

AGENDA

MEETING OF THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE AND/OR OF THE BOARD OF DIRECTORS

SAN ANTONIO RIVER AUTHORITY

May 5, 2009, 2:15 p.m.

**Estimated Presentation Time: 2.75 hours*



GENERAL AND CEREMONIAL ITEMS:

**Estimated Presentation Time: 10 minutes*

1. **CALL TO ORDER BY THE CHAIR, MS. SALLY BUCHANAN**

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL BY THE SECRETARY, MR. JOHN FLIELLER**

Sally Buchanan

John J. Flieller

Názirite Rubén Pérez

Roberto G. Rodríguez

H. B. Ruckman III

Adair R. Sutherland

4. **CERTIFICATION OF A QUORUM BY THE SECRETARY**

5. **INTRODUCTION OF VISITORS**

6. **CITIZENS TO BE HEARD**

**Represents the time staff anticipate that it will take to make presentations or give briefings; does not include an estimate of the time required for individual presentation or for discussions generated by Board members.*

7. **APPROVAL OF THE MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING HELD ON FEBRUARY 3, 2010**
8. **REPORT ON SAN ANTONIO RIVER AUTHORITY SPONSORSHIPS AND COMMUNITY AND MEDIA ACTIVITIES**
9. **REPORT ON PUBLIC EVENTS ORGANIZED BY THE INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT OF THE SAN ANTONIO RIVER AUTHORITY**
10. **REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT**
11. **PRESENTATION, DISCUSSION, AND APPROPRIATE ACTION REGARDING THE 75 YEARS OF SARA SERVICE PROJECT SCOPE AND FUNDING FOR FISCAL YEAR 2010/2011**
12. **PRESENTATION, DISCUSSION, AND APPROPRIATE ACTION REGARDING THE PROPOSED FISCAL YEAR 2011 BUDGET FOR THE INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT**
13. **PRESENTATION AND DISCUSSION REGARDING THE ENVIRONMENTAL AWARENESS INITIATIVE**
14. **PRESENTATION AND DISCUSSION REGARDING COLLABORATIVE SIGNAGE OPPORTUNITIES BETWEEN THE SAN ANTONIO RIVER AUTHORITY AND THE CITY OF SAN ANTONIO**
15. **PRESENTATION AND DISCUSSION REGARDING PROPOSED CHANGES TO VARIOUS WEBSITES AND THE USE OF SOCIAL MEDIA TOOLS**
16. **PRESENTATION AND DISCUSSION REGARDING THE PROPOSED ADOPT-A-RIVER EFFORT**
17. **UPDATE ON TCEQ-FUNDED RIVER WALK IMPLEMENTATION PROGRAM AND ACTIVITIES OF THE RIVER WALK WATERSHED ALLIANCE**
18. **GENERAL MANAGER'S REPORT**
 - **UPCOMING EVENTS CALENDAR,**
 - **FUTURE BOARD AND/OR COMMITTEE MEETINGS,**
 - **MEETINGS INVOLVING THE ATTENDANCE OF ONE OR MORE BOARD MEMBERS**
19. **NEXT MEETING DATE**
20. **ADJOURN**

Estimated Presentation Time: 2.75 Hours

SAN ANTONIO RIVER AUTHORITY
General Statements

This meeting is wheelchair accessible. Accessible parking is located at 100 E. Guenther Street. Requests for an interpreter for the hearing impaired must be received at least 48 hours prior to the meeting, or, to arrange for special assistance to attend this meeting, please call the Operator at 210-227-1373.

The Board of Directors' Communication Committee and/or the Board of Directors of the San Antonio River Authority may discuss and/or take action on any item listed in this agenda while convened in open session. The Board of Directors' Communication Committee and/or the Board of Directors of the San Antonio River Authority may also meet in Executive Session, pursuant to Section 551.071 of the Texas Government Code, to receive advice from legal counsel on any item listed in this agenda.

Communications Committee

7.

Date: 05/05/2010

Approval of the Minutes

Submitted By: Lupe Sanchez, Executive
Offices

Division: Executive Offices

Submitted For: Suzanne B. Scott

Department:

Information

CAPTION

**APPROVAL OF THE MINUTES OF THE COMMUNICATIONS COMMITTEE
MEETING HELD ON FEBRUARY 3, 2010**

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

Recommendation

Motion to approve the minutes of the Communications Committee meeting held on February 3, 2010, as presented.

Discussion

Vote

Attachments

Link: February 3, 2010, Communications Committee Meeting Minutes

MINUTES

MEETING OF THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE

SAN ANTONIO RIVER AUTHORITY



February 3, 2010, 2:15 p.m.

GENERAL AND CEREMONIAL ITEMS:

1. **CALL TO ORDER WAS MADE BY THE CHAIR, MS. SALLY BUCHANAN, AT 2:18 PM**
2. **PLEDGE OF ALLEGIANCE WAS RECITED**
3. **IN THE ABSCENCE OF THE COMMITTEE SECRETARY, THE COMMITTEE VICE-CHAIR, ROBERTO G. RODRÍGUEZ, CALLED THE ROLL AND REPORTED THE FOLLOWING BOARD MEMBERS PRESENT:**

- Sally Buchanan**
- John J. Flieller (absent)**
- Názirite Rubén Pérez**
- Roberto G. Rodríguez**
- H. B. Ruckman III**
- Adair Sutherland (absent)**

4. **CERTIFICATION OF A QUORUM WAS ANNOUNCED BY THE VICE-CHAIR, MR. RODRÍGUEZ**

5. **INTRODUCTION OF VISITORS**

Ms. Sanchez announced that there were no visitors in the audience.

6. **CITIZENS TO BE HEARD**

Ms. Sanchez announced that there were no citizens signed up to speak.

