

**MINUTES**  
**WAR MEMORIAL BOARD OF TRUSTEES**  
**BUILDING COMMITTEE / SPECIAL MEETING**

**Thursday, September 10, 2020**

The Building Committee of the Board of Trustees of the War Memorial of San Francisco met remotely at 1:30 p.m. on Thursday, September 10, 2020, Chair Pelosi presiding.

**ROLL CALL**

Committee Members Present: Chair Pelosi, Vice-Chair Gatti, Trustee Bechtle, Trustee Levin, Vice-President Shultz, Trustee Wilsey and President Horn, *Ex Officio*

Non- Committee Members Present: Trustee Lui, Trustee Moscone, Trustee Myatt and Trustee Wright

Staff Present: John Caldon, Managing Director  
Jennifer Norris, Assistant Managing Director

**San Francisco Symphony request to expend up to \$1.6 million of “Hall Improvement Fee” funds for the “Immersive Lobby Experience” project in Davies Symphony Hall:**

Chair Pelosi stated that in February 2017 the War Memorial Board of Trustees approved a Hall Improvement Fee for Symphony concerts in Davies Symphony Hall. Since that time, total fees collected to date amount to just over \$2 million, with approved expenditures of \$292,000 on lobby furnishings and \$85,000 for design services related to the Immersive Lobby Experience. The current balance as of May 31, 2020 is approximately \$1.7 million.

Chair Pelosi reported that in September 2017 the Board approved in concept the Symphony’s proposed Immersive Lobby Experience to be funded from the Hall Improvement Fee on the condition that the Symphony would return to the Board for final approval when plans were fully developed. In February 2020, Trustees approved a request from the Symphony to expend \$85,000 in design fees to be funded from Hall Improvement Fee funds. He stated that today the Symphony is returning to present that design concept to Trustees, and to request approval to spend up to \$1.6 million to realize the project. He called on Symphony representatives to present the proposal.

Mark Hanson, Chief Executive Officer of the San Francisco Symphony, thanked the Building Committee for the opportunity to make this presentation. Symphony Director of Operations Andrew Dubowski stated that the Symphony started this journey in 2015 and that it is hard to imagine this project was started so long ago. He then turned the presentation over to David Bianciardi from AV Controls, who gave a presentation explaining the proposal, including information on cost, schedule, and operational questions.

Mr. Bianciardi stated that the Immersive Lobby Experience is a coordinated series of multi-functioning, multi-modal installations and storytelling opportunities designed to generate interest and excitement in Davies Symphony Hall. Interior Façade Lighting and Digital Posters were the two project elements discussed in the presentation.

Mr. Bianciardi said that the façade lighting will be a gently animated lighting system that illuminates the exterior face of the columns of Davies Hall in subtle color with a pacing that evokes symphonic music. It will allow creation of animation and pacing styles that combine with color palettes and optional inputs to give a range of expression for the façade lighting that modulates and animates over the course of the evening. He outlined the two type of fixtures proposed. The first are LED color-changing up-lights arrayed around the base or top of the architectural columns to create a wash of colored light on the outward face of the column intended to create a viewing effect for those outside the building. The second series of fixtures proposed are LED “tube” lights to be affixed to the centerline of the exterior face of the columns and along the vertical edges of the

second tier window slots to create a series of vertical color slashes, which are also intended to be viewed from the exterior.

The proposed “Digital Posters” will be freestanding digital screens that will enhance the aesthetic of the lobby. The Digital Posters will be used to welcome guests, highlight performances and special events, visually tie-in to lobby events, and display seasonal information, sponsorships, ticketing information and more. The Digital Posters can be positioned independently, or together as an array to function as a larger canvas. The budget as presented includes funds to purchase five cases. Mr. Bianciardi noted that the software used to create the poster images is very user friendly and designed to make content creation simple. The Digital Posters will be available for outside licensees at no additional cost, and a selection of neutral images focused on images of San Francisco or music will be created so that the cases are never dark when patrons are in the lobbies.

Following discussion and on motion by Trustee Bechtle, seconded by Trustee Moscone, the following recommendation was unanimously adopted:

- RECOMMENDED,** By the Building Committee of the War Memorial Board of Trustees to recommend to the full Board that it approve the San Francisco Symphony’s use of up to \$1.6 million in Hall Improvement Fee funds for design, general management, implementation, manufacture, and installation of Interior Façade Lighting and five Digital Posters for the Immersive Lobby Experience, with the requirement that:
- The Symphony must receive approval of final designs, fixture selections, and installation methods from War Memorial staff; and
  - Any equipment purchased with Hall Improvement Fee funds becomes the property of the War Memorial and is to be made available for use by all licensees at no additional fee; and
  - Maintenance and management of the façade lighting and digital content management systems remain the responsibility of the Symphony, and must be performed without further contributions from Hall Improvement Fee funds.

### PUBLIC COMMENT

Chair Pelosi called for any general public comment on items within the subject matter jurisdiction of the Committee, but which did not appear on the agenda. There being none, public comment was closed.

### ADJOURNMENT

There being no further business to come before the Building Committee, Chair Pelosi adjourned the meeting at 2:15 p.m.



Jennifer E. Norris  
Executive Secretary