

## AGENDA

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



SAN ANTONIO RIVER AUTHORITY

**September 13, 2011, 2:30 p.m.**

*\*Estimated Presentation Time: 2.5 hours*

### GENERAL AND CEREMONIAL ITEMS:

*\*Estimated Presentation Time: 5 minutes*

1. **CALL TO ORDER BY THE VICE-CHAIR, MR. ROBERTO G. RODRÍGUEZ**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL BY THE SECRETARY, MS. ADAIR SUTHERLAND**
  - Sally Buchanan, Chair
  - Roberto G. Rodríguez, Vice-chair
  - Adair Sutherland, Secretary
  - Darrell T. Brownlow, Ph.D.
  - Názirite Rubén Pérez
  - H. B. Ruckman III
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 BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE MEETING HELD ON APRIL 5, 2011**
8. **STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT**
9. **PRESENTATION OF SAN ANTONIO RIVER AUTHORITY SPONSORSHIPS AND COMMUNITY AND MEDIA ACTIVITIES**
10. **PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE BOARD APPROVED GUIDELINES FOR COMMUNICATION BETWEEN THE INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT STAFF AND THE BOARD OF DIRECTORS REGARDING EXTERNAL COMMUNICATIONS ACTIVITIES**
11. **PRESENTATION AND DISCUSSION REGARDING PROMOTION OF THE MUSEUM REACH AND MISSION REACH SEGMENTS OF THE SAN ANTONIO RIVER WALK**
12. **PRESENTATION AND DISCUSSION REGARDING THE GRAND OPENING OF THE BRANCH RIVER PARK**
13. **PRESENTATION AND DISCUSSION REGARDING A WORKSHOP TITLED *GREEN FUTURES: PROFITING WITH SUSTAINABLE DEVELOPMENT***
14. **PRESENTATION AND DISCUSSION REGARDING THE FISCAL YEAR 2012 SERIES OF GUIDED NATURE EVENTS**
15. **PRESENTATION AND DISCUSSION REGARDING THE IMPLEMENTATION OF SMART PHONE TECHNOLOGY FOR PROMOTIONAL AND EDUCATIONAL PURPOSES**
16. **STATUS REPORT REGARDING RECENT RIVER WALK WATERSHED ALLIANCE AND OLMOS BASIN ALLIANCE ACTIVITIES**
17. **REPORT ON THE STATUS AND RESULTS OF KEY ACTIONS AND ACCOUNTABILITIES (KAAs) REGARDING THE SAN ANTONIO RIVER AUTHORITY'S KEY INITIATIVES 9 AND 10 FOR FISCAL YEAR 2011**
18. **STATUS REPORT REGARDING THE SAN ANTONIO RIVER AUTHORITY ARCHIVES**
19. **GENERAL MANAGER'S REPORT**
  - **UPCOMING EVENTS CALENDAR,**
  - **FUTURE BOARD AND/OR COMMITTEE MEETINGS, AND**
  - **MEETINGS INVOLVING THE ATTENDANCE OF ONE OR MORE BOARD MEMBERS**
20. **ITEMS FOR FUTURE CONSIDERATION**

**21. NEXT MEETING DATE**

**22. ADJOURN**

**Estimated Presentation Time: 2.5 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**

**Date:** 09/13/2011

**Approval of the Minutes**

**Submitted For:** Suzanne B. Scott

**Submitted By:** Lupe Sanchez

**Division:** Executive Offices

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**CAPTION**

**APPROVAL OF THE MINUTES OF THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE MEETING HELD ON APRIL 5, 2011**

**Presenter**

Suzanne B. Scott

*Estimated Presentation Time: 5 minutes*

**Recommendation**

Motion to approve the minutes of the Communications Committee meeting held on April 5, 2011, as presented.

**Discussion**

**Vote**

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**Attachments**

April 5, 2011, Communications Committee Meeting Minutes

MINUTES

**MEETING OF THE BOARD OF DIRECTORS'  
COMMUNICATIONS COMMITTEE**



SAN ANTONIO RIVER AUTHORITY

April 5, 2011, 2:00 p.m.

**GENERAL AND CEREMONIAL ITEMS:**

1. **CALL TO ORDER WAS MADE BY THE CHAIR, MS. SALLY BUCHANAN, AT 2:03 P.M.**

2. **PLEDGE OF ALLEGIANCE WAS RECITED**

3. **COMMITTEE SECRETARY, MR. JOHN J. FLIELLER, CALLED THE ROLL AND REPORTED THE FOLLOWING COMMITTEE MEMBERS PRESENT:**

- Sally Buchanan, Chair
- John J. Flieller, Secretary
- Názirite Rubén Pérez
- Roberto G. Rodríguez, Vice-chair
- H. B. Ruckman III
- Adair Sutherland (Absent)

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 NOVEMBER 1, 2010**

Staff recommended a motion to approve the minutes of the Communications Committee meeting held on November 1, 2010, as presented.

Motion by H.B. Ruckman III

Seconded by John J. Flieller

**Vote:** 5 - 0 Passed

Other: Adair R. Sutherland (Absent)

**8. STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT**

There being no action taken on this item, Ms. Buchanan called for Agenda Item 9.

