



**TRICENTENNIAL CELEBRATION COMMISSION  
MEETING MINUTES  
THURSDAY, SEPTEMBER 27, 2018 at 9:30 AM  
MUNICIPAL PLAZA BUILDING, B ROOM**

<b>Commission Members Present:</b>	Dr. Cynthia Teniente-Matson, <i>President &amp; Co-Chair</i> ; Lionel Sosa, <i>Vice President &amp; 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> ; Cristina Bazaldua-Salazar, <i>District 7</i> ; Freida Wright, <i>District 9</i> ; Dan Arellano, <i>Bexar County</i> ; Mary Rose Brown, <i>Secretary, Bexar County</i>
<b>Commission Members Absent:</b>	Dr. Alfonso Chiscano, <i>Co-Chair</i> ; Dr. Mike Flores, <i>District 4</i> ; Faith Radle, <i>District 5</i> ; Weslee Baerga, <i>District 8</i> ; Luke Holland, <i>District 10</i> ; Mario Salas, <i>Bexar County</i>
<b>Tricentennial Staff Present:</b>	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> ; Navia Sedeño, <i>Management Analyst</i> ; Alyssa Esparza, <i>Serve 300 SA Coordinator</i> ; Kristan McIntyre, <i>Administrative Assistant</i>
<b>Others Present:</b>	Shanon Shea Miller, <i>Chief Preservation Officer</i> ; Melanie S. Keeton, <i>Assistant Finance Director</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Robert Rivard, <i>Rivard Report</i> ; Marise McDermott, <i>Witte Museum</i> ; JJ Lopez, <i>KRTU</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i>

President Dr. Cynthia Teniente-Matson called the meeting to order at 9:39 am and noted a lack of quorum so no action would be taken. Item 2 was addressed at this time.

## **2. President's Report**

Dr. Matson noted her attendance at numerous events on behalf of the Tricentennial.

## **3. Executive Director's Report**

Mr. Carlos Contreras reported on book sales, merchandising at San Antonio International Airport, and participation in San Antonio Museum Month.

Commissioner Cristina Bazaldua-Salazar entered at this time.

#### **4. Budget Update**

Mr. Contreras presented revenues and expenses for July and August 2018 and noted ongoing efforts to collect outstanding pledges.

Ms. Melanie Keeton noted the potential of uncommitted balances at the end of the year and stated that work began for the Fiscal Year 2018 audit.

#### **5. Update on Fall Events**

Ms. Marise McDermott provided an overview of *Confluence and Culture: 300 Years of San Antonio History*.

Secretary Mary Rose Brown entered at this time, constituting a quorum.

Ms. McDermott stated that the Witte Museum hosted Sunday Jazz events and would host a Tricentennial version in the Zachry Acequia Garden on November 11, 2018.

Commissioner Brenda Pacheco entered at this time.

Mr. JJ Lopez stated that the performance piece was San Antonio-themed in four parts with 22 musicians and would be narrated by Mayor Nirenberg. He asked the Tricentennial Commission to sponsor the production and played a video of composer Dr. Aaron Prado.

Commissioner Jim Landers entered at this time.

Ms. McDermott thanked the Commission for their support throughout the Tricentennial year.

Co-Chair Father David Garcia asked of admission. Ms. McDermott replied that Witte Museum and KRTU members would pay no admission and all others would pay the standard museum admission prices of \$12 for adults and \$9 for children aged three to eleven.

Commissioner Pacheco expressed concern that ongoing sponsorship opportunities were not made clear to the community. Dr. Matson stated that requests for monetary support were only considered if the event was previously selected for the Tricentennial calendar.

Commissioner Bazaldua-Salazar asked of Spanish-language outreach and integration with Veterans' Day. Ms. McDermott replied that 20% of museum visitors were affiliated with the military and the museum provided dual language programming. Mr. Lopez added that KRTU's programming incorporated Hispanic culture and heritage and outreach was planned with the San Antonio Current to reach all demographics. Commissioner Bazaldua-Salazar asked of KRTU's reach. Mr. Lopez replied that it covered the area from Trinity University to Boerne and New Braunfels.

Vice President Lionel Sosa entered at this time.

Ms. Laura Elizabeth Mayes played a video about the Witte's Tricentennial exhibit and stated that TVSA produced several videos to promote the Tricentennial.

Mr. Contreras invited Mr. Robert Rivard to present on CityFest.