7. **APPROVAL OF THE MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING HELD ON DECEMBER 10, 2009**

Staff recommended a motion to approve the minutes of the Communications Committee meeting held on December 10, 2009, as presented.

Motion made by Roberto G. Rodríguez

Seconded by Názirite Rubén Pérez
Motion passed unanimously

8. **PRESENTATION OF SAN ANTONIO RIVER AUTHORITY SPONSORSHIPS AND COMMUNITY AND MEDIA ACTIVITIES**
There being no action taken on this item, Ms. Buchanan called for Agenda Item 9.
9. **STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT**
There being no action taken on this item, Ms. Buchanan called for Agenda Item 10.
10. **DISCUSSION AND APPROPRIATE ACTION REGARDING AMENDMENT OF THE INTERGOVERNMENTAL AGREEMENT WITH THE TEXAS COMMISSION ON ENVIRONMENTAL QUALITY (TCEQ) FOR THE RIVER WALK IMPLEMENTATION PROJECT, AND UPDATE ON RIVER WALK WATERSHED ALLIANCE ACTIVITIES**
Staff recommended a motion indicating Communications Committee support for presenting to the San Antonio River Authority Board of Directors a recommendation authorizing the General Manager to amend the River Walk Implementation Project Intergovernmental Agreement with the Texas Commission on Environmental Quality.

Motion made by H.B. Ruckman III
Seconded by Názirite Rubén Pérez
Motion passed unanimously
11. **PRESENTATION AND DISCUSSION REGARDING PROPOSED CHANGES TO THE SAN ANTONIO RIVER AUTHORITY'S MAIN WEB SITE (WWW.SARA-TX.ORG)**
There being no action taken on this item, Ms. Buchanan called for Agenda Item 12.
12. **REVIEW, DISCUSSION AND APPROPRIATE ACTION REGARDING ARTICLE XVI (COMMUNICATIONS) OF THE SAN ANTONIO RIVER AUTHORITY BOARD OF DIRECTORS BYLAWS**
There being no action taken on this item, Ms. Buchanan called for Agenda Item 13.
13. **PRESENTATION REGARDING THE SAN ANTONIO RIVER IMPROVEMENTS PROJECT MISSION REACH ECOSYSTEM RESTORATION AND RECREATION COMMUNITY AND EDUCATIONAL OUTREACH ACTIVITIES**
There being no action taken on this item, Ms. Buchanan called for Agenda Item 14.
14. **PRESENTATION REGARDING THE SAN ANTONIO RIVER AUTHORITY'S ENVIRONMENTAL AWARENESS INITIATIVE**
There being no action taken on this item, Ms. Buchanan called for Agenda Item 15.

15. PRESENTATION AND DISCUSSION REGARDING THE SAN ANTONIO RIVER AUTHORITY'S ACTIVITIES DURING THE 2010 FIESTA SAN ANTONIO CELEBRATION

There being no action taken on this item, Ms. Buchanan called for Agenda Item 16.

16. GENERAL MANAGER'S REPORT CONCERNING THE FOLLOWING:

- **UPCOMING EVENTS CALENDAR,**
- **FUTURE BOARD AND/OR COMMITTEE MEETINGS, AND**
- **MEETINGS INVOLVING THE ATTENDANCE OF ONE OR MORE BOARD MEMBERS.**

There being no action taken on this item, Ms. Buchanan called for Agenda Item 17.

17. NEXT MEETING DATE

The next Communications Committee meeting date was discussed under the General Manager's report. It was decided that the next meeting will be in May and staff will work with the Board's schedule to determine a specified date.

18. ADJOURN

There being nothing further to report, Ms. Buchanan called for a motion to adjourn.

Motion made by H.B. Ruckman III

Seconded by Názirite Rubén Pérez

Motion passed unanimously

Ms. Buchanan called the meeting adjourned at 4:57 p.m.

PREPARED AND RECOMMENDED FOR APPROVAL BY THE MANAGER.

SUZANNE B. SCOTT, General Manager

APPROVED BY THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE AT THE MEETING HELD ON MAY 5, 2010.

SALLY BUCHANAN, Committee Chair

ATTEST:

JOHN J. FLIELLER, Committee Secretary

Communications Committee

8.

Date: 05/05/2010

Sponsorships, Community & Media Activities

Submitted By: Lupe Sanchez, Executive
Offices

Division: Intergovernmental and
Comm Relations

Submitted For: Steven Schauer

Department:

Information

CAPTION

**REPORT ON SAN ANTONIO RIVER AUTHORITY SPONSORSHIPS AND
COMMUNITY AND MEDIA ACTIVITIES**

Presenter

Steven Schauer

Estimated Presentation Time: 5 minutes

Attached for the Committee's review are the Fiscal Year 2009/10 Sponsorships for the period of January 2010 - March 2010 and the Intergovernmental and Community Relations January 2010 - March 2010 Calendar of Activities. Staff will highlight select entries on these documents and will be available to address any Committee questions.