**9. STATUS REPORT ON THE 2011 CLEAN RIVERS PROGRAM BASIN HIGHLIGHT REPORT FOR THE SAN ANTONIO RIVER BASIN**

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

**10. PRESENTATION AND DISCUSSION REGARDING THE 3RD ANNUAL GET OUTDOORS! EVENT**

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

**11. PRESENTATION AND DISCUSSION REGARDING AN UPDATE OF THE MUSEUM REACH RIVER OF LIGHTS AND MUSEUM REACH FUN 5K AND HEALTH EXPO**

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

**12. 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 13.

**13. PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE PROMOTION OF LOWER SAN ANTONIO RIVER BASIN COMMUNITIES AS A TOURIST DESTINATION**

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

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

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

**15. PRESENTATION REGARDING AN UPDATE OF THE FLASH ANIMATION PROJECT**

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

**16. BRIEFING ON THE SAN ANTONIO RIVER AUTHORITY ARCHIVES AND ORAL HISTORY EFFORTS**

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

**17. GENERAL MANAGER'S REPORT**

- **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 18.

**18. ITEMS FOR FUTURE CONSIDERATION**

Mr. Ruckman requested a synopsis highlighting the three-year rolling agreement and any other changes anticipated with regards to the MOU with SARA and the San Antonio River Foundation (SARF). Ms. Scott assured that staff would produce an outline and present the changes to the Executive Committee and to the full Board in June.

**19. NEXT MEETING DATE**

After Committee discussion, it was decided that the next Communications Committee meeting will be held in August. The specific date will be determined at a later date.

**20. ADJOURN**

There being nothing further to report, Ms. Buchanan called the meeting adjourned at 4:00 p.m.

**PREPARED AND RECOMMENDED FOR COMMITTEE APPROVAL BY THE MANAGER.**

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**SUZANNE B. SCOTT, General Manager**

**APPROVED BY THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE AT THE MEETING HELD ON SEPTEMBER 13, 2011.**

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**ROBERTO G. RODRÍGUEZ, Committee Vice-Chair**

**ATTEST:**

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**ADAIR SUTHERLAND, Committee Secretary**

DRAFT

**Communications Committee**

**Date:** 09/13/2011

**Westside Creeks Update**

**Submitted By:** Rudy Farias

**Division:** Operations

**Department:** Water Resources & Community Dvlpmnt

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**CAPTION**

**STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT**

**Presenter**

Rudy R. Farias

*Estimated Presentation Time: 10 minutes*

Since the approval of the Westside Creeks Concept Plan by the Board of Directors on June 15, 2011, the Concept Plan has been instrumental in informing the public on the restoration concepts and cost estimates for each of the 24 creek reaches. The United States Army Corps of Engineers (USACE), City of San Antonio and Bexar County officials, and grass roots groups have used it to better understand the potential of combining flood mitigation with restoration and recreational opportunities.

The USACE selected the Westside Creeks project as one of four national pilot projects. The pilot project will make the feasibility study planning phase more efficient, thus accelerating the federal funding decision-making process to a period of roughly 18 to 24 months. In this first phase of the study, Decision Point 1 (DP1), the USACE will determine within a three to six month period if they will continue with the study or not, and why. If the decision is made to continue, the USACE and San Antonio River Authority (SARA) will agree to the study methodology.

The City of San Antonio Linear Creeks Advisory Board approved the Parks and Recreation Department's recommendation to recommend to City Council \$10.1 million for hike and bike trails along the Westside Creeks. Funding would come from Proposition 2 which was approved by the voters in November 2010. City Council is expected to vote on the recommendation on September 15, 2011, as part of the overall City of San Antonio's 2012 budget.

SARA staff is also working with the City of San Antonio, Bexar County, and Our Lady of the Lake University to create a vision for the Elmendorf Lake area, also referred to as Apache Creek 1 (AP-1) reach. SARA has hired Arcadis to create two visions, one of which will be agreed upon by the partners for potential inclusion on the City's May 2012 Bond ballot. Arcadis will incorporate each of the entity's input, utilize data and concepts from the Upper San Antonio Watershed Master Plan, SARA Westside Creeks Concept Plan, Our Lady of the Lake University Campus Master Plan, Elmendorf Lake Dredging Project, and a City of San Antonio 24th Street Construction Project, to develop the vision. The vision will combine flood control, restoration, and recreational opportunities into an overall comprehensive vision.

Lastly, two other San Antonio grass roots groups have formed to create Cultural Zones. A cultural zone is defined as an area where multiple partners from within the zone have come together to identify potential bond projects for enhancing the zone. The two zones that contain a portion of the Westside Creeks projects are around the Guadalupe Theater and Corridor which cross both the Alazan and Apache Creeks, and the Market Square area which crosses San Pedro Creek. Both groups are establishing a bond project list for consideration by the Bond Committee and are considering making recommendations for improvements along the creeks.

## **Discussion**

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**Communications Committee**

**Date:** 09/13/2011

**Sponsorships and IGCR Calendar**

**Submitted By:** Steven Schauer

**Division:** Intergovernmental and Comm Relations

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**CAPTION**

**PRESENTATION OF 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 2011 Sponsorships and the Intergovernmental and Community Relations' (IGCR) Calendar of Activities for the period of April 2011 through August 2011. Staff has also included the Fiscal Year 2012 Sponsorships and IGCR's Calendar of Activities for April 2011 through August 2011. Staff will highlight select entries on these documents and will be available to address any questions from the Committee.

