had not led to a significant financial impact on the Commission. He noted that the firm would conduct

another audit for the Commission's final year of operations and would issue another report for the Commission's review.

Mr. Contreras summarized the findings that an in-kind contribution from Bexar County was overstated, a pledge was understated due to classification in the wrong fiscal year, and the full Commission had not received regular financial reports. He restated that all findings were corrected.

Commissioner Dr. Mike Flores entered the meeting at this time.

Dr. Matson stated that Treasurer Sherry Lambeck actively participated throughout the audit process and reviewed financial statements regularly for presentation to the Commission.

Mr. Gonzalez stated that the auditors had received full cooperation from staff throughout the audit process.

Commissioner Linson moved to accept the audit results. Commissioner Faith Radle seconded the motion. The motion carried unanimously by those present.

5. Discussion of Fall/End of Year Events

Mr. Contreras stated that the Commission would receive presentations on potential opportunities for Fall Event Sponsorships and event participation.

Ambassador Reyna Torres Mendivil stated that the Mexican Consulate began preparing for participation in the Tricentennial in 2017 and noted that 2018 was also the 50th anniversary of the Instituto Cultural de México. She reviewed Tricentennial events that occurred throughout the year such as *Kunst/Arte: A Dialogue*, *Common Current*, *Arts for All Day*, *Día del Niño*, *Cinco de Mayo*, and *Procesos en el Arte*. She noted the upcoming event *Proyecto Inmigrante* to highlight the *Alas de México* statue and a resulting film and photo project that would be shown in Mexico City. She stated that staff was planning *Fiestas Patrias* and they would participate in Luminaria. She noted that they would host multiple art exhibits in the fall. She stated that they were planning *El Grito* and *Diez y Seis* with the intent to respect old traditions, unite community stakeholders, and create a larger and more inclusive celebration for the entire community. She noted that the associated parade would be proposed to march from Avenida Guadalupe to Market Square in partnership with LULAC to support their scholarship program.

Mr. Robert Rivard stated that the Rivard Report was organizing CityFest in November 2018 in partnership with the Southwest School of Art. He noted that it was modeled after the Texas Tribune's TribFest and would be focused on creating a community dialogue about urbanism with the help of thought leaders. He asked the Tricentennial Commission to consider participating as a partner and sponsor. He stated that CityFest could serve as the Tricentennial's capstone event with its proposed tagline as, "2018 is history: Where do we go from here?" He noted speaking commitments from local, state, and national leaders including Mayor Nirenberg and Dr. Matson. He highlighted proposed programming such as a gala dinner and panel discussions.

Commissioner Luke Holland asked for more specific programming topics. Mr. Rivard replied that they were still under development but noted that panels were being considered on a Smart Jobs Economy, the Decade of Downtown, and SA2020.

Commissioners Sosa, Folks, and Brown expressed support for the event.

Commissioner Radle asked of pricing for the event. Mr. Rivard replied that day passes for the panel discussions would range from \$50-100 with the possibility of scholarships and discounts. He added that event costs were anticipated at \$200,000.

Commissioner Tijerina expressed support for Ambassador Torres Mendiivil and the activities of the Instituto Cultural to unite San Antonians and Mexicans.

Dr. Matson stated that the Commission could provide liaisons for CityFest if they chose to act as a partner.

Ms. Kathy Armstrong stated that Luminaria was San Antonio's annual contemporary arts festival and free to the public. She noted that there were 15,000 to 20,000 attendees annually and 23% to 43% indicated that the festival served as their introduction to art. She stated that Luminaria showcased downtown and the city as a whole and artists were asked to consider the Tricentennial in their 2018 submissions. She noted that a panel of curatorial experts selected 50 acts and artists to be featured on November 10th at Hemisfair. She asked the Tricentennial to act as a partner and noted that 75% of the works were Tricentennial-themed.

Item 5 was continued until after the Executive Session. Item 9 was addressed at this time.

9. History & Education Subcommittee Update

Dan Yoxall, Vice Chair of the History and Education Subcommittee, stated that one of the Subcommittee's primary initiatives was to conduct the Summer Institute for Educators. He introduced Mr. Christian Clark to discuss the 2018 Institute.

Mr. Clark thanked the Tricentennial Commission for their assistance two years in a row and thanked Bexar County for their 2018 contribution. He noted that organizers designed a program to be similar in quality but different in content to the 2017 Institute. He reviewed the partners, supporting organizations, speakers, sites, exhibits, and vendors. He stated that 74 educators participated and the vast majority was classroom teachers living and working in San Antonio. He noted positive feedback and inquiries about a similar event the following year. He stated that attendees were provided with educational materials including *300 Years of San Antonio & Bexar County* and the chronology developed by the History and Education Subcommittee. He noted that organizers intended to develop additional materials and lesson plans and would organize an institute for 2019.

No action was required for Item 9. Item 6 was addressed at this time.

6. Budget Update

Mr. Contreras provided an overview of financial data for June 2018 and noted \$324,000 in revenues and \$22,000 in expenses. He stated that \$200,000 was reserved for fall programming. He reviewed annual expenses and noted that there would be \$436,000 available for programming if outstanding pledges were collected in full. He reviewed outstanding collections related to the Founders' Day Gala and non-Gala pledges and stated that staff was confident the outstanding balances would be collected.

Commissioner Radle asked of the designation for the Legacy Gift. Mr. Contreras replied that the allocation would be \$786,000 if Gala pledges were collected in full.

No action was required for Item 6.

7. Tricentennial Book Update

Item 7 was not addressed.

8. Marketing Update

Ms. Laura Elizabeth Mayes stated that marketing efforts for 2018 included packaging stories, increased media outreach, and storytelling around the Tricentennial. She reviewed media coverage from January to July and noted that coverage had become 100% positive. She stated that coverage equaled \$23.4 million in publicity value including national coverage. She reviewed social media usage and noted over 61,000 followers across Facebook, Twitter, and Instagram. She stated that social media messaging was focused on encouraging followers to be part of the Tricentennial legacy. She noted changes to the Tricentennial website to change the tone, highlight social media, and promote *300 Years of San Antonio and Bexar County*.

Commissioners Holland and Sosa exited the meeting during the presentation. No action was required for Item 8.

EXECUTIVE SESSION

Dr. Matson recessed the meeting into Executive Session at 11:28 am to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

Commissioner Tijerina exited the meeting during Executive Session.

RECONVENED

Dr. Matson reconvened the meeting at 11:48 am and announced that no action had been taken in Executive Session. Item 5 was continued at this time.

5. Discussion of Fall/Year End Events

Dr. Flores moved to approve allocations of \$25,000 for CityFest; up to \$25,000 for a Canary Islander Plaque; up to \$12,000 to provide security for the *El Grito* and *Diez y Seis* parade; and \$10,000 for Luminaria, provided net funds were available. Commissioner Linson seconded the motion. The motion carried unanimously by those present.

Dr. Flores exited the meeting at this time. Item 10 was addressed.

10. New Business/Announcements

Commissioner Pacheco expressed concern that merchandising was inadequate. Secretary Brown replied that staff conducted an inventory and would present a plan in a future meeting.

Commissioner Cardenas stated that the chronology developed by the History and Education Subcommittee had been printed and requested Tricentennial funding to print books to be gifted to 30 local libraries. Dr. Matson replied that it would be at the discretion of the Tricentennial Director.

No action was required for Item 10.

ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 11:52 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