

MINUTES
WAR MEMORIAL BOARD OF TRUSTEES
BUILDING COMMITTEE / SPECIAL MEETING

Thursday, March 12, 2020

The Building Committee of the Board of Trustees of the War Memorial of San Francisco met at 1:30 p.m. on Thursday, March 12, 2020, in the Trustees' Board Room, War Memorial Opera House, Chair Pelosi presiding.

ROLL CALL

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

Non- Committee Members Present: Trustee Lui and Trustee Myatt

Committee Members Absent: Vice-chair Gatti

Staff Present: Jennifer Norris, Assistant Managing Director

Veterans Commemoration Committee request to install exhibit banners in the Veterans Building Lobby:

Chair Pelosi stated that prior to today's meeting, Trustees received a letter from the Veterans Commemoration Committee requesting permission to install an exhibition of panels in the Veterans Building lobby. He asked Veterans Commemoration Committee Project Director Ken Maley to address the Committee.

Mr. Maley stated that the banners would be similar to those exhibited as part of 2018's WWI centennial commemoration exhibit in terms of size and placement. This new proposal includes six panels dedicated to the role San Francisco played in the WWII Pacific Theater following the 1941 attack on Pearl Harbor and subsequent declaration of war. Two additional panels would be dedicated to the UN Charter conferences held in the War Memorial Opera House, and the official signing of the UN Charter in the Herbst Theatre. The Committee would work with a student group to create the graphic design, and would return to the War Memorial for final design approval. He stated that the banner hardware remains in place from the prior exhibit, so no additional installation of equipment will be required.

On a motion by Trustee Shultz, seconded by Trustee Levin, 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 Veterans Commemoration Committee's request to design and install eight exhibit banners in the Veterans Building Lobby about San Francisco's role in the Pacific Theater during WWII, and the 75th Anniversary of the signing of the United Nations Charter, with dates of installation and final design to be approved by War Memorial Staff.

Veterans Commemoration Committee request to install directional signage for its exhibits on the second floor of the Veterans Building:

Chair Pelosi stated that prior to today's meeting Trustees received a letter and graphic representation of the two directional signs the Veterans Commemoration Committee is requesting to install on the second floor of the Veterans Building. Chair Pelosi asked Veterans Commemoration Committee Project Director Ken Maley to address the Committee.

Mr. Maley stated that, if approved, the signage would direct patrons to the World War I exhibit now located in the north corridor of the second floor of the Veterans Building, and to announce future exhibits being planned for the south corridor.

During the discussion, Trustees requested a grammatical correction to one of the signs. Trustees also stated the signs should not include the names of Committee members, as this encroaches on building naming rights.

On a motion made by Trustee Levin, seconded by Trustee Wilsey, the following recommendation was unanimously adopted:

RECOMMENDED, By the Building Committee of the War Memorial Board of Trustees to recommend to the full Board approval of the Veterans Commemoration Committee's request to install two directional signs in the east corridor of the Veterans Building second floor, provided the verbiage is grammatically accurate and does not include the names of the Committee members. Final design to be approved by War Memorial staff.

San Francisco Symphony request to use \$85,100 of "Hall Improvement Fee" funds for design services related to the reimagined "Immersive Lobby Experience" project for 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. Total fees collected to date amount to over \$2 million. With previously approved expenditures of \$292,000 for lobby furnishings, the current balance as of January 31, 2020 is approximately \$1.8 million.

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 return to the Board for final approval when the plans were fully developed. Since that time, the Symphony has discovered that its original proposal far exceeded its estimated budget, and has been working to recalibrate the project to reduce costs.

Chair Pelosi said that in advance of today's meeting, Trustees received a letter from the Symphony outlining the revised scope of this project, and requesting approval of \$85,100 in design fees to be funded from the Hall Improvement Fund. He called on San Francisco Symphony Executive Director Mark Hanson to present the request.

Mr. Hanson stated that with approval of the San Francisco Symphony's use of \$85,100 in Hall Improvement Fee funds, the Symphony would be able to complete the design phase of the Immersive Lobby Experience with vendor partner Audio Video Controls, and bring the project back to the Board in April for approval. The Symphony would request use of Hall Improvement Fee funds to purchase needed equipment once the design is complete. The Symphony anticipates that request will use all Hall Improvement Fee funds collected to date.

Mr. Hanson reminded the Committee that the project is motivated by Symphony audience surveys, which demonstrate that patrons desire an elevated pre-concert experience with opportunities for learning and context for concerts. The Immersive Lobby Experience is likely to include interior façade lighting, video projection, video kiosks, and other elements being developed with incoming Music Director Esa-Pekka Salonen, who is a respected technologist. Mr. Hanson stated the Symphony sees this project increasing attendance, modernizing the lobby, and making the concert going experience more engaging for new and long-time audiences. He further stated their intent is to share these upgrades with other groups who use the Symphony Hall.

Mr. Hanson noted that thus far the Symphony has invested over \$2 million in research and work performed to date to develop this project. If funded through the Hall Improvement Fee, the equipment would be owned by the War Memorial, but the Symphony would facilitate the use of this infrastructure for outside users at no cost to the user. The Symphony would maintain the software and keep it up-to-date. Symphony Director of Operations Andrew Dubowski stated that this system is designed with a simple backend interface to make it easy for use by all. Ms. Norris noted that it may be useful to have the Symphony build a graphics package that is San Francisco-centric, so that the screens can be active and have images on them even when smaller budget licensees use the Symphony Hall.

On a motion made by Trustee Wilsey, seconded by Trustee Bechtle, the following recommendation was unanimously adopted:

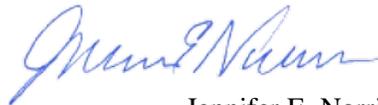
RECOMMENDED, By the Building Committee of the War Memorial Board of Trustees to recommend to the full Board approval of the San Francisco Symphony's request to use \$85,100 in Hall Improvement Fee funds for final design fees related to its proposed "Immersive Lobby Experience" project.

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 2:00 p.m.



Jennifer E. Norris
Executive Secretary