

AGENDA

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



SAN ANTONIO RIVER AUTHORITY

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

**Estimated Presentation Time: 3.25 hours*

GENERAL AND CEREMONIAL ITEMS:

**Estimated Presentation Time: 5 minutes*

1. **CALL TO ORDER BY THE CHAIRMAN, MS. SALLY BUCHANAN**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL BY THE SECRETARY, MR. JOHN FLIELLER**
 - 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. **PRESENTATION, DISCUSSION AND TRAINING REGARDING IPAD USAGE**
8. **APPROVAL OF THE MINUTES OF THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE MEETING HELD ON OCTOBER 20, 2011**
9. **STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT**
10. **PRESENTATION OF SAN ANTONIO RIVER AUTHORITY SPONSORSHIPS AND COMMUNITY AND MEDIA ACTIVITIES**
11. **PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE UPDATED LIST OF ENVIRONMENTAL ADVISORY COMMITTEE (EAC) MEMBERS**
12. **PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE ACTIVITIES DESIGNED TO CELEBRATE THE 75TH ANNIVERSARY OF THE SAN ANTONIO RIVER AUTHORITY**
13. **PRESENTATION AND DISCUSSION REGARDING THE EDUCATIONAL OUTREACH ACTIVITIES OF THE INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT**
14. **STATUS REPORT REGARDING RECENT RIVER WALK WATERSHED ALLIANCE AND OLMOS BASIN ALLIANCE ACTIVITIES**
15. **STATUS REPORT REGARDING THE SAN ANTONIO RIVER AUTHORITY ARCHIVES**
16. **STATUS REPORT REGARDING QUALITATIVE AND QUANTITATIVE CONSTITUENT FEEDBACK MECHANISMS**
17. **BRIEFING REGARDING THE 2011 MUSEUM REACH RIVER OF LIGHTS**
18. **REVIEW AND DISCUSSION OF CONSULTANT SELECTION ACTIVITIES AND/OR CONSULTANT CONTRACT AUTHORIZATION, RENEWALS, AMENDMENTS OR EXTENSIONS:**

REQUEST FOR PROPOSAL (RFP) ASSOCIATED WITH INTERGOVERNMENTAL AND COMMUNITY RELATIONS MEDIA BUYING AND GRAPHIC DESIGN ASSISTANCE
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: 3.25 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

Date: 12/13/2011

iPad Usage and Training

Submitted For: Art Herrera

Submitted By: Lupe Sanchez

Division: Support Services

CAPTION

PRESENTATION, DISCUSSION AND TRAINING REGARDING IPAD USAGE

Presenter

Art Herrera

Estimated Presentation Time: 30 minutes

During the first fifteen minutes of this time, staff will provide initial instructions to Committee members on the general usage of the iPad and answer any questions that may arise. The last fifteen minutes will be conducted near the end of the agenda when all other Individual items have been presented. Staff will then give detailed instructions and tailor the discussion to fit Committee members' individual needs.

Discussion

Communications Committee

Date: 12/13/2011

Approval of the Minutes

Submitted For: Suzanne B. Scott

Submitted By: Lupe Sanchez

Division: Executive Offices

CAPTION

APPROVAL OF THE MINUTES OF THE BOARD OF DIRECTORS' COMMUNICATIONS COMMITTEE MEETING HELD ON OCTOBER 20, 2011

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

Recommendation

Motion to approve the minutes of the Communications Committee meeting held on October 20, 2011, as presented.

Discussion

Vote

Attachments

October 20, 2011, Communications Committee Meeting Minutes

MINUTES

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



SAN ANTONIO RIVER AUTHORITY

October 20, 2011, 2:00 p.m.

GENERAL AND CEREMONIAL ITEMS:

1. **CALL TO ORDER WAS MADE BY THE CHAIR, MS. SALLY BUCHANAN, AT 2:00 P.M.**

2. **PLEDGE OF ALLEGIANCE WAS RECITED**

3. **IN THE ABSENCE OF THE COMMITTEE SECRETARY, MR. ROBERTO RODRÍGUEZ CALLED THE ROLL AND REPORTED THE FOLLOWING COMMITTEE MEMBERS PRESENT:**

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

4. **CERTIFICATION OF A QUORUM WAS ANNOUNCED BY MR. RODRÍGUEZ**

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 SEPTEMBER 13,
2011**

Staff recommended a motion to approve the minutes of the Communications Committee meeting held on September 13, 2011, as presented.