Discussion

Attachments

Link: [Sponsorships Jan-Mar 2010](#)

Link: [IGCR Calendar Jan-Mar 2010](#)

**Fiscal Year 2009/10 Sponsorships
For the period Jan. 2010 – March 2010**

Month	Recipient and/or Event	Sponsorship Amount or Service
Jan.	San Antonio Business Journal	40 Under 40 Awards Luncheon
	Kenedy Rotary Club	Miss Karnes County Pageant
	Greater Chamber of Commerce	State of the City 2010
Feb.	City of Leon Valley	21 st Annual Earthwise Living Day
	NAFSMA	NAFSMA 2010 Annual Meeting
	Goliad County Chamber of Commerce	“An Evening in Paris” Goliad County Chamber of Commerce Annual Banquet
	Westside Development Corp.	Breakfast Series Part I
March	Basura Bash Planning Org.	Basura Bash
	West S.A. Chamber of Commerce	9 th Annual State of the District
	S.A. Clean Technology Forum	S.A. Clean Technology Water Forum
	Girls Incorporated of San Antonio	2010 Girls, Inc. Science Festival
	Native San Antonio	Native Plant Society

February 2010

February 2010							March 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6		1	2	3	4	5	6
7	8	9	10	11	12	13	7	8	9	10	11	12	13
14	15	16	17	18	19	20	14	15	16	17	18	19	20
21	22	23	24	25	26	27	21	22	23	24	25	26	27
28							28	29	30	31			

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
February 1	2	3	4	5	6
8:00am 10:00am Meeting with Sara McAndrew at Northside ISD (NISD central office 900 evers rd.)	9:00am 6:00pm FW: HOLD: Mission Reach Phase 2A Pre-Construction Meeting (SA)	8:00am 1:30pm House Natural Resources Committee Hearing (Capitol E2.010)	8:30am 1:00pm Updated: East Central High School Career Day (Vehicle 0802 - Prius - Guenther)	9:00am 10:00am FW: Conference Call with USDA	
8:30am 10:30am FW: Updated: Bexar Regional Watershed Management Team Meetings (TBD)	9:00am 12:00pm Updated: HOLD for Vancouver delegation (RM-Medina Room -)	10:30am 11:00am Spoke to Our Kids Magazine about Get Outdoors	11:00am 12:00pm FW: Invitation: Wilson County meeting (Feb 4 11:00 AM CST in Wilson County Hall - Floresville)	2:30pm 3:00pm Helton-SA Nature Park: Spoke to Wilson County News Regarding story	
3:30pm 5:00pm Mission Study planning (One-Stop)	10:00am 1:00pm Tour of Museum and Mission Reach w/ Vancouver (Vehicle)	6:00pm 7:30pm Alazan Creek Subcommittee Meeting (Crockett Elementary (2215 Morales St.))	6:00pm 8:00pm Updated: Mission Reach Phase 2A Public Meeting (Saint PJ's Children's Home, 919 Mission)	2:30pm 3:00pm Speak w/ Current re: SAROC	
6:30pm 8:00pm Martinez Creek Subcommittee Meeting (Bihl House 2803 Fredericksburg Rd.)	4:00pm 5:30pm Updated: Easter at Brack (RM-Salado Room - 100 E)		6:00pm 7:30pm San Pedro Creek Subcommittee Meeting (SARA offices (100 E. Guenther St.))		
	4:00pm 4:30pm Speak w/ EN re: Mission Reach and West Side Creeks				
	5:30pm 7:00pm FW: Updated: Apache Creek				
	6:00pm 7:30pm Apache Creek Subcommittee				
	6:30pm 8:30pm Updated: DFIRM Briefing #2 for				
8	9	10	11	12	13
	8:30am 9:00am Sent out Media Advisory regarding Mission Reach 2A Groundbreaking	9:30am 10:00am NEH Grant -- emailed paula allen regarding story	10:00am 10:30am Speak w/ JACK FM re: Get Outdoors	12:30pm 1:00pm Sent out Media Advisory regarding Mission Reach 2A Groundbreaking	11:00am 12:00pm Mission Reach Phase 2a Ground Breaking Event (Beginning of Phase 2a near Conception Park)
	11:30am 1:30pm FW: Bexar Kiwanis Club (Barn Door - History Room)	10:00am 11:00am Updated: BRWM Communications Committee meeting (RM-Medina Room - 100 E Guenther - Conf Ctr)	6:00pm 8:00pm Updated: Elmendorf Lake Improvements Public Meeting (Rodriguez Elementary, 3626 W. Durango Blvd.)	1:30pm 2:00pm Spoke to WOAI radio regarding mission reach groundbreaking story	12:30pm 1:00pm Sent out News Release regarding Mission Reach 2A Groundbreaking
	4:30pm 5:00pm Speak w/ TPR re: Get Outdoors, Mission Reach and Environ Awareness	10:00am 10:30am Spoke to SS reporter regarding mission reach 2a groundbreaking story			
	5:00pm 8:30pm WCROC Meeting (SARA offices (100 E. Guenther St.))	12:00pm 12:30pm Pitch EN and WOAI re: Mission Reach			
15	16	17	18	19	20
	8:00am 5:00pm Project wild		4:00pm 4:30pm Call EN re: Get Outdoors marketing	9:00am 10:00am BBEST Conference Call	SAGE conference (northeast ISD admin office)
	10:45am 12:15pm Updated: Mission Reach Phase 2 interview (Vehicle 0314 Suburban - Guenther)		4:30pm 5:00pm Call EN re: Get Outdoors and Helton Master Plan	4:00pm 4:30pm Spoke to Wilson County News regarding Public Meeting coverage	
			5:30pm 7:00pm FW: Helton-SA River Nature Park Master Plan Public Presentation Meeting (FISD Seminar Room, Central Offices, 908 Tenth Street, Floresville, Tx)		
			6:00pm 8:00pm Updated: Mission Reach Phase 2A - Southton Rd. Soil Relocation Site Public Meeting (Bexar County Southton Service		
22	23	24	25	26	27
11:30am 2:30pm Updated: KSAT12-Jessie Degollado	8:00am 9:30am Chamber of Commerce Legislative Committee (downtown office)	8:00am 9:30am Chamber of Commerce Water Committee (1100 NW Loop 410, Suite 109)	11:00am 1:00pm Updated: Mission Reach Presentation (Palo Alto College)	9:00am 12:15pm TCEQ Open House (TCEQ San Antonio office)	9:00am 2:00pm Westside Creeks Public Workshop #3
12:00pm 1:00pm FW: Paseo Del Rio Association Board Meeting (Buckhorn Museum)	10:00am 10:30am Issue Mission Reach property mediation statement to media	10:00am 11:00am FW: SARIP Presentation to University Women's Garden Club (RM-Cibola Room - 100 E Guenther - 1st Floor)		10:00am 12:00pm Updated: Mission Reach Presentation (Palo Alto College)	10:00am 6:00pm Wild Days (Sea World)
2:00pm 2:30pm Speak w/ EN re: Mission Reach, Get Outdoors, Westside Creeks and Helton River Park	10:30am 11:00am Speak w/ EN re: property mediation	3:00pm 4:00pm Vianna Davila-Express News		10:00am 10:30am Outreach to WOAI	10:00am 2:00pm 21st Annual Earthwise Living
3:30pm 4:30pm Express News-WSC Pitch	12:00pm 5:00pm Updated: EAC Mission Reach Meeting (Boardroom)			10:30am 11:00am Outreach to Kens5	10:00am 11:30am Updated: Crofton & Constance
	4:00pm 4:30pm Speak w/ EN re: property mediation			1:30pm 4:45pm TCEQ Open House (TCEQ San Antonio Office)	
	5:00pm 9:00pm Science Night (Cody Elementary)			3:00pm 6:00pm St. Mary's conference (Museum Reach)	10:00am 6:00pm Wild Days (Sea World)
March 1	2	3	4	5	6
8:30am 10:30am FW: Updated: Bexar Regional Watershed Management Team Meetings (TBD)	5:00pm 9:00pm Lecture at UTSA	10:00am 10:30am Set Up Get Outdoors interview w/ KABB	TWCA Annual Convention (Dallas)		10:00am 2:00pm Annual Get Outdoors Event (Mission San Jose)
1:30pm 2:30pm Mission Study Planning (One-Stop)	5:30pm 7:00pm FW: Updated: Apache Creek Subcommittee (Guadalupe Street Coffee Shop: 1320 Guadalupe Street (78207))	1:00pm 5:00pm Updated: Gps points of museum reach (Vehicle 0610 Escape - Guenther)	2:30pm 3:00pm Speak w/ EN re: UIW and SARIP	6:00am 9:00am Updated: KABB Interviews re: Get Outdoors (Mission San Jose)	
		4:00pm 4:30pm Speak w/ EN re: SARIP and UIW		2:00pm 3:30pm Updated: Talk at Judson (Judson high school)	

