

AGENDA

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

SAN ANTONIO RIVER AUTHORITY

August 4, 2010, 2:15 p.m.

**Estimated Presentation Time: 2.25 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 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 discussions generated by Board members.*

7. **APPROVAL OF THE MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING HELD ON MAY 5, 2010**
8. **REPORT ON SAN ANTONIO RIVER AUTHORITY SPONSORSHIPS AND COMMUNITY AND MEDIA ACTIVITIES**
9. **STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT**
10. **PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE PROPOSED GUIDELINES FOR COMMUNICATION BETWEEN THE INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT STAFF AND THE BOARD OF DIRECTORS REGARDING EXTERNAL COMMUNICATIONS ACTIVITIES**
11. **PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE REVISED 75 YEARS OF THE SAN ANTONIO RIVER AUTHORITY SERVICE EFFORT**
12. **PRESENTATION AND DISCUSSION REGARDING THE ENVIRONMENTAL AWARENESS INITIATIVE**
13. **PRESENTATION AND DISCUSSION REGARDING THE PROMOTION OF THE SAN ANTONIO RIVER IMPROVEMENTS PROJECT MISSION REACH ECOSYSTEM RESTORATION AND RECREATION PROJECT**
14. **PRESENTATION AND DISCUSSION REGARDING REVISIONS TO THE SAN ANTONIO RIVER AUTHORITY WEBSITE**
15. **STATUS UPDATE ON THE RIVER WALK IMPLEMENTATION PROGRAM GRANT INCLUDING RIVER WALK WATERSHED ALLIANCE ACTIVITIES**
16. **STATUS UPDATE ON THE OLMOS BASIN OUTREACH CAMPAIGN EFFORT**
17. **ITEMS FOR FUTURE CONSIDERATION**
18. **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**
19. **NEXT MEETING DATE**
20. **ADJOURN**

Estimated Presentation Time: 2.25 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: 08/04/2010

Approval of the Minutes

Submitted By: Linda Whitaker, Technical Services

Division: Executive Offices

Submitted For: Suzanne B. Scott

Department:

Information

CAPTION

APPROVAL OF THE MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING HELD ON MAY 5, 2010

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

Recommendation

Motion to approve the minutes of the Communications Committee meeting held on May 5, 2010, as presented.

Discussion

Vote

Attachments

Link: May 5, 2010, Communications Committee Meeting Minutes

MINUTES

MEETING OF THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE

SAN ANTONIO RIVER AUTHORITY

May 5, 2010, 2:15 p.m.



GENERAL AND CEREMONIAL ITEMS:

1. **IN THE ABSENCE OF THE CHAIR, MS. SALLY BUCHANAN, THE CALL TO ORDER WAS MADE BY THE VICE CHAIR, MR. ROBERTO G. RODRÍGUEZ, AT 2:20 P.M.**
2. **PLEDGE OF ALLEGIANCE WAS RECITED**
3. **COMMITTEE SECRETARY, MR. JOHN J. FLIELLER, CALLED THE ROLL AND REPORTED THE FOLLOWING BOARD MEMBERS PRESENT:**
 - Sally Buchanan (2:29 p.m. arrival)
 - John J. Flieller
 - Názirite Rubén Pérez
 - Roberto G. Rodríguez
 - H. B. Ruckman III
 - Adair R. Sutherland
4. **CERTIFICATION OF A QUORUM WAS ANNOUNCED BY THE SECRETARY, MR. FLIELLER**
5. **INTRODUCTION OF VISITORS**

Ms. Sanchez reported that there were none.
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 FEBRUARY 3, 2010**

Staff recommended a motion to approve the minutes of the Communications Committee meeting held on February 3, 2010, as presented.

Motion by H.B. Ruckman III
Seconded by Názirite Rubén Pérez
Motion passed unanimously

8. REPORT ON SAN ANTONIO RIVER AUTHORITY SPONSORSHIPS AND COMMUNITY AND MEDIA ACTIVITIES

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 9.

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

There being no action taken on this item, Ms. Buchanan called for Agenda Item 10.

10. REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT

There being no action taken on this item, Ms. Buchanan called for Agenda Item 11.

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

There being no action taken on this item, Ms. Buchanan called for Agenda Item 12.

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

There being no action taken on this item, Ms. Buchanan called for Agenda Item 13.

13. PRESENTATION AND DISCUSSION REGARDING THE ENVIRONMENTAL AWARENESS INITIATIVE

There being no action taken on this item, Ms. Buchanan called for Agenda Item 14.

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

There being no action taken on this item, Ms. Buchanan called for Agenda Item 15.

