

MINUTES OF THE MEETING
OF THE
BOARD OF DIRECTORS COMMUNICATIONS COMMITTEE
OF THE
SAN ANTONIO RIVER AUTHORITY
JANUARY 30, 2008

The Communications Committee of the SAN ANTONIO RIVER AUTHORITY Board of Directors was called to order by the Committee Chairman, Mr. Roberto Rodríguez, at 1:10 p.m., Wednesday, January 30, 2008, at the General Offices of the San Antonio River Authority, 100 East Guenther Street, San Antonio, Bexar County, Texas.

Mr. Názirite Rubén Pérez, Secretary, called the roll and certified a quorum as follows:

Terry Baiamonte	Absent
Sally Buchanan	Present (arrived at 1:30 p.m.)
Názirite Rubén Pérez	Present
Roberto Rodríguez	Present
H.B. Ruckman III	Present
Adair R. Sutherland	Present

Staff members present were:

Suzanne Scott, General Manager
Steve Graham, Assistant General Manager
Steve Raabe, Director of Technical Services
Susan Eason, Director of Internal Resources
Rosy Anguiano, Executive Assistant
Steven Schauer, External Communications Manager
Karen Bishop, Communications Program Developer
Claude Harding, Real Estate Manager
Dale Bransford, Park Services Manager
Jim Blair, Flood Infrastructure Manager
Nefi Garza, Watershed Management Manager
Lauren Minarcik, Park Services
Gary Heimer, Park Services
Lisa Lane, Finance
Gloria Rodríguez, Intergovernmental and Community Relations
Ivalis Gonzalez, Intergovernmental and Community Relations
Brian Mast, Intergovernmental and Community Relations

Others present were:

David Ross, Legal Counsel
John Boggess, Thompson Marketing

Regarding **Agenda Item 4: Approval of the Minutes of the Meeting Held on September 19, 2008.** Mr. Ruckman so moved and seconded by Mr. Perez, Motion carried unanimously.

Mr. Rodríguez called on Steven Schauer regarding **Agenda Item 5: Presentation of San Antonio River Authority Sponsorships and Community and Media Activities.**

Mr. Schauer presented the following list of fiscal year 2007/08 sponsorships from July 2007 through December 2007. The attached monthly calendar tracking the communications, intergovernmental, community outreach and education events and activities involving River Authority representatives is for the months from July 2007 through December 2007.

Fiscal Year 2006/07 Sponsorships For the period May 2007 – June 2007		
Month	Recipient and/or Event	Sponsorship Amount or Service
May	Environmental Trade Fair & Conference	TCEQ Environmental Trade Fair – Austin Convention Center-Awards Banquet Table
	Goliad County Chamber of Commerce	Annual Missions Tour de Goliad
	WildFest San Antonio	Nature and birding event sponsorship
	The Greater San Antonio Chamber of Commerce	Henry Cuellar Luncheon – Corporate Table
June	South San Antonio Chamber of Commerce	2007 State of the District Address Honoring Senator Carlos Uresti – Corporate table
	AAA Limousine Service	Watershed Improvement Advisory Committee (WIAC) Tour
	UTSA	Pre-Freshman Engineering Program
	SAWS	Water: A Living Lesson Educators’ Conference

Mr. Rodríguez called on Steven Schauer for **Agenda Item 6: Introduction of New Intergovernmental and Community Relations Staff.**

Mr. Schauer introduced Ivalis Gonzalez, Intergovernmental/Community Relations Technician, who began working for the River Authority on October 15, 2007, and Brian Mast, Intergovernmental Relations Specialist, started on November 19, 2007. Both Ms. Gonzalez and Mr. Mast will primarily be providing intergovernmental relations assistance to the River Authority.

Mr. Rodríguez called on Dale Bransford regarding **Agenda Item 7: Presentation, Discussion and Appropriate Action Regarding a Proposal to Reposition Braunig and Calaveras Lake Parks, Including Information on Existing Park Operations and Programs, Summary of Public Input Processes, and Staff Recommendations Regarding Operational Practices, Regulation Changes, Park Development, and Staffing Allocation, Including a Report on a Communications Plan for the Park Services Department.**

Mr. Bransford explained that the River Authority’s operation of Braunig and Calaveras Lake Parks has undergone minor change in the last forty years. Changing at a faster pace have been the expectations and needs of a growing public, the increased urban development around the lake

parks, and a greater recognition of the significance of the multiple benefits generated by public parks. Braunig and Calaveras Lake Parks will receive almost 300,000 park users in FY 70/08 and are unique public resources in south central Texas. Actions taken by CPS Energy and the River Authority to make these resources available to the public over the past 40 years warrant continued investment, now more than ever.