March 2010 - April 2010

March 2010							April 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
<p>March 8</p> <p>10:00am 11:30am Updated: Basura Bash Press Conference (Blue Star)</p> <p>3:00pm 4:30pm FW: Rodriguez elementary - elmendorf lake dredging</p>	<p>9</p> <p>9:30am 2:00pm Water Forum Booth (Pearl Stables)</p> <p>11:00am 1:30pm FW: Water Forum (Pearl Stable)</p> <p>4:00pm 5:00pm SARF board meeting (board room)</p> <p>6:00pm 8:00pm Updated: Theo Realignment Public Meeting #2 (Seton Home, 1115 Mission Rd.)</p>	<p>10</p> <p>10:00am 11:00am Updated: BRWM Communications Committee meeting (RM-Medina Room - 100 E Guenther - Conf Ctr)</p> <p>10:00am 10:30am Request article correction from EN re: Mission Reach</p> <p>2:00pm 4:00pm SA Bay workgroup conference call</p> <p>4:00pm 4:30pm Speak w/ EN re: Whooping Cranes</p>	<p>11</p> <p>9:30am 10:00am Speak w/ EN re: Whooping Crane lawsuit</p> <p>10:30am 11:00am Sent Photos to La Prensa for Get Outdoors Story</p> <p>11:15am 2:15pm FW: Museum Reach Const. presentation (SA Country club)</p> <p>2:00pm 3:00pm Editorial Board Meeting for Brackenridge Park Easter Weekend (Express-News)</p>	<p>12</p> <p>8:00am 10:00am SA to DC pre-meeting (SAWS building #2)</p> <p>2:00pm 3:00pm TWCA TWD Conference Call</p> <p>3:30pm 4:00pm Speak w/ WOAI re: Museum Reach</p>	<p>13</p> <p>9:00am 1:00pm SAWS Spring Bloom (SAWS Headquarters)</p>
<p>15</p> <p>8:00am 10:00am Updated: Flash Flood Awareness Week - OEM Meeting (Emergency Operations Center)</p> <p>10:30am 5:00pm Updated: Golden Crescent Grant Committee meeting (Vehicle 0802 - Prius - Guenther)</p> <p>4:00pm 4:30pm Speak w/ Current re: McAllister Park Dam</p>	<p>16</p> <p>1:30pm 2:00pm Provide Current info re: McAllister Park Dam</p> <p>2:30pm 3:00pm Speak w/ EN re: SARIP, RWWA and Be Watershed Wise</p>	<p>17</p> <p>8:30am 9:00am Provide Current info re: McAllister Park Dam</p> <p>9:00am 9:30am Set up Mission Reach and Be Watershed Wise interviews w/ TPR</p> <p>10:30am 11:00am HOLD for Commissioner Rubinstein conference call (Suzanne's Office)</p>	<p>18</p> <p>9:00am 11:00am EN meeting re: SARIP, RWWA and Be Watershed Wise</p> <p>1:00pm 4:00pm Updated: Mission reach present/ eagleland tour (RM-Boardroom)</p> <p>4:00pm 4:30pm Set up TPR interview re: Mission Reach and Be Watershed Wise</p>	<p>19</p> <p>9:00am 2:00pm Native San Antonio (Eisenhower Park)</p>	<p>20</p>
<p>22</p> <p>8:00am 2:30pm Texas Water Law Conference (Marriott Riverwalk, 889 E. Market)</p> <p>2:00pm 3:00pm Jacqueline Ortiz-WOAI</p>	<p>23</p> <p>Updated: Chamber of Commerce SA to DC (DC)</p> <p>8:00am 5:00pm Texas Water Law Conference (Marriott Riverwalk, 889 E. Market)</p> <p>1:30pm 2:00pm WOAI interview re: Mission Reach</p>	<p>24</p> <p>Rescheduled TWCA Texas Water Day (DC)</p> <p>11:00am 11:30am Speak w/ WOAI re: Illegal Dumping</p>	<p>25</p> <p>12:45pm 1:30pm SARA presentation (Laurel Heights Methodist Church)</p> <p>2:00pm 2:30pm Work w/ TPR re: Mission Reach interview</p>	<p>26</p> <p>10:00am 12:00pm Just Add Water -- Face to Face meeting at SARA (RM-Medina Room - 100 E Guenther - Conf Ctr)</p>	<p>27</p> <p>8:00am 12:00pm Basura Bash</p> <p>10:00am 2:00pm Speaking at Encino Park Home and Garden Show (Encino Park)</p>