**Discussion**

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**Attachments**

Calendars: April - August, 2011

Sponsorships: April - August, 2011

# April 2011

April 2011							May 2011						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1 2	1	2	3	4	5	6	7
3	4	5	6	7	8	9	8	9	10	11	12	13	14
10	11	12	13	14	15	16	15	16	17	18	19	20	21
17	18	19	20	21	22	23	22	23	24	25	26	27	28
24	25	26	27	28	29	30	29	30	31				

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Mar 27 - Apr 2	Mar 27	28	29	30	31	Apr 1	2
						<b>SARA Specific DC Visit;</b> 7:00am Science Day at 10:00am RRC meeting 11:00am Downtown's	9:00am Guided natu
Apr 3 - 9	3	4	5	6	7	8	9
		9:30am Councilwoma 5:30pm Mission Reac	8:00am House Natur;	8:00am BBASC Meeti 8:30am JAW Confere	8:00am House Econo 5:00pm Provide EN in		10:00am Earth Day - C
Apr 10 - 16	10	11	12	13	14	15	16
	7:30pm Just Add Wat	8:00am <b>Just Add Water Conference;</b> G 4:00pm 5:00pm Provide Missi	5:00pm River Founda 5:00pm Provide Missi	8:00am NISD science 12:00pm Provide Missi	8:00am NISD science 8:30am SARF Mission 11:00am Mission Reac 2:30pm Pitch EN Miss		10:00am Mission Reac
Apr 17 - 23	17	18	19	20	21	22	23
		8:00am HOLD for JNF 4:00pm Girl Scout Tot	8:00am Earth Day vol 6:00pm WCROC Mee	6:30am Schlather Inte 9:00am Mission Reac 1:00pm WOAI Interwie	10:00am Earth Day Eve 10:00am Stream Team 1:00pm Kuentz Eleme 1:00pm Career Fair Sc		7:00am KENS Mornin
Apr 24 - 30	24	25	26	27	28	29	30
		9:00am SARA Overvie 11:00am Mission Reac 11:30am AIA Mission F 4:00pm Provide Missi	8:00am Coordinated 1:30pm FW: Water frc 3:30pm Kids and Care	8:00am Chamber of C 1:00pm TCEQ Stormw 3:30pm Kids and Care 6:00pm Mission Reac	3:00pm Speak w/ EN 3:30pm Kids and Care 3:30pm Speak w/ La f	7:00am Knowlton Ele 9:00am SARA Overvie 10:30am Recording at 12:00pm Brauchlee Ele	8:00am Westside Initi 2:00pm HOLD for No

# May 2011

May 2011							June 2011						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	5	6	7	1	2	3	4
8	9	10	11	12	13	14	12	13	14	15	16	17	18
15	16	17	18	19	20	21	19	20	21	22	23	24	25
22	23	24	25	26	27	28	26	27	28	29	30		
29	30	31											

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May 1 - 7	<b>May 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
		5:30pm Blue Star exp	Senate NRC; Vehicle 0 5:30pm BRWM WIAC	8:00am G-SA BBASC 12:00pm LSA Mission I 6:00pm Mission Reac	7:00am Mission Reac 4:00pm Provide Expre 6:00pm Mission Reac	8:00am Chamber of C 7:00pm Wildfest Mus	10:00am Wildfest Miss
May 8 - 14	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
		9:00am PRESS CONF	12:00pm Provide Missi 4:00pm Mission Reac 5:00pm River Founda 6:30pm Bexar County	6:30am WOAI intervi 7:00am TIF bill in Sen 12:00pm EAC meeting, 1:00pm KENS Be Wat	8:30am SARF Mission	8:00am Mission Reac	
May 15 - 21	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
		8:00am Mission Reac 8:00am Speak w/ WC 10:00am Provide WOA 12:00pm Provide EN in	8:30am Dam Safety n 8:30am Fishing fun@ 9:00am Museum Rea 2:00pm NPS installati	8:00am Mission Reac	7:00am To Dallas for 8:00am E Flows; TBD; 8:30am fishing fun at	12:00am To Dallas for 9:00am Eagle Ford St 11:30am Eagle Ford St 5:00pm TPR event; Bl	7:00am KENS Mornin 8:30am speak w/ EN 10:00am Mission Reac
May 22 - 28	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
			8:30am Museum Rea 4:00pm speak w/ EN 6:30pm Bexar County	Dr. Larry Redmon, Pr 8:00am Chamber of C 1:00pm KENS Be Wat 5:00pm speak w/ EN		8:00am Chamber of C 10:30am Eagleland Per 3:00pm Provide EN b	8:00am Museum Rea
May 29 - Jun 4	<b>29</b>	<b>30</b>	<b>31</b>	<b>Jun 1</b>	<b>2</b>	<b>3</b>	<b>4</b>
			11:30am Mayor's City 11:30am Private Appoi 7:00pm Mission Reac				

# June 2011

June 2011							July 2011						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4						1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May 29 - Jun 4	<b>May 29</b>	<b>30</b>	<b>31</b>	<b>Jun 1</b>	<b>2</b>	<b>3</b>	<b>4</b>
				7:00am G-SA BBASC; 10:30am Museum Rea	8:00am Judge Wolff t 9:00am Mission Reac 4:00pm Interview w/ l		7:00am CTG Summe
Jun 5 - 11	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
		6:00pm UTSA arch. cl	8:00am TFFC Worksh	5:30pm FW: AFB mee	8:30am SARF Mission 2:00pm Westside Cre		8:00am Karnes Count 10:00am NRC Confere
Jun 12 - 18	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
			8:00am GDSA Intervie 4:00pm Speak w/ EN 4:30pm Speak w/ EN 5:00pm Conservation	2:00pm <b>TWCA Mid-Year Conference;</b> Moody Gardens - Galveston; 12:00am 8:00am Tour for St. Lr 11:00am Meet with Co	8:00am HOLD for Gir 2:30pm Mission Reac		7:00am KENS Mornin 10:00am Mission Reac
Jun 19 - 25	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
		10:30am Mission Reac	8:00am Mission Reac 11:30am provide EN in 4:30pm meet w/ EN r 6:00pm Provide EN d		8:00am HOLD for Gir 9:00am watershed m	8:00am Chamber of C	10:00am HOLD for Mis
Jun 26 - Jul 2	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>Jul 1</b>	<b>2</b>
		2:00pm SARA briefing	2:30pm speak w/ Plaz 6:00pm Provide EN in	8:00am Chamber of C 11:00am San Antonio 2:00pm hold for TX d 2:30pm Mission Reac	9:00am Friedrich Park 2:00pm CVB presenta 3:30pm Commissione		