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

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

16. PRESENTATION AND DISCUSSION REGARDING THE PROPOSED ADOPT-A-RIVER EFFORT

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

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

There being no action taken on this item, Ms. Buchanan called for Agenda Item 18.

18. GENERAL MANAGER'S REPORT

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

In the absence of the General Manager, the Assistant Manager, Mr. Stephen T. Graham gave a brief update to the Committee. There being no action taken on this item, Ms. Buchanan called for Agenda Item 19.

19. NEXT MEETING DATE

After Committee discussion, it was decided that the next Communications Committee meeting will be August 4, 2010, at 2:15 p.m.

20. ADJOURN

There being nothing further to report, Ms. Sutherland moved to adjourn, and therefore, Ms. Buchanan called the meeting adjourned at 4:49 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 AUGUST 4, 2010.

SALLY BUCHANAN, Committee Chair

ATTEST:

JOHN J. FLIELLER, Committee Secretary

Communications Committee

8.

Date: 08/04/2010

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 April 2010 - June 2010 and the Intergovernmental and Community Relations April 2010 - June 2010 Calendar of Activities. Staff will highlight select entries on these documents and will be available to address any Committee questions.

Discussion

Attachments

Link: [Sponsorship April - June, 2010](#)

Link: [IGCR Calendar April, 2010](#)

Link: [IGCR Calendar May, 2010](#)

Link: [IGCR Calendar June, 2010](#)

**Fiscal Year 2009/10 Sponsorships
For the period April 2010 – June 2010**

Month	Recipient and/or Event	Sponsorship Amount or Service
April	Los Compadres	Make It Your Mission Celebration
	The Texas Cavaliers	The Texas Cavalier's Parade
	Wilson County Sesquicentennial	Trail Ride Luncheon
	Downtown Alliance	DTA 2010 BEST Awards
May	Solar San Antonio	Solar Fest 2010
	North Chamber	Mayor's Vision for San Antonio
	South San Antonio Chamber	14 th Annual State of the District Address
	San Antonio River Foundation	River Revel
	Public Relations Society of America	8 th Annual Del Oro Awards Banquet
June	Greater SA Chamber of Commerce	State of the County

April 2010

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June 2010

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Date: 08/04/2010

Westside Creeks Update

Submitted By: Lupe Sanchez, Executive
Offices

Division: Operations

Submitted For: Rudy Farias

Department: Water Resources &
Community Dvlpmnt

Information

CAPTION

STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT

Presenter

Gloria Rodriguez

Estimated Presentation Time: 10 minutes

In May, staff provided an update on the concept plan which was under development and nearing final draft. Upon review of the draft it was determined additional information specific to restoration was needed. A great deal of emphasis was placed on the catalyst sites and the redevelopment and recreational opportunities, and not enough on restoration.

The consultant team spent the month of June and July collecting and analyzing data specific to restoration. They analyzed stream and channel data, evaluated proposed channel designs to include riffles, pools, and runs, and evaluated the in stream habitat and developed concepts for improving the habitat. They are also creating additional graphics specific to restoration for the concept plan and will have cost estimates specific to each creek based upon models that were developed versus using only data from the San Antonio River Improvements Project.

Also, the City of San Antonio's Linear Creekway Parks Advisory Board requested recommendations from the Oversight Committee on locations of possible trail projects along the Westside Creeks. Opportunities were identified on all four creeks which equaled roughly 2.19 miles of proposed projects. These proposed areas were presented on July 27, to the Creekways Board.

Lastly, the subcommittees are reviewing their draft sections of the concept plan this week. Next week, on Tuesday, August 10, the oversight committee will review the draft concept plan in its entirety. The meeting will be followed by a one week comment period in which the consultant team will further edit the draft concept plan and present the final draft plan to the oversight committee on Tuesday, August 24.

Discussion

Date: 08/04/2010

Proposed Guidelines for IGCR & Board Communications

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE PROPOSED GUIDELINES FOR COMMUNICATION BETWEEN THE INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT STAFF AND THE BOARD OF DIRECTORS REGARDING EXTERNAL COMMUNICATIONS ACTIVITIES

Presenter

Steven Schauer

Estimated Presentation Time: 15 minutes

The Board of Directors' Communications Bylaws address Board-to-staff communications largely directed through the General Manager or Assistant General Manager; however, the bylaws are silent in addressing staff-to-Board communications (Article XVI of the SARA Board of Directors bylaws). The Intergovernmental and Community Relations (IGCR) Department staff often has information to share with the Board of Directors, both individually and collectively, related to community and media events, public meetings and intergovernmental relations. Since the Board of Directors' bylaws are silent regarding staff-to-board communications, IGCR staff has developed a draft set of standards to follow in order to standardize communication with the Board.