<p>29</p> <p>11:30am 12:00pm Work w/ TPR re: Mission Reach interview</p> <p>1:00pm 2:30pm Updated: Elmendorf Lake Improvements presentation to OLLU students (University Wellness and Activities Center)</p> <p>3:30pm 4:00pm KENS interview re: RWWA public meeting (SARA)</p>	<p>30</p> <p>8:30am 1:30pm FW: Updated: Roots in the River (Memorial Auditorium)</p> <p>8:30am 9:00am Speak w/ KENS re: condemnation issue</p> <p>3:30pm 4:00pm Speak w/ KENS re: condemnation issue</p>	<p>31</p> <p>8:00am 9:30am Chamber of Commerce Water Committee (SBRC)</p> <p>8:30am 12:00pm FW: Updated: Cordillera Nature Club tour (Vehicle 0608 Escape - Guenther)</p> <p>2:30pm 3:00pm Updated: TPR interview re: Mission Reach (8401 Datapoint, Suite 800)</p>	<p>April 1</p>	<p>2</p> <p>8:00am 4:00pm Basin Quest Teacher Workshop (The Witte Museum)</p> <p>9:00am 11:00am Hardberger Park Monthly Education Program-Water Conservation (Hardberger Park)</p>	<p>3</p>
<p>5</p> <p>8:30am 10:30am FW: Updated: Bexar Regional Watershed Management Team Meetings (TBD)</p> <p>6:30pm 8:00pm Martinez Creek Subcommittee Meetings (Bibl House (2803 Fredericksburg Rd))</p>	<p>6</p> <p>11:30am 12:30pm Speak w/ Government Infrastructure Magazine re: SARIP</p> <p>3:30pm 5:00pm Updated: Be Watershed Wise TPR interview (Vehicle 0802 - Prius - Guenther)</p> <p>5:30pm 7:00pm FW: Updated: Apache Creek Subcommittee (Guadalupe Street Coffee Shop: 1320 Guadalupe Street (78207))</p> <p>6:00pm 7:30pm Apache Creek Subcommittee Meeting (SARA Offices (100 E. Guenther St.))</p>	<p>7</p> <p>Updated: BBASC / BBEST joint meeting CARPOOL (Vehicle 0608)</p> <p>10:30am 11:00am Speak w/ Government Infrastructure Magazine re: SARIP</p> <p>1:00pm 3:00pm Updated: Illegal Dumping Taskforce Meeting (RM-Salado Room - 100 E Guenther Conf Ctr/Lg)</p> <p>6:00pm 7:30pm Alazan Creek Subcommittee (Crockett Elementary (2215 Morales St.))</p>	<p>8</p> <p>8:30am 2:30pm Updated: Earth Day (Northwest Vista College)</p> <p>6:00pm 7:30pm Updated: San Pedro Creek Subcommittee Meeting (SARA offices (100 E. Guenther St.))</p>	<p>9</p> <p>9:00am 12:00pm Updated: Mission Reach Presentation and Fresh Air Friday (Austin Academy)</p> <p>11:30am 1:30pm Fresh Air Friday (Main Plaza)</p> <p>12:00pm 3:00pm Updated: Crosland Elementary Science Day (Vehicle 0802 - Prius - Guenther)</p> <p>12:30pm 2:00pm Fresh Air Friday (Vehicle 0608 Escape - Guenther)</p>	<p>10</p>
<p>12</p>	<p>13</p>	<p>14</p>	<p>15</p>	<p>16</p>	<p>17</p>
<p>21</p>	<p>22</p>	<p>23</p>	<p>24</p>	<p>25</p>	<p>26</p>
<p>28</p>	<p>29</p>	<p>30</p>	<p>1</p>	<p>2</p>	<p>3</p>
<p>5</p>	<p>6</p>	<p>7</p>	<p>8</p>	<p>9</p>	<p>10</p>
<p>12</p>	<p>13</p>	<p>14</p>	<p>15</p>	<p>16</p>	<p>17</p>
<p>18</p>	<p>19</p>	<p>20</p>	<p>21</p>	<p>22</p>	<p>23</p>
<p>25</p>	<p>26</p>	<p>27</p>	<p>28</p>	<p>29</p>	<p>30</p>

Communications Committee

9.

Date: 05/05/2010

Various SARA Events Update

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

REPORT ON PUBLIC EVENTS ORGANIZED BY THE INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT OF THE SAN ANTONIO RIVER AUTHORITY

Presenter

Steven Schauer, Laura Waldrum, Brian Mast and Gloria Rodriguez

Estimated Presentation Time: 20 minutes

The River Authority's Intergovernmental and Community Relations (IGCR) Department has set a goal to create six new events during this fiscal year. This agenda item provides a status report on the progress being made toward that goal.