# July 2011

July 2011							August 2011						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30	31			
31													

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>Jun 26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>Jul 1</b>	<b>2</b>
6/26 - 7/1							
	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
7/3 - 8			3:00pm speak w/ EN 5:30pm BRWM WIAC	8:00am G-SA BBASC 8:30am Beauty and tl 10:00am FW: Water: A	8:30am Flush to Envir 10:30am Backyard BM 10:30am Water Quality	8:00am WALL field Tr	
	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
7/10 - 15		10:00am FW: G-SA BB	8:30am Girl Scout Cai 9:00am SARA Briefing 10:00am SABJ Going C	9:30am Brooks City B 10:30am SARA Briefing 2:00pm Illegal Dumpi	8:30am FW: SARF Mis 1:30pm Pitch KENS W 3:30pm Delivering W:	11:30am Provide EN IV 4:30pm work on Plaz: 5:00pm Provide Medi	10:00am Mission Reac
	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>
7/17 - 22		9:30am BBASC Meeti 10:30am Speak w/ Bar 4:30pm Speak w/ EN	8:00am G-SA BBASC 6:00pm SA2020 Dowr	8:15am Mission San J 4:30pm Conference c 6:00pm WCROC Mee	4:30pm speak w/ Cur 6:30pm Bexar County	8:00am Chamber of C 8:00am Provide info r 8:30am HOLD for Gir	
	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>
7/24 - 29			6:00pm County Public 7:00pm Museum Rea	8:00am Chamber of C 1:30pm SAWS Board 3:30pm Speak w/ EN	9:00am G-SA BBASC 10:00am Senate Natur 10:00am Provide Missi	10:00am Contact KSA1	8:00am kids fishing g 9:00am Texas Nature
	<b>31</b>	<b>Aug 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
7/31 - 8/5							

# August 2011

August 2011							September 2011						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
7	1	2	3	4	5	6	4	5	6	7	1	2	3
14	8	9	10	11	12	13	11	12	13	14	8	9	10
21	15	16	17	18	19	20	18	19	20	21	15	16	17
28	22	23	24	25	26	27	25	26	27	28	22	23	24
	29	30	31								29	30	

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jul 31 - Aug 6	<b>Jul 31</b>	<b>Aug 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
			2:00pm Updated: HRi 2:30pm Meet w/ Univ	4:30pm Set up SARIP	10:00am City of Castrc	11:30am State of the C	
Aug 7 - 13	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
	11:30am field trip for /		9:00am FW: San Anto 11:30am Provide EN in 2:00pm spoke to Ben 5:30pm West Chambr		8:30am SARF Mission	2:00pm <b>Back to School Bash - Westley Apartmen</b>	9:00am fishing clinic;
Aug 14 - 20	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
	<b>Back to School Bash - Westley Apartmen</b> 9:00am	8:45am Breakfast w/ / 3:00pm Provide EN in	10:00am Review maps, 6:00pm Chamber of C		9:30am Provide EN fi:	9:00am Provide Missi	10:00am Mission Reac
Aug 21 - 27	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
			7:30am SARF Mission 9:30am Provide Missi 10:00am FW: G-SA BB/ 7:00pm Museum Rea		7:30am Luke Habenic	3:30pm <b>Watershed Model Presentation at River C</b>	
Aug 28 - Sep 3	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>Sep 1</b>	<b>2</b>	<b>3</b>
	<b>Watershed Model Presentation at River C</b> 12:00pm		12:00pm Environment: 2:00pm NPS Trail Stu 6:00pm Surface Wate	8:00am Chamber of C 9:00am HOLD for AA 6:00pm Mission Cour			

**Fiscal Year 2011/12 Sponsorships  
For the period April 2011 – Aug. 2011**

<b>Month</b>	<b>Recipient and/or Event</b>	<b>Sponsorship Amount or Service</b>
April	Trinity River Vision Authority	Transforming Texas Waterfronts Project
May	South SA Chamber of Commerce	15 <sup>th</sup> Annual State of the District
	Nueces River Authority	Remarkable Riparian Summit
June	USGBC	Sponsored- Presenter/Speaker
	Goliad Chamber of Commerce	20 <sup>th</sup> Annual Missions Tour de Goliad
	Westside Development Corp.	Westside Honors Gala
July	Green Spaces Alliance of South Texas	Picture Your World 2011 Gala
Aug.	South San Antonio Chamber	Congressman Canseco Luncheon
	Brackenridge Park Conservancy	Sunday in Brackenridge Park & Year of Jazz
	Greater Chamber of Commerce	Congressman Canseco Luncheon
	City of Poth	A Ride to Remember
	Greater SA Chamber of Commerce	Congressman Gonzales Luncheon
	Greater SA Chamber of Commerce	Congressman Cuellar Luncheon
	Greater SA Chamber of Commerce	Congressman Smith Luncheon
	Greater SA Chamber of Commerce	State of the County Address
	North SA Chamber of Commerce	Mayor's Vision for San Antonio
	North SA Chamber of Commerce	6 <sup>th</sup> Annual State of the County
	Architectural Institute of America	AIA Sustainable Urban Development Lecture

**Communications Committee**

**Date:** 09/13/2011

**IGCR Communications with the Board**

**Submitted By:** Steven Schauer

**Division:** Intergovernmental and Comm Relations

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**CAPTION**

**PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE BOARD APPROVED 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: 10 minutes*

At its September 15, 2010, meeting, the Board of Directors supported approval of a set of communication standards between the Intergovernmental and Community Relations (IGCR) Department and the Board. This item is to review those Board approved communication standards to determine their effectiveness and, if necessary, to make adjustments to those standards to be brought before the full Board of Directors as a recommendation to amend the standards.

