



**TRICENTENNIAL CELEBRATION COMMISSION
MEETING MINUTES
FRIDAY, DECEMBER 7, 2018 at 3:30 PM
MUNICIPAL PLAZA BUILDING, B ROOM**

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| Commission 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> ; 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> ; Faith Radle, <i>District 5</i> ; Jim Landers, <i>District 6</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. Mike Flores, <i>District 4</i> ; Cristina Bazaldua-Salazar, <i>District 7</i> ; Weslee Baerga, <i>District 8</i> ; Freida Wright, <i>District 9</i> |
| Tricentennial Staff Present: | Carlos Contreras, <i>Director</i> ; Ann Eaton, <i>Deputy Director</i> ; Mark Ramirez, <i>Department Fiscal Supervisor</i> ; Navia Sedeño, <i>Management Analyst</i> ; Kristan McIntyre, <i>Administrative Assistant</i> |
| Others Present: | Colleen Swain, <i>World Heritage Director</i> ; Melanie S. Keeton, <i>Assistant Finance Director</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Cecily Hope Pretty, <i>Senior Administrative Assistant (OCC)</i> ; Mary Jane Verette, <i>San Antonio Parks Foundation</i> |

President Dr. Cynthia Teniente-Matson called the meeting to order at 3:46 pm. She announced that it would likely be the final meeting of the full Tricentennial Celebration Commission.

1. Approval of Minutes from the September 27, 2018 Meeting

Commissioner Joe Linson moved to approve the minutes from the September 27, 2018 Tricentennial Celebration Commission meeting. Co-Chair Dr. John Folks seconded the motion. The motion carried unanimously by those present.

Item 3 was addressed at this time.

3. Executive Director's Report

Ms. Ann Eaton presented the Commissioners with custom Tricentennial artwork from Mindful Marketing as a gift for their service. She stated that a merchandise sale was held at the Tricentennial store and was successful in liquidating a significant amount of product. She noted that the Tricentennial store would close permanently after December 16th and staff would collaborate with Visit San Antonio to perform inventory and clear the space.

Commissioner Brenda Pacheco suggested donating remaining t-shirts to Tricentennial volunteers. Ms. Eaton replied that staff would investigate same.

Secretary Mary Rose Brown entered at this time.

Ms. Eaton stated that staff was working with the Information Technology Services Department and Tribu to transition the Tricentennial website after the New Year. She noted that information regarding book sales and teaching materials would remain available online and sponsors would be highlighted. She stated that the Department of Government and Public Affairs would oversee the website beginning in January 2019. She noted that social media pages would be used to engage followers in City events. She stated that Dr. Steve Nivin was hired to perform an economic impact assessment of the Tricentennial to be published in February. She noted that Trinity Press reported 4,400 Tricentennial book sales via retail outlets as of December 6th. She stated that books purchased as gifts for local school districts would be delivered before Christmas. She noted that the World Heritage Office would assume responsibility over legacy gift funds generated from the Founders' Day Gala for the Gateway Project at the San Antonio Missions.

No action was required for Item 3. Item 2 was addressed at this time.

2. President's Report

Dr. Matson provided an overview of recent Tricentennial Events such as the Rose Window Gala, CityFest, Luminaria, and the New Orleans Culinary Exchange. She stated that the Executive Committee approved a sponsorship for the San Antonio Parks Foundation's New Year's Eve Event. She noted that staff would pursue dissolution of the Commission in accordance with its bylaws and the Executive Committee would approve the final audit. She stated that remaining assets would be reabsorbed by the City and it would oversee any residual procedural items or liabilities. She noted that the City Attorney's Office was tasked with drafting a Funding Agreement to ensure that Gala proceeds went to their intended use for the Legacy Gift. She invited Ms. Colleen Swain to present on the proposed public input process to design the Gateway Project.

Ms. Swain provided an overview of previous public input processes for signage, wayfinding, and beautification projects. She noted that the process involved site identification, strategic development, and multiple community meetings to finalize design plans. She stated that construction would likely begin in 2020 following the design process and requested that the Commission provide the desired language for a commemorative plaque to be installed at the project's conclusion.

Commissioner Pacheco expressed her support for selecting local artists. Ms. Swain stated that local artists were selected for all prior World Heritage projects with a similar design process.

Commissioner Linson excused himself from the meeting at this time.

No action was required for Item 2. Item 5 was addressed at this time.

5. Discussion of Fall Events

Dr. Matson invited Ms. Mary Jane Verette, CEO of the Parks Foundation, to present on the New Year's Eve event.

Ms. Verette stated that the Parks Foundation anticipated up to 50,000 attendees at the event. She noted that the Tricentennial would have two dedicated screens to present Tricentennial video vignettes, sponsor information, and other Tricentennial-related material. She stated that the Tricentennial logo would be present throughout the event footprint and reviewed activities throughout the evening. She welcomed Commissioners to participate in the countdown on stage and added that 300-themed shells would be part of the fireworks display to commemorate the Tricentennial.

Dr. Alfonso Chiscano asked if the event was ticketed. Ms. Verette replied that it was free to the public.

Secretary Brown thanked Ms. Verette for the Parks Foundation's leadership and for including the Commission in the event. Ms. Verette thanked the Commission for their sponsorship.

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

4. Budget Update

Ms. Melanie Keeton provided an overview of finances through November 2018. She noted \$50,000 outstanding in Founders' Day Gala pledges and \$4,000 outstanding in non-gala pledges. She stated that over \$10 million was collected in 2018. She noted that staff projected \$239,000 in undesignated revenues at the conclusion of the year.

Commissioner Pacheco excused herself from the meeting at this time.

Ms. Keeton stated that the City contributed over \$2 million to the Tricentennial via the Hotel Occupancy Tax and remaining revenues absorbed by the City must be used for causes funded by same. She noted that the \$10 million did not include in-kind totals but they would be included in the final audit documents. She stated that in-kind totaled \$9 million and much of it was in the form of artwork that could be used long-term.

Vice President Lionel Sosa suggested that donation information be reported on the Tricentennial website. Mr. Contreras stated that Dr. Nivin's report would capture same and the Office of the City Clerk would establish a Tricentennial collection to ensure preservation of certain tangible items.

No action was required for Item 4.

6. Recap of Serve 300

Ms. Eaton stated that 10,000 trees were adopted in San Antonio as part of the Treecentennial. She reviewed media value resulting from the Culinary Exchange.

Commissioner Tijerina excused herself from the meeting at this time.

Ms. Eaton stated that the final Serve 300 Day occurred on October 13th. She noted that 504 volunteers participated in seven projects focused on sustainability. She stated that service totals for the year totaled 36 community partners; over 300 projects; 6,000 volunteers; 19,000 volunteer hours; and \$480,000 in economic impact.

Mr. Contreras stated that an ad would be placed in the San Antonio Business Journal to thank sponsors and they would receive Tricentennial-themed gifts.

No action was required for Item 6.

7. New Business/Announcements

Mr. Contreras expressed his hope that staff was able to execute the Commission's vision for the Tricentennial successfully and thanked everyone for their service. The Commissioners exchanged thanks and congratulations.

No action was required for Item 7.

ADJOURNMENT

There being no further discussion, Dr. Matson adjourned the meeting at 5:20 pm.

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