Just Add Water

The San Antonio River Authority recently co-hosted a waterfront development conference with Tetra Tech called *Just Add Water*. SARA and Tetra Tech joined forces to bring together nearly 50 conferees from all over the United States. SARA provided staff support, presenters, and the facilities while Tetra Tech was the underwriter and also provided several presenters. The two-day conference was held April 19-20, 2010.

The conference theme focused on financing and implementing waterfront development projects in these trying economic times. Suzanne Scott welcomed everyone to the conference along with Directors Tom Weaver and Mike Lackey. Suzanne kicked off the conference with a presentation describing the financial lessons learned using the San Antonio River Improvements Project as a case study. Russell Persyn also provided a presentation on the "Environmental Steps to Implementation," using the Mission Reach's compliance with the National Environmental Policy Act (NEPA) as a case study. SARA also participated in a panel discussion featuring the Texas Waterfront Coalition which was organized by the Trinity River Vision in 2009. Irby Hightower and Robert Ramirez of the San Antonio River Oversight (SAROC) and the Westside Creeks Restoration Oversight Committees respectively also participated in a panel discussion reflecting on their experiences with public participation work groups.

The *Just Add Water* Conference brought together a diverse group of waterfront development interests and was a successful first-time partnership event for Tetra Tech and SARA.

Get Outdoors 2010

The River Authority and National Park Service *Get Outdoors* Event was held on March 6, 2010. Over 5,000 attendees showed up to visit the nearly 60 booths and activities on hand. The first 1,500 children in attendance received a free backpack loaded with giveaways including a \$10 gift certificate to Whole Earth Provision Co. In total, almost \$20,000 in in-kind donations was contributed to the event, including 6,000 snacks donated by Sam's Club. Among the onstage educational demonstrations held throughout the day were two presentations conducted by IGCR's Educational Specialist Matthew Driffill to educate the audience about the Mission Reach and ecosystem restoration. The River Authority also hosted two booths, one distributing general information about the agency and the other distributing information about the Mission Reach project.

Memorial Day Weekend Museum Reach Family Walk/Run

The IGCR department is working on a Museum Reach one-year anniversary celebration to be held on May 29th. This event will begin at 8 a.m. with the first ever family fun walk/run along the Museum and Park segments. The walk is meant to encourage our community to exercise and follow a healthy lifestyle while promoting physical fitness and encourage the community to utilize the Museum and Park segments as part of their fitness routines.

In conjunction with the walk, a health and fitness expo will be held at the Pearl near Run Wild Sports and Synergy Studios. This expo will include a variety of non-profit organizations, sports stores, fitness demonstrations, and healthy living information.

There are preliminary plans to have food and beverage vendors, bands and other entertainment from 5 p.m. – 9 p.m. along the Museum Reach. Fireworks are proposed to happen at 9 p.m. near Pearl. All of this is contingent on identifying locations and approval from Historic and Design Review Commission (HDRC).

IGCR staff will promote this event through media releases, social media, banners and other venues.

Discussion

Communications Committee

10.

Date: 05/05/2010

Westside Creeks Update

Submitted By: Lupe Sanchez, Executive
Offices

Division: Operations

Submitted For: Rudy Farias

Department: Water Resources &
Community Dvlpmnt

Information

CAPTION

REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT

Presenter

Rudy Farias

Estimated Presentation Time: 10 minutes

Staff will provide the Committee with an update on the concept plan document, which is currently under development.

Discussion

Communications Committee

11.

Date: 05/05/2010

75 Years of Service Project

Submitted By: Karen Bishop, Executive
Offices

Division: Executive Offices

Department:

Information

CAPTION

**PRESENTATION, DISCUSSION, AND APPROPRIATE ACTION REGARDING
THE 75 YEARS OF SARA SERVICE PROJECT SCOPE AND FUNDING FOR
FISCAL YEAR 2010/2011**

Presenter

Karen Bishop

Estimated Presentation Time: 20 minutes

The 75 Years of SARA Service Project as previously discussed with the Committee consists of three primary components:

1. Archives
2. Events
3. Outreach Materials.

Below is a status report on each of those components.

Archives

On April 19, 2010, the UTSA Head Archivist collected the first set of historical records for accessioning into the permanent collection to be housed at the Institute of Texan Cultures. According to established archives practices, those documents will be quarantined for several weeks before being processed. UTSA will collect SARA's records in batches following this schedule until all records previously documented through the 2-year SARA History Project have been accessioned. At that time, all documents will be scanned, and select documents will be identified for posting on a web site. During this period, UTSA will also begin to work with SARA on the identification and accessioning of significant electronic documents that were not previously processed through the History Project.

Staff have begun implementing the National Endowment for the Humanities grant by modifying the current Archives Room to meet standards set forth in the Preservation Report developed by the Certified Archivist under the History Project. Once complete, the Archives Room will separate SARA's historical documents from its records retention documents, with the historical documents being secured by a locked gate, and will house a new flat file cabinet for maps and plans and a desk for public use. The room will also

be retrofitted with greater climate control features and with the same fire retardant system used at the Alamo. The current sprinkler system will be deactivated.