Year-round casual public contact, plus results of formalized public comment processes in 2005 and 2007, has led staff to realize the lake parks should be repositioned through operational, managerial and physical improvements. A report titled "Repositioning Braunig and Calaveras Lake Parks," presented during the meeting, expanded on the opportunities that exist for the River Authority and CPS Energy to better serve the public, to improve the quality and quantity of outdoor recreation facilities, to sustain a responsible level of park-generated revenue and to help the agencies achieve their respective mission and goals.

Mr. Bransford introduced Park Services staff Lauren Minarcik and Gary Heimer and indicated they would assist in the presentation. Ms. Minarcik provided an overview of programming developed in the parks in recent years:

- Junior Angler Program, began in 2003, has served over 800 youth;
- Guided Nature Hike Series began in fall 2007 and rotates among Braunig Lake Park, Calaveras Lake Park, and Jackson Nature Park;
- Outdoor Family Workshop in partnership with Texas Parks and Wildlife Department;
- Volunteer Opportunities to get 4-Hers, scouts and other service groups into the lake parks (example, Braunig Lake Park Trailblazing event to create a new trail);
- Scout Camporee;
- National Public Lands Day;
- Fostering Agency Partnerships;
- Providing Real-world Case Studies for college student exercises;
- Solicited Sea Island Sponsorship of Junior Angler Program.

Mr. Bransford then reported that the lake parks need to be repositioned so that they are in alignment with SARA's mission. His recommendations, which follow recognized state park models, included the following:

- Continue the Capital Improvements Program in partnership with CPS Energy;
- Institute a family-friendly alcohol practice;
- Formalize and expand recreational use zones;
- Increase vehicular management actions;
- Implement a centralized litter management system;
- Establish overnight camping only in designated sites or areas;
- Strengthen environmental messaging in partnership with CPS Energy;
- Attain adequate staffing levels.

Mr. Bransford reported an increase in lake park visitation, projected the increase for upcoming years, and, to meet that need and implement the repositioning plan, requested an increase in authorized positions. For the current fiscal year, one park specialist position as a replacement position and one new maintenance crewman II is being requested. For fiscal year 2008/09, one

additional park specialist will be needed. Mr. Bransford presented budgetary pie charts that reflected lake park income and expenses. Mr. Rodríguez asked if CPS Energy is adhering to its agreement with the River Authority to supplement funding, and Mr. Bransford report they are. Ms. Scott added that CPS Energy had challenged SARA to increase revenue at the park and the desirability of the parks as a location. She noted that the repositioning plan not only responds to the River Authority Board's instructions to staff, but also responds to CPS Energy's expectations for the parks.

In answer to Mr. Rodríguez' question, Mr. Bransford added that for the next two fiscal years, CPS Energy's projected capital improvements funding would be a little over \$340,000 for Braunig Lake Park and \$718,000 for Calaveras Lake Park, the larger of the two lake parks and historically the most heavily visited. Recent capital improvements include new boat ramps at each of the two lake parks.

Ms. Buchanan inquired why sail boats are not at the lake parks, and Mr. Bransford reported that, in accordance with a new more restrictive federal guideline, CPS Energy had recently banned sail boats due to power lines across the lakes.

Mr. Ross briefed the Board on recent changes made by the Legislature that will allow ad valorem taxes to be used to develop, operate and maintain recreational facilities. Provisions for bonds in the Texas Water Code could be approved in the future by voters to fund such projects.

Ms. Sutherland recommended that staff research diverse grant opportunities and include those opportunities in the annual budget. She also indicated it was not too early to get the San Antonio River Foundation involved in Braunig and Calaveras Lake Park development. She reported that nature photography is a growing interest and recommended enhancing opportunities at the lake parks.

Mr. Bransford reported that next steps include the following:

- Move forward with additional public engagement opportunities;
- Explore prospects of forming a friends group;
- Review our property leases for improved property lines and to expand each parties' responsibilities.

Mr. Bransford introduced Steven Schauer, External Communications Manager, who reported that the Intergovernmental Relations and Community Relations Department is creating a Communications Plan in cooperation with the Park Services Department. The purpose of this plan will be to provide a framework for external communications that will serve as a bridge between the immediate and long-term communication needs and goals of the Park Services Department. Like the repositioning plan, the communications plan will be coordinated with CPS Energy. The plan will be brought to the Committee at its next meeting.

