

MINUTES

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



SAN ANTONIO RIVER AUTHORITY

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

GENERAL AND CEREMONIAL ITEMS:

1. **CALL TO ORDER WAS MADE BY THE VICE-CHAIR, MR. ROBERTO G. RODRÍGUEZ, AT 2:36 P.M.**
2. **PLEDGE OF ALLEGIANCE WAS RECITED**
3. **COMMITTEE SECRETARY, MS. ADAIR SUTHERLAND, CALLED THE ROLL AND REPORTED THE FOLLOWING COMMITTEE MEMBERS PRESENT:**

- Sally Buchanan, Chair (Absent)
- Roberto G. Rodríguez, Vice-chair
- Adair Sutherland, Secretary
- Darrell T. Brownlow, Ph.D. (Absent)
- Názirite Rubén Pérez
- H. B. Ruckman III

4. **CERTIFICATION OF A QUORUM WAS ANNOUNCED BY THE SECRETARY, MS. SUTHERLAND**
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 BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE MEETING HELD ON APRIL 5, 2011**

Staff recommended a motion to approve the minutes of the Communications Committee meeting held on April 5, 2011, as presented.

Motion by H.B. Ruckman III
Seconded by Adair R. Sutherland

Vote: 4 - 0 Passed

Other: Sally Buchanan (Absent)
Darrell T. Brownlow, Ph.D.
(Absent)

8. STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT

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

9. PRESENTATION OF SAN ANTONIO RIVER AUTHORITY SPONSORSHIPS AND COMMUNITY AND MEDIA ACTIVITIES

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 10.

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

Staff recommended a motion that all Board Members, at the beginning of their term, will provide the General Manager an e-mail address to be used at all times per the established communication standards. A Board Member choosing to use an e-mail address other than the public River Authority e-mail address acknowledges and accepts that the use of a private or professional e-mail address may subject that private or professional e-mail address to open records requests as related to the Freedom of Information Act.

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

Vote: 4 - 0 Passed

Other: Sally Buchanan (Absent)
Darrell T. Brownlow, Ph.D.
(Absent)

Attachments:

Current Communication Standards

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

There being no action taken on this item and due to time constraints, Ms. Scott announced that Agenda Items 13, 14, 15, 16, and 18 will be placed on a future Communications Committee Meeting Agenda once Mr. Schauer can confirm a date with Chair Buchanan. This meeting will be in addition to the upcoming Communications Committee meeting currently set for December 13, 2011. Mr. Rodríguez then called for Agenda Item 12.

12. PRESENTATION AND DISCUSSION REGARDING THE GRAND OPENING OF THE BRANCH RIVER PARK

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 17.

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

Postponed.

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

Postponed.

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

Postponed.

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

Postponed.

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

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 19.

18. STATUS REPORT REGARDING THE SAN ANTONIO RIVER AUTHORITY ARCHIVES

Postponed.

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**

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 20.

20. ITEMS FOR FUTURE CONSIDERATION

As previously noted, Agenda Items 13, 14, 15, 16 and 18, will be presented at a later date. No other items for future consideration were mentioned. Mr. Rodríguez then called for Agenda Item 21.

21. NEXT MEETING DATE

It was announced that in addition to the Communications Committee meeting currently set for December 13, 2011, at 2:30 p.m., there will be a another meeting taking place before then. Staff will notify the Committee once a date is set.

22. ADJOURN

There being nothing further to report, Ms. Sutherland moved to adjourn. Mr. Rodríguez called the meeting adjourned at 4:27 p.m.

PREPARED AND RECOMMENDED FOR COMMITTEE APPROVAL BY THE MANAGER.

SUZANNE B. SCOTT, General Manager

APPROVED BY THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE AT THE MEETING HELD ON OCTOBER 20, 2011.

SALLY BUCHANAN, Committee Chair

ATTEST:

STEPHEN T. GRAHAM, Assistant Secretary

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:

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

Control Meetings – SARA invited to participate	<ul style="list-style-type: none"> • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff 	<ul style="list-style-type: none"> • Email all six Bexar County Board members
Bexar County Elmendorf Lake Public Meeting – SARA is project manager of this project	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff • All appropriate non-SARA staff 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email all six Bexar County Board members
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"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email all six Bexar County Board members
COSA Council District meeting – SARA invited to participate	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email all six Bexar County Board members
Branch Property Public Meeting	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff • All appropriate non-SARA staff 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email two At-Large members

Community Events:

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

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

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

Intergovernmental Activities:

Intergovernmental Activities	Staff Calendars	Board Notices
<p>Conferences:</p> <ul style="list-style-type: none"> • Texas Water Day • SA to DC • Viva SA • TWCA • NAFSMA • Etc. 	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff 	<ul style="list-style-type: none"> • Board Calendar
<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"> • IGCR staff • Manager of External Communications • IGCR Calendar • All appropriate SARA staff 	<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"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff 	<ul style="list-style-type: none"> • Board Calendar • Board Chairman and/or appropriate District member requested to participate (if necessary)
<p>Chamber Committee meetings (in which SARA staff is only attending or may provide unsolicited testimony)</p>	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • IGCR Calendar • All appropriate SARA staff 	<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"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar 	<ul style="list-style-type: none"> • Board Calendar • Board Chairman and/or appropriate District member requested to participate (if necessary)

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

Educational Presentations	Staff Calendars	Board Notices
Going Green Week Mission Reach Tour	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff • All appropriate non-SARA staff 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email all six Bexar County Board members
South Chamber of Commerce Mission Reach Tour	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • IGCR Calendar • All appropriate SARA staff 	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"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff • All appropriate non-SARA staff 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email all six Bexar County Board members
Mission Reach Ecosystem Restoration Presentation to 10 th grade students at Brackenridge High School	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • IGCR Calendar • All appropriate SARA staff 	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"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email all six Bexar County Board members

	<ul style="list-style-type: none"> • All appropriate SARA staff • All appropriate non-SARA staff 	
Roots in the River presentation to 5 th grade students at the Witte Museum	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • IGCR Calendar • All appropriate SARA staff 	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"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff • All appropriate non-SARA staff 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email all six Bexar County Board members
Environmental Advisory Committee (EAC) meeting held in Wilson, Karnes or Goliad counties	<ul style="list-style-type: none"> • IGCR staff • Manager of External Communications • General Manager • IGCR Calendar • All appropriate SARA staff • All appropriate non-SARA staff 	<ul style="list-style-type: none"> • Board Outlook Calendar • Email two At-Large members