**Recommendation**

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

**Discussion**

**Vote**

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**Attachments**

Current Communication Standards

## **Intergovernmental & Community Relations (IGCR) Instructions for Outlook Calendar and Email Notices**

### Background:

This document contains instructions for how the Intergovernmental & Community Relations (IGCR) Department is to communicate with the San Antonio River Authority (SARA) Board of Directors regarding information related to the public meetings, events, activities and presentations involving IGCR staff. A motion supporting the implementation of these instructions was unanimously approved by the SARA Board of Directors Communications Committee on August 4, 2010. These instructions will become effective on September 15, 2010 if approved by the full board or as amended and approved by the full board (if the item is pulled from the Consent Agenda and amended following a presentation and discussion).

### Communication with board members:

The board 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). Since the bylaws are silent regarding staff to board communications, IGCR staff is directed to use the following standards when communicating with the board:

- Emails to board members should be sent to their SARA-issued email address
  - General Manager and Manager of External Communications should be cc'd on all IGCR-related email communication with board members
- Following an attempted conversation with board members (e.g. attempting a phone call to any board member, attempting to drop off information at a board member's home, etc.), an email should be sent to the board member's SARA-issued email address to identify the reason for the attempted conversation.
- Following a conversation with board members (e.g. conversations at a board meeting, passing by in the hall, at an event or luncheon or by a phone call), it will be up to the IGCR staff member's discretion as to whether or not the conversation requires an email follow up to the board member's SARA-issued email address.

### Outlook Calendar and Email Notices:

All public meetings, community events, media events, intergovernmental activities and educational presentations open to the public in which SARA is involved in the development, promotion or sponsorship of should be placed on the following Outlook Calendars and an email should be sent to the appropriate board members (see bullets below). If an IGCR staff member receives from a non-IGCR staff member a notice of a public meeting, community event, media event, intergovernmental activity or educational presentation in which SARA is involved, it will be the responsibility of the appropriate IGCR staff member to forward the notice to the correct Outlook Calendars and to email the appropriate board members.

- IGCR staff member working on the meeting/event
- Manager of External Communications
- General Manager
- All appropriate SARA staff involved with the meeting/event
- All appropriate non-SARA staff involved with the meeting/event
  - County staff
  - City staff
  - Other partners
  - Etc.
- IGCR Calendar
- Board Calendar
- Email details to all appropriate SARA board members
  - In Bexar County:
    - All six Board members from Bexar County
  - In Wilson, Karnes and Goliad Counties:
    - Both at-large members

Please follow the old adage, “it is better to be safe, than sorry” when considering which items to place on Outlook Calendars and to email to board members. Therefore, if you are unsure where an item should go, put the item on the Outlook Calendars and then seek clarification from the Manager of External Communications before emailing the board members.

Educational activities that are not open to the public should not be placed on the Board Outlook Calendar nor should email notices be sent to the board members. However, these educational activities that are not open to the public are still required to be placed on the Outlook Calendar of the appropriate IGCR and non-IGCR staff, the Manager of External Communications and the IGCR Calendar.

The following examples are designed to clarify which Outlook Calendars should be “invited” to a public meeting or activity and to better define when the Board Calendar and board members should also receive a notice.

Public Meetings:

<b>Public Meeting</b>	<b>Staff Calendars</b>	<b>Board Notices</b>
Mission Reach Construction Updates Public Meeting	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
Mission Reach Construction Updates meeting to Hot Wells NA	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
BRWM DFIRM Public Meetings	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
Bexar County Summer Flood	<ul style="list-style-type: none"> <li>• IGCR staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> </ul>

Control Meetings – SARA invited to participate	<ul style="list-style-type: none"> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Email all six Bexar County Board members</li> </ul>
Bexar County Elmendorf Lake Public Meeting – SARA is project manager of this project	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
Bexar County Leon Valley CIP Buy-Out Public Meeting – SARA’s Real Estate Dept. is assisting Bexar County with this project	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
COSA Council District meeting – SARA invited to participate	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
Branch Property Public Meeting	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email two At-Large members</li> </ul>

Community Events:

Community Event	Staff Calendars	Board Notices
Museum Reach 5K One-year Anniversary	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> <li>• Board Chairman (if requested to participate in event)</li> </ul>
Summer Flotilla on the Goliad Paddling Trail	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email two At-Large members</li> </ul>
Get Outdoors Event	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> <li>• Board Chairman (if requested to participate in event)</li> </ul>
Lonesome Dove Fest	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email two At-Large members</li> </ul>
Earth Day @ Woodlawn Lake	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>

	<ul style="list-style-type: none"> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	
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Media Events:

<b>Media Event</b>	<b>Staff Calendars</b>	<b>Board Notices</b>
Mission Reach Phase I Grand Opening	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> <li>• Board Chairman (if requested to participate in event)</li> </ul>
La Bahia Water Supply Ground Breaking	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email two At-Large members</li> <li>• Board Chairman (if requested to participate in event)</li> </ul>
Texas Cavaliers River Parade News Conference Providing Charitable Check to Witte Museum	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> <li>• Board Chairman or appropriate Board Member (if requested to participate in event)</li> </ul>
COSA CVB announcement of new River Walk signage (SARA invited to attend, not participate)	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>

Intergovernmental Activities:

<b>Intergovernmental Activities</b>	<b>Staff Calendars</b>	<b>Board Notices</b>
<p>Conferences:</p> <ul style="list-style-type: none"> <li>• Texas Water Day</li> <li>• SA to DC</li> <li>• Viva SA</li> <li>• TWCA</li> <li>• NAFSMA</li> <li>• Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Calendar</li> </ul>
<p>Local/State/Federal Hearing or Committee Meeting (in which SARA staff is only attending or may provide unsolicited testimony)</p>	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<p>N/A – Reasoning: this is part of the routine operations of IGCR staff</p>
<p>Local/State/Federal Hearing or Committee Meeting (in which SARA is invited to give testimony)</p>	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Calendar</li> <li>• Board Chairman and/or appropriate District member requested to participate (if necessary)</li> </ul>
<p>Chamber Committee meetings (in which SARA staff is only attending or may provide unsolicited testimony)</p>	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	<p>N/A – Reasoning: this is part of the routine operations of IGCR staff</p>
<p>Chamber Committee meetings (in which SARA is invited to make presentation)</p>	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> </ul>	<ul style="list-style-type: none"> <li>• Board Calendar</li> <li>• Board Chairman and/or appropriate District member requested to participate (if necessary)</li> </ul>

	<ul style="list-style-type: none"> <li>• All appropriate SARA staff</li> </ul>	
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Educational Presentations:

<b>Educational Presentations</b>	<b>Staff Calendars</b>	<b>Board Notices</b>
Going Green Week Mission Reach Tour	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
South Chamber of Commerce Mission Reach Tour	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	N/A – Reasoning: this is an educational activity which is not open to the public
Going Green Week Mission Reach Ecosystem Restoration Presentation	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
Mission Reach Ecosystem Restoration Presentation to 10 <sup>th</sup> grade students at Brackenridge High School	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	N/A – Reasoning: this is an educational activity which is not open to the public
Water a Living Lesson Conference	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>

	<ul style="list-style-type: none"> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	
Roots in the River presentation to 5 <sup>th</sup> grade students at the Witte Museum	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> </ul>	N/A – Reasoning: this is an educational activity which is not open to the public
Environmental Advisory Committee (EAC) meeting held in Bexar County	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email all six Bexar County Board members</li> </ul>
Environmental Advisory Committee (EAC) meeting held in Wilson, Karnes or Goliad counties	<ul style="list-style-type: none"> <li>• IGCR staff</li> <li>• Manager of External Communications</li> <li>• General Manager</li> <li>• IGCR Calendar</li> <li>• All appropriate SARA staff</li> <li>• All appropriate non-SARA staff</li> </ul>	<ul style="list-style-type: none"> <li>• Board Outlook Calendar</li> <li>• Email two At-Large members</li> </ul>

**Communications Committee**

**Date:** 09/13/2011

**Museum and Mission Reach Promotion**

**Submitted By:** Steven Schauer

**Division:** Intergovernmental and Comm Relations

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**CAPTION**

**PRESENTATION AND DISCUSSION REGARDING PROMOTION OF THE MUSEUM REACH AND MISSION REACH SEGMENTS OF THE SAN ANTONIO RIVER WALK**

**Presenter**

Steven Schauer, Laura Waldrum and Matthew Driffill

*Estimated Presentation Time: 30 minutes*

This agenda item contains four updates related to promotional efforts supporting the Museum Reach and Mission Reach segments of the San Antonio River Walk.

The Mission Reach Phase 1 and 2 Grand Opening Celebration was held on June 25, 2011, and was deemed a success. The day began with speeches by elected officials and among the dignitaries in attendance was the Secretary of the Interior, Ken Salazar. Salazar made the exciting announcement that not only was the Mission Reach project leading the nation in urban ecosystem restoration but also that the San Antonio Missions National Historic Park was going through the submission process to potentially be considered as a World Heritage Site. This prestigious designation would elevate the profile of these historic sites as well as the San Antonio River. After the formal ceremony, attendees enjoyed musical acts placed up and down the river, a performance by Radio Disney, a Children's Learning Laboratory, as well as other fun activities. According to SARA estimates, there were approximately 3,500 attendees for the event.

Since the *soft* opening of Phase 1 of the Mission Reach that was held in December 2010, SARA, in partnership with the Alamo Area Master Naturalists, has led monthly interpretive hikes along Phase 1 every third Saturday of each month at 10:00 a.m. and 11:00 a.m. The last of these monthly hikes will occur on Saturday, September 17, at 10:00 a.m. Moving forward, these hikes will be held quarterly and each hike will have a specific theme. The hikes will be supported by relevant content experts along with SARA staff. Scheduled dates for these tours are set for January 21, 2012; May 12, 2012 and July 21, 2012. Additional information for a self-guided tour is available on-line for the public to download.

In July and August of 2011, four bat talks were held on the Museum Reach in partnership with the Texas Parks and Wildlife Department (TPWD). Total attendance was approximately 500. These talks received both print and broadcast media coverage. Looking ahead to the bat talks for 2012, SARA staff has already begun networking with Bat Conservation International to start a docent program to expand the number of bat talks that may be offered in the future.

Due to the volume of comments from the public asking for clarity on the use of the trails along the San Antonio River Walk for pedestrians and cyclists, SARA has coordinated with the City of San Antonio (COSA) and the San Antonio Bexar County Metropolitan Planning Organization (MPO) to develop and

promote a *Share the Trail* message and trail etiquette outreach initiative. SARA will begin extensive public outreach for this effort in September. The outreach effort includes trail etiquette information, clarification about where the trails are for walking, biking and the locations of pedestrian only and paddling trail etiquette information. Temporary signage along the Museum Reach and Mission Reach, similar to the signs along the City's linear creek system, will be installed; a decision whether to install permanent *Share the Trail* signage will be made at a later date.