Ms. Sutherland recommended partnering with the City of Elmendorf on promotion of the parks, and Mr. Schauer stated that partnering with that city as well as other entities could be researched.

Mr. Bransford recommended the following:

- Continuing capital improvements program and partnering with CPS Energy;
- Instituting family-friendly alcohol policy;
- Formalizing and expanding recreational use zones;
- Centralized garbage collection;
- Implementing a vehicular management system;
- Establishing camping-only in designated areas;
- Strengthening environmental messaging; and
- Attaining appropriate staffing levels to implement the repositioning plan.

Mr. Rodríguez asked about regulatory authority at the lake parks, and Mr. Bransford reported that the lake parks fall under the Texas Parks and Wildlife Department's rules and regulations, which are enforced by state wardens and which include fish size and quantity.

Mr. Ruckman stated his disappointment regarding the sail boat restrictions and reported that on-site boat storage, a well-stocked and staffed concession stand, a marina, a swimming area and increased playground areas are also draws that could be considered in the future. He asked that fishermen be considered as changes are made.

Ms. Buchanan recommended creating a "pack-in-pack-out" culture at the lake parks. Mr. Rodríguez requested that increased partnerships with scouting groups be pursued. Ms. Buchanan stated that vehicular management is a crucial improvement to be made at the lake parks.

Mr. Rodríguez called for a Motion accepting the repositioning plan and authorizing presentation of the plan to the Board of Directors.

Ms. Sutherland so moved and seconded by Ms. Buchanan, Motion carried unanimously.

Mr. Rodríguez called on Claude Harding regarding **Agenda Item 8: Presentation and Discussion Regarding the Naming of San Antonio River Authority Dam Structures.**

Mr. Harding stated that since 1954, there have been 52 flood control structures built in the San Antonio River Basin, 40 of which are now maintained by the San Antonio River Authority. This method of providing flood control has been supported and developed in cooperation with the Alamo Soil and Water Conservation District and the Natural Resources Conservation Service since the inception of the federally funded program.

In Bexar County, SARA owns and maintains twenty-seven flood control dams in three watersheds: San Antonio River Watershed (Calaveras Creek Sub-Watershed), Cibolo Watershed (Martinez Creek Sub-Watershed), and Salado Creek Watershed. Calaveras Creek Sub-Watershed Project started as a "pilot watershed project" in the early 1950's and currently has seven dams. The six dams in the Martinez Creek Sub-Watershed Project were constructed in the 1960's and the fourteen dams in Salado system were constructed primarily in the 1970's and 1980's.

Downstream of Bexar County, SARA owns and maintains thirteen flood control dams. All of these dams are in the Escondido Creek Watershed and all are located in Karnes County.

Historically, dams were numbered by the federal sponsor. However, the numbers are confusing to many and there is now a desire to name the dams. River Authority staff have developed a list of potential names.

The criteria used to name the Bexar County dams were to use geographic and historic names where possible, i.e. creeks, communities, parks. In Karnes County, the structures have already been named informally by the local inhabitants. They are known as lakes and in most cases the names reflect the property owner where the facility is located.

During the September 2007 Communications Committee meeting, staff briefed and received further direction from the Committee regarding this project. Staff has incorporated that direction into the list of recommendations presented to the Committee.

Ms. Sutherland and Ms. Buchanan voiced concern that SARA is being lost in all of the names and recommended that the names in some way reflect the River Authority's involvement. Ms. Scott noted that, although we own and maintain the dams, City of San Antonio and Bexar County funding went into many of the dams. Our logo will be included on signage at the dam sites.

Mr. Harding reported that as a way to promote the new names of the dams, SARA has developed a program that will offer phased funding of monumentation. Mr. Schauer noted that some dams are in or near parks where kiosks or educational signage could be developed.

Following Ms. Buchanan's recommended that Salado 8 be named Stone Oak, Mr. Ruckman motioned to adopt the names as presented by staff with the exception of Salado 8, which is to be Stone Oak, and to present the adopted names to the Board of Directors. Ms. Buchanan seconded and motion carried unanimously.

Mr. Rodríguez called on Steven Schauer regarding **Agenda Item 9: Status Report on the Bexar Regional Watershed Management Committee's Communications Program for the FEMA DFIRM Public Meetings.**

Mr. Schauer announced that during this the last week of January and in the first two weeks of February, the River Authority, in partnership with the Bexar Regional Watershed Management (BRWM), will host a series of public meetings to officially distribute the updated Federal Emergency Management Agency (FEMA) floodplain maps, otherwise known as Digital Flood Insurance Rate Maps (DFIRMs). These public meetings will be the start of FEMA's official 90-day public comment period for appeals and protests. In the meetings held to date, staff already have presented DFIRM information to approximately 175 people.