Events

Previously, the Communications Committee directed staff to draft a calendar of anniversary events that 1) piggy-back on other existing community events, 2) focus on recreation and park use, and 3) are scattered throughout the basin. Staff from Park Services, Community Development, Community Relations, and the Executive Offices have identified sufficient 2012 events to meet these requirements without the need to create new events. Potential events include the following by county:

- Goliad
 - June Summer Flotilla
 - November Fall Flotilla
 - December Market Days
- Karnes
 - April Blue Bonnet Days in Kenedy
 - July 4th Celebration in Runge
 - September Lonesome Dove Fest
- Wilson
 - May Blue Bonnet Fest or August BBQ Cookoff in LaVernia
 - June Stockdale Watermelon Jubilee
 - October Peanut Festival
- Bexar
 - January Unveil Archives at Institute of Texan Cultures
 - March Get Outdoors. It's Yours! Event
 - April Fiesta along the Museum Reach
- Bexar/Wilson
 - Loop 1604 to Helton-SA River Nature Park Paddling Trail Event, possibly in anniversary month of May.

Under the 75 Years Project, SARA will develop a traveling historical display to take to the events ultimately placed on the 2012 events calendar, as appropriate.

The October 2012 traveling Board meeting is scheduled to be held in Wilson County. An option for Board consideration is holding a Board meeting in each of the three southern counties during 2012.

History Book

At previous Communications Committee meetings, members have discussed their desire for SARA to create a printed historical piece that could be excerpted for the traveling display and for an on-line historical web page. Options included a coffee table-style book, a coffee table-style book with CD companion, or an annual report with significant historical content. During the meeting, staff will distribute the 1987 Annual Report that included historical information from SARA's first 50 years. Staff will also report on local interest and cost information collected from a Request for Information: San

Antonio River Basin History Book Commemorating 75 Years of San Antonio River Authority Services, published on April 17, 2010, and closing on April 30. Staff will be seeking Committee support for a budget to fund the Committee's recommended print piece under Phase II of the 75 Years of SARA Service Project.

Recommendation

Motion, as appropriate after discussion, of Committee support for development of a printed historical piece focusing on the San Antonio River Basin and SARA's 75 years of service therein, and for a budget to fund development of the piece under Phase II of the 75 Years of Service Project.

Discussion

Vote

Date: 05/05/2010

Proposed 2011 Budget for IGCR

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

**PRESENTATION, DISCUSSION, AND APPROPRIATE ACTION REGARDING
THE PROPOSED FISCAL YEAR 2011 BUDGET FOR THE
INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT**

Presenter

Steven Schauer

Estimated Presentation Time: 15 minutes

Staff will brief the Communications Committee on the fiscal year 2010-2011 proposed budget for the Intergovernmental and Community Relations (IGCR) Department. Staff will seek guidance and support for the proposed department budget through a committee motion that will be discussed and developed by the committee following the proposed budget presentation.

Recommendation

Motion to be crafted after discussion, as necessary.

Discussion

Vote

Date: 05/05/2010

Environmental Awareness Initiative Update

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

**PRESENTATION AND DISCUSSION REGARDING THE ENVIRONMENTAL
AWARENESS INITIATIVE**

Presenter

Steven Schauer

Estimated Presentation Time: 15 minutes

As an active leader in environmental stewardship and water quality issues, the River Authority has developed an environmental awareness initiative designed to inform the entire San Antonio River Basin community on ways citizens can protect and preserve the environment of the San Antonio River and its tributaries. The intent of this initiative is for the River Authority to develop a long-term outreach program that will help influence appreciation for the San Antonio River Basin. The messaging for this initiative will focus on the interconnectivity of watersheds and how individual actions to reduce pollution can result in a collective, holistic benefit to the entire watershed. Material used for this initiative will be branded “Be Watershed Wise.” Staff will brief the Communications Committee on the concepts of this initiative and the implementation time line.

Discussion

Date: 05/05/2010

SARA Signage Opportunities Update

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

**PRESENTATION AND DISCUSSION REGARDING COLLABORATIVE
SIGNAGE OPPORTUNITIES BETWEEN THE SAN ANTONIO RIVER
AUTHORITY AND THE CITY OF SAN ANTONIO**

Presenter

Steven Schauer and Laura Waldrum

Estimated Presentation Time: 15 minutes

The Intergovernmental and Community Relations (IGCR) Department is currently working with the City of San Antonio on several signage efforts. The first project currently underway is an effort to install signage at City parks associated with River Authority managed dams. The intent of this signage will be to educate park goers about how these dams help manage storm water to prevent flooding, as well as create park land for public recreation. Design for these signs is currently under development. Signage is being proposed for Mud Creek, McAllister and Stone Oak parks.

The second signage project is an effort to install the River Authority's environmental messaging in the Linear Creekway Parks throughout the city. Design and location of these signs is currently being determined.

Discussion

Date: 05/05/2010

Website and Social Media Update

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

**PRESENTATION AND DISCUSSION REGARDING PROPOSED CHANGES
TO VARIOUS WEBSITES AND THE USE OF SOCIAL MEDIA TOOLS**

Presenter

Steven Schauer

Estimated Presentation Time: 15 minutes

River Authority staff from the Intergovernmental and Community Relations (IGCR) and Information Technology (IT) departments are leading an effort to update the multiple websites operated and maintained by the River Authority. The purpose of this agenda item is to brief and receive input from the Communications Committee on the proposed changes being developed for the River Authority's main website, www.sara-tx.org. Additionally, this item will show the newly redesigned Bexar Regional Watershed Management (BRWM) website, www.BexarFloodFacts.org. Finally, this item will discuss the River Authority's use of the social media communications tools Facebook and Twitter.

IGCR staff created a Facebook fan page in the late fall of 2009 as a means to stay connected with our constituents and to provide timely updates on public events and meetings. Over the four and a half months that our fan page has been active, 621 people have chosen to list themselves as "fans" of SARA. Posts on our website regarding such efforts as the San Antonio River Improvements Project (SARIP) and the Westside Creeks Restoration Project have generated several positive comments from the public and allowed staff to have a very positive dialogue with our constituents.