## **Discussion**

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**Communications Committee**

**Date:** 09/13/2011

**Grand Opening of Branch River Park**

**Submitted By:** Steven Schauer

**Division:** Intergovernmental and Comm Relations

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**CAPTION**

**PRESENTATION AND DISCUSSION REGARDING THE GRAND OPENING OF THE  
BRANCH RIVER PARK**

**Presenter**

Laura Waldrum

*Estimated Presentation Time: 10 minutes*

A grand opening celebration for the San Antonio River Authority's Branch River Park is scheduled for Saturday, September 10, in Goliad, Texas. The public will be welcomed to the first SARA owned and operated park with BBQ plates for the first 250 guests, live bluegrass music by Robertson County Line and disc golf demonstrations courtesy of Third Coast Disc Golf Club. Third Coast will also hold a disc golf tournament the morning of the event and discussions are underway to make the tournament an annual event.

**Discussion**

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Communications Committee

Date: 09/13/2011

Sustainable Development Workshop

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

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CAPTION

**PRESENTATION AND DISCUSSION REGARDING A WORKSHOP TITLED *GREEN FUTURES: PROFITING WITH SUSTAINABLE DEVELOPMENT***

Presenter

Laura Waldrum

*Estimated Presentation Time: 10 minutes*

SARA is currently leading a group of local organizations in creating a workshop aimed at promoting sustainable development among developers in the community. The one-day workshop will be held at the Pearl Studio on October 28, and will feature a line-up of prestigious developers and experts in sustainable development. Examples of local, successful developments utilizing sustainable development techniques will be presented. There will also be information on how to obtain financing for sustainable projects, the marketing forecast for sustainable development, and a developer panel where developers will share their experience and answer questions from the audience.

Discussion

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**Communications Committee**

**Date:** 09/13/2011

**FY 2012 Guided Nature Events Schedule**

**Submitted By:** Steven Schauer

**Division:** Intergovernmental and Comm Relations

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**CAPTION**

**PRESENTATION AND DISCUSSION REGARDING THE FISCAL YEAR 2012 SERIES OF GUIDED NATURE EVENTS**

**Presenter**

Maura Dudley

*Estimated Presentation Time: 10 minutes*

The Intergovernmental and Community Relations (IGCR) Department and the Parks Services Department are teaming up to offer six educational events at Jackson Nature Park and Helton Nature Park for the 2012 fiscal year. The goal for these events is not only to increase understanding of the natural world within the San Antonio River Basin, but also to promote River Authority parks to local residents through a variety of outreach methods. Educational events and hikes will include the following:

- Girl Scout Day with a focus on wildlife (9:00 a.m. on October 1, 2011, at Jackson Nature Park)
- Rock Formations Hike (9:00 a.m. on November 12, 2011, at Jackson Nature Park)
- Bird Identification Hike (8:30 a.m. on March 10, 2012, at Helton Nature Park)
- Girl Scout Day with a focus on river ecosystems (9:00 a.m. on March 24, 2012, at Helton Nature Park)
- Wildflower Hike (9:00 a.m. on April 14, 2012, at Jackson Nature Park)
- Geocaching (9:00 a.m. on June 9, 2012, at Helton Nature Park)

**Discussion**

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**Communications Committee**

**Date:** 09/13/2011

**Implementation of Smart Phone Technology**

**Submitted By:** Steven Schauer

**Division:** Intergovernmental and Comm Relations

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**CAPTION**

**PRESENTATION AND DISCUSSION REGARDING THE IMPLEMENTATION OF SMART PHONE TECHNOLOGY FOR PROMOTIONAL AND EDUCATIONAL PURPOSES**

**Presenter**

Steven Schauer

*Estimated Presentation Time: 10 minutes*

The purpose of this agenda item is to provide information related to Quick Response (QR) Codes and to explain how the River Authority is implementing the use of QR Code technology for promotional and educational purposes. A QR Code is a type of bar code accessible by smart phone. This unique bar code can be placed in a variety of areas to help provide additional information to the public.

An individual with a smart phone can download a free QR Code Reader application to use the QR Code; some smart phones come with the application already installed on the phone. After the individual launches the QR Code Reader on their smart phone, the QR Code Reader uses the phone's camera feature to view the QR Code. When the QR Code is read by the smart phone, the smart phone screen will display marketing, event, educational or other information of interest to the viewer.

SARA is currently using QR Codes on marketing pieces to direct users to SARA's website. On signage along the Museum Reach and Mission Reach of the San Antonio River Walk, QR Codes will be used to provide additional educational information, including videos. Future uses may include using the QR Code on direct mail post cards to promote public meetings or provide maps to meeting locations; in the River Reach quarterly newsletter to direct users to SARA's website for more information to support an article; in maps and brochures to provide more information about SARA's areas of interest or other SARA related events; on business cards so contact information can be instantly saved; and possibly many other areas of interest as well.

**Discussion**

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**Communications Committee**

**Date:** 09/13/2011

**RWWA and OBA Updates**

**Submitted By:** Karen Bishop

**Division:** Executive Offices

**CAPTION**

**STATUS REPORT REGARDING RECENT RIVER WALK WATERSHED ALLIANCE AND OLMOS BASIN ALLIANCE ACTIVITIES**

**Presenter**

Karen Bishop

*Estimated Presentation Time: 10 minutes*

The River Walk Watershed Alliance (RWWA) is a public-private entity created by the San Antonio River Authority under a Non-point Source Pollution Grant (commonly known as a 319 grant) funded by the Environmental Protection Agency through Texas Commission on Environmental Quality. The grant funded an education outreach campaign aimed at reducing bacteria levels in the River Walk Watershed by changing human behaviors in the watershed.