Mr. Rivard stated that CityFest's overhead was reduced significantly to enhance accessibility. He noted that local colleges and universities were invited to select five civically engaged students for free attendance. He stated that programming and panelists were still being finalized and invited suggestions from the Commission. He noted that a Tricentennial book author panel was planned and would include sales and signings.

Dr. Matson stated that the events were designed to be inclusive and noted that the Tricentennial theme would be highlighted.

Mr. Contreras invited Mrs. Shanon Shea Miller to present on a culinary exchange with New Orleans.

Mrs. Miller stated that the exchange was still being planned but New Orleans would host chefs on November 27<sup>th</sup> and San Antonio would host chefs on December 4<sup>th</sup>. She noted that the exchange would involve three chefs from each city. She stated that the San Antonio event would be held at Jason Dady's Tre at the Museum. She noted that organizers wished to include local culinary students in the San Antonio event.

Secretary Brown asked of attendance. Mrs. Miller replied that they would be ticketed events.

Mr. Contreras invited Ms. Mayes to present on marketing and communications.

Ms. Mayes reviewed marketing for *El Grito* and Jazz'SALive and stated that billboards, posters, and buses received updated graphics in the summer and would be refreshed for fall. She noted additional merchandising utilizing City staff and the addition of the Tricentennial logo to UTSA's football helmets. She stated that the Tricentennial had 47,000 Facebook followers; 4,300 Twitter followers; and 11,600 Instagram followers and shared Instagram posts from citizens celebrating the Tricentennial. She noted that the City of Houston and City of San Diego recently reached out for advice regarding branding and planning for community-wide events due to the success of the Tricentennial.

Ms. Ann Eaton stated that staff continued to receive event applications and considered previously-approved Commission criteria and available resources when approving them for the Tricentennial Calendar. She highlighted the upcoming events including Texas A&M's Day of Service, Brooks National Night Out, 300<sup>th</sup> Day Book and Merchandise Sale, CityFest, Luminaria, and New Year's Eve. She stated that staff would keep Commissioners apprised of marketing plans to continue sales through the fall.

Commissioner Pacheco asked of providing Tricentennial books as gifts to local schools for the 300<sup>th</sup> Day Event. Ms. Eaton replied that the gifts were included in the original Tricentennial budget and the event would allow recipients to pick them up from a central location. Ms. Pacheco asked if private and charter schools were included. Ms. Eaton replied that staff would need to compile the total number of same to determine if the budget could include them.

No action was required for Item 5.



## **6. Update on Serve 300 Day**

Ms. Eaton stated that Serve 300 was a foundational initiative of the Tricentennial. She noted that the upcoming Serve 300 Day would be the final such event. She stated that previous events included 33 Partner Agencies with 300 projects served by 5,500 volunteers. She noted the importance of partnerships with NuStar Energy, Valero, Whataburger, Citi, and AARP. She stated that the focus of the final event was sustainability and reviewed planned projects. She noted that Tricentennial staff would serve as project leads and asked that at least one Commissioner be present at each service site.

Mr. Contreras thanked Tricentennial Staff for their efforts and noted that City staff would be challenged to donate to the San Antonio Food Bank as part of Serve 300.

Commissioner Joe Linson excused himself from the meeting at this time.

Ms. Mayes stated that press releases and news segments would highlight the event and each volunteer would receive a Certificate of Appreciation signed by the Mayor and Dr. Matson.

No action was required for Item 6.

## **7. New Business/Announcements**

Dr. Matson stated that the next meeting of the Executive Committee would take place on October 12<sup>th</sup> and the full Commission would meet on October 25<sup>th</sup>.

Mr. Contreras stated that staff would present to the Arts, Culture, and Heritage Council Committee on October 16<sup>th</sup>.

No action was required for Item 7.

## **EXECUTIVE SESSION**

Dr. Matson recessed the meeting into Executive Session at 11:02 am to discuss matters posted pursuant to Texas Government Code, Section 551.071, Attorney-Client Consultation.

## **RECONVENED**

Dr. Matson reconvened the meeting at 11:20 am and announced that no action had been taken in Executive Session. Item 1 was addressed at this time.

### **1. Approval of Minutes from the August 8, 2018 Meeting**

Commissioner Cardenas moved to approve the minutes from the May 23, 2018 Tricentennial Celebration Commission meeting. Co-Chair Dr. John Folks seconded the motion. The motion carried unanimously by those present.

## ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 11:21 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*