The IGCR staff created a Twitter profile in December of 2009 to expand the River Authority's social media presence and open a new avenue of communication with the public. Since its start, the River Authority's Twitter profile has gained 126 followers. Twitter's format and mechanics allow a unique type of real-time communication; IGCR staff monitors the service periodically throughout the day, sending out one or two messages about important upcoming events or linking to positive news coverage for our projects and partners.

Overall, social media has helped improve the River Authority's connection to our constituents. The amount of time necessary to monitor and interact on these services is small in comparison to the positive feedback and dialogue they have made possible.

IGCR staff will continue to look for worthwhile opportunities in the arena of social media.

Discussion

Attachments

Link: [Website Updates](#)



SAN ANTONIO RIVER AUTHORITY
Water Brings Us Together



facebook



twitter

SARAwebmail

▶ HOME ▶ CONTACT US

THE SAN ANTONIO RIVER AUTHORITY IS ENTRUSTED TO PROTECT AND PRESERVE OUR SHARED WATER RESOURCES AND TOGETHER WITH OUR PARTNERS, PURSUE INNOVATIVE SOLUTIONS THAT WILL SERVE GENERATIONS TO COME.



Goliad County

PURPOSE STATEMENT

The State of Texas has empowered the San Antonio River Authority (SARA) to preserve, protect and manage the resources and environment of the San Antonio River and its tributaries. Our district spans Bexar, Goliad, Karnes and Wilson counties, yet our concern for the quality and quantity of water extends our focus beyond these boundaries, as factors outside the district contribute to the health and well being of the river and our communities. Through the knowledge and skill of professional and technical staff, we continue to develop and sustain the expertise needed to fulfill our service mission.

FIVE GOALS THAT ACCOMPLISH OUR MISSION

1. Exemplify environmental leadership, stewardship and expertise
2. Enhance Community Appreciation for the Environmental Resources of the San Antonio River and its Tributaries
3. Deliver valued public service
4. Advance a sustainable environment
5. Develop successful employees

ABOUT SARA

In 1917, the voters of Texas, recognizing the necessity of developing and conserving the State's water resources and inspired by devastating floods of 1913 and 1914, passed a Constitutional amendment allowing the Legislature to create special purpose political subdivisions of the State to serve regional areas, generally coincidental with river basins and to be generally known as river authorities.

SARA, created in 1937, is one of many such active river authorities in the State of Texas. Its jurisdiction covers 3,658 square miles—all of Bexar, Wilson, Karnes and Goliad Counties.

NAVIGATION

- ▶ Public Services
- ▶ Public Information
- ▶ Outdoor Recreation
- ▶ Major Initiatives
- ▶ Education Outreach
- ▶ Public Resources



Web Banner
Place Holder

Date: 05/05/2010

Adopt a River Program

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

**PRESENTATION AND DISCUSSION REGARDING THE PROPOSED
ADOPT-A-RIVER EFFORT**

Presenter

Steven Schauer and Laura Waldrum

Estimated Presentation Time: 10 minutes

As the San Antonio River Improvements Project (SARIP) is completed, the River Authority will become responsible for the maintenance of the Eagleland and Mission reaches. Keeping the banks of the river clean and trash-free is a large task and the River Authority will need the community's help. To aid in this effort, the River Authority is developing an Adopt-a-River program.

Volunteers from various neighborhoods, businesses, organizations and other groups will adopt zones of the San Antonio River along the Eagleland and Mission reaches for two-year periods. Volunteers will be responsible for cleaning the banks of the river in their adopted zone a minimum four times a year on a quarterly basis. It is preferred that the spring clean up be conducted on the day of Basura Bash, which occurs annually in March. When the Eagleland and Mission reaches are complete, there will be an opportunity for as many as 54 volunteer groups to adopt sections of the river. When the program reaches full capacity, all Adopt-a-River zones along the Eagleland and Mission reaches will be cleaned once a month. Special off-schedule clean-ups will be arranged after heavy rain events.

Discussion

Communications Committee

17.

Date: 05/05/2010

River Walk Grant Project Update

Submitted By: Karen Bishop, Executive
Offices

Division: Executive Offices

Department:

Information

CAPTION

**UPDATE ON TCEQ-FUNDED RIVER WALK IMPLEMENTATION PROGRAM
AND ACTIVITIES OF THE RIVER WALK WATERSHED ALLIANCE**

Presenter

Karen Bishop

Estimated Presentation Time: 10 minutes

During this agenda item, staff will provide an update on the stakeholder and public meetings hosted in March 2010 by the River Walk Watershed Alliance under the River Walk Implementation Project. Input from those meetings led to the selection of *River. Life. Love it.* as the creative theme that will brand Best Management Practices (BMP) messages that will now be developed for and distributed to River Walk Watershed stakeholders. Staff will also provide a briefing on sponsorships secured as a result of outreach to the business community since the last presentation to the Committee.

Discussion

Submitted By: Lupe Sanchez, Executive
Offices

Division: Executive Offices

Submitted For: Suzanne B. Scott

Department:

18.

Information

CAPTION

GENERAL MANAGER'S REPORT CONCERNING THE FOLLOWING:

- **UPCOMING EVENTS CALENDAR,**
- **FUTURE BOARD AND/OR COMMITTEE MEETINGS, AND**
- **MEETINGS INVOLVING THE ATTENDANCE OF ONE OR MORE BOARD MEMBERS**

Presenter

Suzanne B. Scott

Estimated Presentation Time: 10 minutes

Discussion

19.

Information

CAPTION

NEXT MEETING DATE

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

Unless otherwise decided by the Committee, the next Communications Committee meeting will be August 4, 2010 at 2:15 p.m.

Discussion

20.

Information

CAPTION

ADJOURN

Presenter

Ms. Buchanan, Committee Chair