During this period, the community and/or other interested parties may refute the data shown on the DFIRMs with a formal objection. This formal objection is known as an appeal or protest. The main focus of these meetings will be to provide information to the public about the creation of the DFIRMs and explain how to formally appeal or protest the new floodplain maps.

In addition to disseminating information, the public meetings will include a discussion on the relevance of the maps as they help to prioritize future capital improvement projects. Bexar County will provide an update of the County's new 10-year Bond Program with a 3-year rolling Capital Improvement Program, and the City of San Antonio will give an update about the flood mitigation projects included in the May 2007 bond election. Both the County and City used the new floodplain maps, in cooperation with SARA, to develop these capital improvement programs.

A total of 12 public meetings will be held. The first six public meetings will take place from January 29th through January 31st with meetings held twice daily. The morning meetings will be held from 10:00 a.m. to 12:00 p.m. and the evening meetings will take place from 6:00 p.m. to 8:00 p.m. A FEMA representative will attend the first six public meetings. (Engineers, insurance representatives, real estate professionals and suburban city floodplain administrators are encouraged to attend one of the first three morning meetings.)

The remaining six public meetings will be held throughout the first two weeks in February, Tuesday through Thursday, from 6:00 p.m. to 8:00 p.m. All nine evening meetings will have a similar agenda and all Bexar County residents are encouraged to attend one of the evening meetings.

DATE/TIME	LOCATION
January 29, 2008 10:00 a.m. to 12:00 p.m.	San Antonio River Authority Board Room
January 29, 2008 6:00 p.m. to 8:00 p.m.	TxDot District Office
January 30, 2008 10:00 a.m. to 12:00 p.m.	San Antonio River Authority Board Room
January 30, 2008 6:00 p.m. to 8:00 p.m.	Miller's Pond Center
January 31, 2008 10:00 a.m. to 12:00 p.m.	San Antonio River Authority Board Room
January 31, 2008 6:00 p.m. to 8:00 p.m.	Navajo Civic Center
February 5, 2008 6:00 p.m. to 8:00 p.m.	Hollywood Park City Hall
February 6, 2008 6:00 p.m. to 8:00 p.m.	Holmes High School
February 7, 2008 6:00 p.m. to 8:00 p.m.	Jefferson High School
February 12, 2008 6:00 p.m. to 8:00 p.m.	Live Oak Civic Center
February 13, 2008 6:00 p.m. to 8:00 p.m.	Shavano park City Hall
February 14, 2008 6:00 p.m. to 8:00 p.m.	The Witte Museum

Mr. Rodríguez called on Steven Schauer regarding **Agenda Item 10: Status Report on the Basin Service Area Analysis.**

Mr. Schauer explained that in December, the River Authority hired a consultant to conduct a perception and awareness research analysis project throughout the River Authority's service area. The research will provide the River Authority with information about its strengths, weaknesses and community responsiveness as it relates to its customers and governmental partners. The findings will be based on both qualitative and quantitative research.

The qualitative research component for the project will include approximately 50 one-on-one interviews conducted by the consultant. River Authority staff, in cooperation with the consultant, developed the basin-wide stakeholder list which is being used for this portion of the project. Mr. Schauer provided details about the organizations and agencies that would be represented by the individuals included on the list.

The quantitative research components for the project will include phone surveys conducted throughout the basin that will meet a statistical reliability of 95% ($\pm 8\%$).

The consultant will provide a complete analysis of the data, including statistical variability observations, in a report that summarizes the key findings and implications for future communications efforts. It is anticipated that the research and findings will be completed by the end of March 2008.

Ms. Sutherland asked whether citizens-at-large were included. Mr. Schauer reflected that there were.

Mr. Rodríguez called on Steven Schauer regarding **Agenda Item 11: Status Report on Environmental Advisory Committee Activities.**

Mr. Schauer introduced Mr. Mast to explain that the Environmental Advisory Committee (EAC) held its last quarterly meeting of 2007 on December 17th during which committee members were provided information on the 2008 Basin Summary Report and the riverrec.org website. The River Authority is required by the Texas Commission on Environmental Quality (TCEQ) to solicit stakeholder feedback for our Basin Summary Report. Stakeholder feedback is not required for the riverrec.org website; however, the EAC has provided the River Authority with valuable ideas that have been incorporated into the website.