Although the grant ended in August 2010, all seven entities on the RWWA continue to support on-going efforts to keep the best management practices messages developed under the grant fresh and available to the businesses, residents, and tourists in the River Walk Watershed. The seven entities on the RWWA are Bexar County, City of San Antonio, Downtown Alliance/Centro San Antonio, Downtown Residents Association, Paseo del Rio Association, San Antonio River Authority, and San Antonio Water System.

SARA's investment in fiscal years 2009 - 11 leveraged \$33,455 in value through 106 Public Service Announcement (PSA) spots on WOAI-TV secured by consultant Thompson Marketing. Thompson Marketing also provided \$10,153 in value add, primarily in public surveys, sponsorships, and PSA productions. For fiscal year 2011/12, SARA will fund \$10,000 in outreach materials for this effort and \$6,500 in staff support. SARA's efforts will continue to leverage Thompson Marketing value as well as in-kind support from the other six RWWA members.

The Olmos Basin Alliance (OBA) is modeled after the RWWA and was created by the San Antonio River Authority in response to citizen concern about the volume of human-made trash in and carried through Olmos Basin. Created in early 2011, the OBA consists of representatives of the following entities:

<b>Private or Non-profit</b>	<b>Governmental</b>
200 Patterson Condominiums	Bexar County
Alamo City Golf Trail	City of Alamo Heights
Alamo Heights Little League	City of San Antonio
Alamo Heights Chamber of Commerce	SARA
Citizen/Private Property Owners	TxDOT
Keep San Antonio Beautiful	

San Antonio Parks Foundation	
Sisters of Charity of the Incarnate Word	
Trinity University	

Thompson Marketing is the consulting firm hired to facilitate OBA outreach activities. The fiscal year 2011/12 budget is \$42,500, of which \$32,500 is professional services and outreach materials costs and \$10,000 is SARA labor. Thompson Marketing has pledged \$10,000 in value add.

During the Communications Committee meeting, staff will provide an update on the RWWA's and OBA's recent and upcoming activities.

**Discussion**

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**Communications Committee**

**Date:** 09/13/2011

**Status of KAAs**

**Submitted For:** Steve Graham

**Submitted By:** Lupe Sanchez

**Division:** Executive Offices

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**CAPTION**

**REPORT ON THE STATUS AND RESULTS OF KEY ACTIONS AND ACCOUNTABILITIES (KAAs) REGARDING THE SAN ANTONIO RIVER AUTHORITY'S KEY INITIATIVES 9 AND 10 FOR FISCAL YEAR 2011**

**Presenter**

Steve Graham and Suzanne Scott

*Estimated Presentation Time: 15 minutes*

A detailed briefing will be given on reporting the results and the Key Actions and Accountabilities (KAAs) of various departments, programs and efforts to accomplish SARA's FY12 Key Initiative No. 9 (*Target community assistance funding to produce quantifiable results and value to meet the River Health Index (RHI) targets*) and Key Initiative No. 10 (*Quantify community satisfaction with SARA services*).

**Discussion**

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**Communications Committee**

**Date:** 09/13/2011

**Archives Briefing**

**Submitted By:** Karen Bishop

**Division:** Executive Offices

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**CAPTION**

**STATUS REPORT REGARDING THE SAN ANTONIO RIVER AUTHORITY ARCHIVES**

**Presenter**

Karen Bishop

*Estimated Presentation Time: 10 minutes*

Efforts are on schedule toward the grand opening of the San Antonio River Authority (SARA) Archives during SARA's 75th anniversary year in 2012. UTSA, the contracted repository, is housing the Archives at their Institute of Texan Cultures facility.

UTSA has accessioned into the Archives over 95 feet of closed SARA records. UTSA is in possession of an additional 60 feet of closed Engineering records that are in the process of being accessioned. SARA staff are currently screening 40 remaining Engineering boxes and Utilities' closed records, of which appropriate materials will be forwarded to UTSA for processing prior to calendar year end. UTSA is also accessioning 256 gigabytes of electronic data and is scheduled to collect additional electronic data near the end of the calendar year.

Thirty videotapes in the collection have been digitized by UTSA and will be made available in the University's digital catalog. UTSA is also preparing the oral history cassette tapes for digitization.

To assist researchers in locating records of interest to them, UTSA is creating a finding aid, which is a standard archives research tool. Both the finding aid and electronic data will be made available on-line.

**Discussion**

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**Communications Committee**

**Individual Items # 19. - 21.**

**Date:** 09/13/2011

**GM's Report / Items for Future Consideration / Next Meeting Date**

**Submitted For:** Suzanne B. Scott

**Submitted By:** Lupe Sanchez

**Division:** Executive Offices

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19.

**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**

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20.

**CAPTION**

**ITEMS FOR FUTURE CONSIDERATION**

**Presenter**

Mr. Rodríguez, Committee Vice-chair

*Estimated Presentation Time: 5 minutes*

**Discussion**

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21.

**CAPTION**

**NEXT MEETING DATE**

**Presenter**

Mr. Rodríguez, Committee Vice-chair

*Estimated Presentation Time: 5 minutes*

Unless otherwise decided by the Committee, the next Communications Committee meeting will be Tuesday, December 13, 2011, at 2:30 p.m.

**Discussion**

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**Communications Committee**

**Item #: 22.**

**Date:** 09/13/2011

**Adjourn**

**Submitted For:** Suzanne B. Scott

**Submitted By:** Lupe Sanchez

**Division:** Executive Offices

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**CAPTION**

**ADJOURN**

**Presenter**

Mr. Rodríguez, Committee Vice-chair

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