The purpose of this item is to secure committee approval of a standard for communication initiated by IGCR staff to members of the River Authority's Board of Directors.

Recommendation

Motion, as appropriate after discussion, of Committee support of a standard for communication initiated by Intergovernmental and Community Relations (IGCR) Department staff to members of the River Authority Board of Directors.

Discussion

Vote

Communications Committee

11.

Date: 08/04/2010

75 Years of SARA Service Update

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

**PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING
THE REVISED 75 YEARS OF THE SAN ANTONIO RIVER AUTHORITY
SERVICE EFFORT**

Presenter

Steven Schauer

Estimated Presentation Time: 10 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.

Given the economic climate, funding for outreach materials for the 75 Years of SARA Service Project was removed from this fiscal year budget, effectively closing the project. The archives and event planning efforts associated with the 75th anniversary of SARA are still moving forward. The purpose of this agenda item is to discuss with the Board a new cost effective approach to develop an outreach piece designed to recognize the River Authority's contributions to the San Antonio River Basin over the past 75 years which, if approved, will be completed and ready for distribution by 2012.

Recommendation

Motion, as appropriate after discussion, of Committee support for development of a historical piece focusing on the San Antonio River Basin and the River Authority's 75 years of service.

Discussion

Vote

Communications Committee

12.

Date: 08/04/2010

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 and Clint Marzec

Estimated Presentation Time: 15 minutes

At the previous Communications Committee meeting, the Board was briefed on the material used for this initiative. Staff will provide a follow-up on how work on the environmental awareness initiative is progressing.

Discussion

Communications Committee

13.

Date: 08/04/2010

Mission Reach Outreach Update

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

**PRESENTATION AND DISCUSSION REGARDING THE PROMOTION OF
THE SAN ANTONIO RIVER IMPROVEMENTS PROJECT MISSION REACH
ECOSYSTEM RESTORATION AND RECREATION PROJECT**

Presenter

Steven Schauer and Laura Waldrum

Estimated Presentation Time: 10 minutes

Phase 1 of the Mission Reach Ecosystem Restoration and Recreation Project of the San Antonio River Improvements Project will soon be open to the public. During this agenda item, staff will provide the Communications Committee with information related to the promotion of the Mission Reach that will take place in advance of the opening.

Discussion

Communications Committee

14.

Date: 08/04/2010

SARA Website Update

Submitted By: Steven Schauer,
Intergovernmental and
Comm Relations

Division: Intergovernmental and
Comm Relations

Department:

Information

CAPTION

PRESENTATION AND DISCUSSION REGARDING REVISIONS TO THE SAN ANTONIO RIVER AUTHORITY WEBSITE

Presenter

Steven Schauer, Clint Marzec and Jordan Merson

Estimate Presentation Time: 10 minutes

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 demonstrate to the Communications Committee the River Authority's main website at www.sara-tx.org. The redesigned website was based on input received from Board members at the previous Communications Committee meeting.

Discussion

Date: 08/04/2010

River Walk Watershed Campaign Update / Olmos Basin Outreach Campaign Effort / Items for Future Consideration

Submitted By: Lupe Sanchez, Executive Offices

Division: Executive Offices

Submitted For: Suzanne B. Scott

Department:

15.

Information

CAPTION

STATUS UPDATE ON THE RIVER WALK IMPLEMENTATION PROGRAM GRANT INCLUDING RIVER WALK WATERSHED ALLIANCE ACTIVITIES

Presenter

Karen Bishop

Estimated Presentation Time: 10 minutes

Discussion

16.

Information

CAPTION

STATUS UPDATE ON THE OLMOS BASIN OUTREACH CAMPAIGN EFFORT

Presenter

Karen Bishop

Estimated Presentation Time: 10 minutes

Discussion

17.

Information

CAPTION

ITEMS FOR FUTURE CONSIDERATION

Presenter

Steven Schauer

Estimated Presentation Time: 5 minutes

Discussion

Date: 08/04/2010

GM's Report / Next Meeting Date / Adjourn

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

Stephen T. Graham

Estimated Presentation Time: 10 minutes

Discussion

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Information

CAPTION

NEXT MEETING DATE

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

During this item, the Committee Chair may want to lead a discussion addressing the option to establish an alternate standing meeting day for when the Communications Committee meets. The General Manager currently sits on the Basin and Bay Stakeholder Committee in which the meetings are held every first Wednesday of the month, causing a scheduling conflict.

Discussion

20.

Information

CAPTION

ADJOURN

Presenter

Ms. Buchanan, Committee Chair