At the December 17th meeting, Rebecca Reeves of the Environmental Sciences Department presented river segment data charts to the EAC and asked for stakeholder feedback on the "Water Quality Focus" and "Possible Solutions or Actions Taken" columns. The River Authority received feedback from several members, and that information is being incorporated into the draft of the Basin Summary Report.

The Intergovernmental & Community Relations Department (IGCR) had organized San Antonio River basin tours for the EAC. The first took place on Saturday, January 26, and the second will take place on Saturday, February 2. Mike Gonzales of Environmental Sciences serves as tour guide. The tours are all-day events with stops at Loop 1604, Saspamco, Hwy 97, Dietzfield Road, Hwy 181 and FM 791 river crossings. Other stops made when time permits include

Goliad State Park, Falls City fish farm, Mays Crossing, Conquista Crossing and the Berclair well site.

An EAC webpage is being developed for the River Authority's website. The webpage will include EAC member information, past and future meeting agendas and minutes, as well as a meeting schedule. The webpage will be designed to introduce the EAC to the community, thus encouraging and facilitating greater stakeholder involvement in the conservation and preservation of the entire river basin.

The process to identify two co-chairs for the EAC, one from Bexar County and one from Wilson, Karnes or Goliad County, is underway. The goal is to have the positions filled by the next quarterly meeting of the EAC.

Mr. Rodríguez asked whether the committee had representation from throughout the Basin. Mr. Mast reported that the committee had six members from downstream communities and eight from Bexar County. Ms. Sutherland inquired whether all the meetings were held at SARA. Mr. Mast reported that the meeting sites would rotate through the basin.

Mr. Rodríguez called on Nefi Garza regarding **Agenda Item 12: Status Report on Emergency Response Web Sites.**

Mr. Garza explained that the River Authority is in the process of developing two websites that will assist local emergency responders and possibly the public during major flood events. The website uses the hydraulic models developed from the nearly completed Digital Flood Insurance Rate Map (DFIRM) study for Bexar, Wilson, Karnes and Goliad counties.

The first website, which is available through the Internet (<http://saragisweb1.sara-tx.org/fwrs/>), is site specific to the Wilson, Karnes and Goliad counties. This website will only provide warning for the San Antonio River and the Cibolo Creek. Floods due to local creeks will not be captured by this system. Once we have concluded training for the local emergency responders and local floodplain administrator, we will make it available to the general public, but not until we have input from local emergency responders.

The second site is specific to Bexar County. Due to the numerous flooding sources and the fact that Bexar County is in Flash Flood Alley, this flood warning system will require hydraulic models to run 24 hours a day and 7 days a week. This system will provide data to the National Weather Service (NWS) who will then make this data available to the public. The NWS will maintain the system once we have concluded the model conversion from DFIRM to this new flood warning system. The River Authority and partners will have to purchase software to integrate the radar and rain gage data available from the NWS. This will be a new system to this country; no one in the United States has a system like this. The following link is an example of the website that we will develop (<http://www.overstromingsvoorspeller.be/Default.aspx>). It is from Belgium, the Flemish Environmental Agency.

Ms. Sutherland suggested that a press release be developed. Ms. Scott indicated that a release will be developed when the maps are released to Goliad. She also reported we would announce the creation of a goliadfloodfacts.org website through the release.

Mr. Rodríguez asked for verification that, in future flood events, the River Authority would not be on the radio or TV communicating emergency information. Nor will the River Authority be making predictions. Mr. Garza indicated that was correct; the River Authority will serve as technical experts and advisors. We will be providing the tools. He also reported that the system is limited to flooding caused by the Cibolo and the San Antonio River. Other creeks will be addressed in the future.

Mr. Rodríguez called on Suzanne Scott regarding **Agenda Item 13: General Manager's Report.**

Ms. Scott indicated there was nothing new to report.

By consensus, Committee members agreed that the next River Authority Board of Directors Communications Committee meeting should be held on March 19, 2008 at 12:00 noon.

There being no further business, the meeting was adjourned by Mr. Rodríguez, the Chair, at 4:20 p.m.

PREPARED AND RECOMMENDED FOR APPROVAL BY THE MANAGER.

SUZANNE B. SCOTT, General Manager

APPROVED BY THE COMMUNICATIONS COMMITTEE AT THE MEETING HELD ON
MAY 29, 2008.

ROBERTO RODRÍGUEZ, Chairman

ATTEST:

STEPHEN T. GRAHAM, Assistant Secretary