

**ARTS, CULTURE & HERITAGE  
COUNCIL COMMITTEE MEETING MINUTES  
OCTOBER 16, 2018 at 2:00 PM  
MUNICIPAL PLAZA BUILDING, B ROOM**

Committee Present:	Councilmember Roberto C. Treviño, <i>District 1, Chair</i> Councilmember Rebecca Viagran, <i>District 3</i> Councilmember Shirley Gonzales, <i>District 5</i>
Committee Absent:	Councilmember William “Cruz” Shaw, <i>District 2</i> Councilmember Greg Brockhouse, <i>District 6</i>
Staff Present:	Carlos Contreras, <i>Assistant City Manager &amp; Director of Tricentennial</i> ; Roderick Sanchez, <i>Assistant City Manager</i> ; Debbie Racca-Sittre, <i>Director of Arts &amp; Culture</i> ; Colleen Swain, <i>Director of World Heritage</i> ; Shanon Shea Miller, <i>Chief Preservation Officer</i> ; Shahrzad Dowlathshahi, <i>Chief Protocol Officer</i> ; Kathy Rodriguez, <i>Deputy Historic Preservation Officer</i> ; Ann Eaton, <i>Deputy Director of Tricentennial</i> ; Melanie S. Keeton, <i>Assistant Finance Director</i> ; Lisa Biediger, <i>Assistant City Attorney</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Laura Elizabeth Mayes, <i>Communications Strategist</i> ; Mark Ramirez, <i>Department Fiscal Administrator</i> ; Denzel Maxwell, <i>Executive Management Assistant</i> ; Cecily Hope Pretty, <i>Office of the City Clerk</i>
Others Present:	Dr. Cynthia Teniente-Matson, <i>President, Tricentennial Celebration Commission</i>

**CALL TO ORDER**

Chairman Treviño called the meeting to order.

**1. Approval of the minutes from the September 18, 2018 Arts, Culture & Heritage Committee**

Councilmember Viagran moved to approve the minutes of the September 18, 2018 Arts, Culture & Heritage Council Committee. Councilmember Gonzales seconded the motion. The motion carried unanimously by those present.

**2. Update on the San Antonio Tricentennial Celebration Commission**

Carlos Contreras provided an overview of the Tricentennial Budget and stated that budget information was provided to the Commission regularly. He noted that the Tricentennial would have an ending net balance of \$226,167 if all outstanding pledges were collected and anticipated expenses were accurate. He stated that revenues collected from the Founders’ Day Gala would be dedicated to the Missions Gateway Project. He noted that Sherry Lambeck was appointed as the Commission’s Treasurer and worked with Melanie Keeton and Mark Ramirez to oversee finances.

Ms. Keeton reviewed expenses and revenues for July and August 2018. She noted that staff utilized invoices and reminder letters to collect outstanding Gala pledges. She provided an overview of the Commission's Balance Sheet, Statement of Net Position, and Statement of Revenue and Expenditures. She noted that in-kind revenues would not be calculated until the end of the year.

Mr. Contreras stated that the Commission's finances were secure and on-hand balances were sufficient to cover the remainder of the year if outstanding pledges were not collected. He noted that Ann Eaton stepped in as Deputy Director of the Tricentennial Office mid-year.

Ms. Eaton stated that Community Service was a core initiative of the Tricentennial and highlighted four Days of Service and ongoing projects. She noted that there were 36 community partners and over 300 projects were completed across the city. She stated that there were 5,500 Tricentennial Volunteers who contributed 18,000 service hours for an economic impact of \$433,000. She noted the importance of partnerships with NuStar Energy, Valero, Whataburger, Citi, and AARP. She stated that the final Day of Service took place on October 13<sup>th</sup> with projects focused on sustainability. She noted that Certificates of Appreciation and UTSA Football tickets were provided to volunteers.

Mr. Contreras highlighted Tricentennial Partner Events throughout the year and noted upcoming events such as the AbilityStrong Parade; 10<sup>th</sup> Annual Diwali Festival; TEDx San Antonio; UTSA Arbor Day; CityFest; Luminaria; and New Year's Eve with the Parks Foundation. He stated that Tricentennial Exhibits were ongoing at local museums.

Laura Mayes highlighted news mentions of the Tricentennial for a value of \$60,000 and noted that multiple City Departments supported Tricentennial branding. She stated that marketing materials were refreshed for summer and fall and outlined social media followers. She noted that the Tricentennial Website was updated to match new branding efforts and TVSA was producing Tricentennial Videos for distribution.

Mr. Contreras highlighted the Tricentennial Book and stated that it was for sale at 14 locations. He noted that staff was working to merchandise it at the San Antonio International Airport. He stated that the Tricentennial intended to hire Dr. Steven Nivin to perform an economic impact assessment of the Tricentennial. He invited Dr. Cynthia Teniente-Matson, President of the Tricentennial Celebration Commission, to speak.

Dr. Matson stated that staff and the Commission worked transparently and took corrective action where needed to make the Tricentennial successful. She noted that the entire country looked to San Antonio as an example of success in hosting a community-wide celebration.

Councilmember Treviño thanked everyone for the presentations and commended them for their collaboration to make the Tricentennial successful. He stated that the Tricentennial was an opportunity to look to San Antonio's future.

Councilmember Viagran commended staff and the Commission for their work and asked of leveraging community momentum from the Tricentennial. Ms. Mayes replied that the

Tricentennial brand was incorporated into SA Speak Up and staff was working to leverage community networks built through the Tricentennial.

Councilmember Treviño highlighted Mayor Nirenberg's support for the Tricentennial and noted the importance of collaboration.

Mr. Contreras thanked the Committee for their involvement in the Tricentennial and asked them to participate in thanking sponsors.

No action was required for Item 2.

### **3. Briefing and Possible Action on the Adoption of the Mission Historic District Design Manual**

Shanon Shea Miller stated that the Office of Historic Preservation partnered with the World Heritage Office to draft a Mission Historic District Design Manual with the assistance of the Lakota Group. She noted that the manual was intended to act as district-specific guidelines for the existing Mission Historic District and demonstrate best practices for land use and sensitive development. She stated that the manual would serve as a supplement to existing citywide guidelines. She noted that the process involved numerous field sessions and stakeholder meetings to ensure sufficient community engagement. She stated that the draft version of the manual was available for public comment. She noted that manual components included an Overview; Guidelines for Exterior Alterations and Additions; Guidelines for New Construction; Guidelines for Landscape and Site Elements; and Guidelines for Signage. She stated that the Historic Design and Review Commission would take action in November, the Zoning Commission would take action in December, and the manual would come before the full City Council for consideration on December 13<sup>th</sup>.

Councilmember Viagran moved to forward staff's recommendations for the manual to the full City Council for consideration. Councilmember Gonzales seconded the motion. The motion carried unanimously by those present.

### **ADJOURN**

There being no further discussion, the meeting was adjourned at 3:09 pm.

*Respectfully Submitted,*



**Cecily Hope Pretty**  
**Office of the City Clerk**



**Roberto C. Treviño, Chairman**