Motion by Roberto G. Rodríguez

Seconded by Názirite Rubén Pérez

Vote: 4 - 0 Passed

Other: Adair R. Sutherland (Absent)

H.B. Ruckman III (Absent)

8. STATUS REPORT REGARDING THE SAN ANTONIO RIVER AUTHORITY ARCHIVES

Postponed.

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

Postponed.

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

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

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

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

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

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

13. GENERAL MANAGER'S REPORT

- **DISTRIBUTION OF BOARD MEMBER'S PREFERRED E-MAIL ADDRESS FORM;**
- **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 14.

14. ITEMS FOR FUTURE CONSIDERATION

During this item and after no items for future consideration were brought forth, Ms. Buchanan entertained a question from Rhett Smith, a running candidate in the upcoming election who arrived as a visitor during the previous item. Mr. Smith's question was answered by the Manager of External Communications, Steven Schauer, and his staff.

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

15. NEXT MEETING DATE

The next Communications Committee meeting will be Tuesday, December 13, 2011, at 2:30 p.m.

16. ADJOURN

There being nothing further to report, Ms. Buchanan called the meeting adjourned at 2:57 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 DECEMBER 13, 2011.

SALLY BUCHANAN, Committee Chair

ATTEST:

ADAIR R. SUTHERLAND, Committee Secretary

Communications Committee

Date: 12/13/2011

Westside Creeks Update

Submitted By: Lupe Sanchez

Division: Operations

Department: Water Resources & Community Dvlpmnt

CAPTION

STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT

Presenter

Rudy R. Farias

Estimated Presentation Time: 10 minutes

The adopted Westside Creeks Concept Plan and the Appendix continue to serve as a viable resource for the general public, United States Army Corps of Engineers (USACE), City of San Antonio and Bexar County officials. Together, these documents have been used to identify key concepts and cost estimates for various reaches to support the City's bond process, Bexar County interests, USACE feasibility study efforts, and neighborhood association interests.

The USACE began building a case for federal interest in the project in early July. On December 1, 2011, SARA and the USACE Fort Worth District and Southwest Division made their case for an authorized federal interest track. Following the presentation and discussion, the USACE Chief Engineer and his technical review team stated they needed an additional week before making a determination on which track to pursue, the results of which will be briefed at the Communications Committee meeting.

The City of San Antonio approved \$10.1 million for hike and bike trails along the Westside Creeks which will be managed by SARA. Details are being developed and will be captured in an interlocal agreement between SARA and the City of San Antonio. In addition to managing the trails effort, SARA is working with Bexar County to manage the design of San Pedro Creek through downtown. SARA and the County are in early discussions; however, the expectations are that SARA will bid and manage the design process.

Lastly, SARA staff has been working with the City of San Antonio, Bexar County, and Our Lady of the Lake University to further the concept vision for the Elmendorf Lake, also referred to as Apache Creek Reach 1 (AP-1). SARA hired Arcadis to evaluate the flooding and to prepare a mutually agreed upon concept based upon input from all three entities, as well as SARA and VIA Metropolitan. The result of this concept is a phased project that links Elmendorf Lake Park to Rosedale Park, removes structures from the floodplain, and improves water quality. Funding for this first phase is still being evaluated.

Discussion

Communications Committee

Date: 12/13/2011

Sponsorships and IGCR Calendar

Submitted By: Lupe Sanchez

Division: Intergovernmental and Comm Relations

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 2012 Sponsorships and the Intergovernmental and Community Relations' (IGCR) Calendar of Activities for the period of September 2011 to November 2011. Staff will highlight select entries on these documents and will be available to address any questions from the Committee.

Discussion

Attachments

2012 Sponsorships

Calendar of Events

**Fiscal Year 2011/12 Sponsorships
For the period Sept. 2011 – Nov. 2011**

Month	Recipient and/or Event	Sponsorship Amount or Service
Sept.	Karnes City Rotary	Lonesome Dove Fest
Oct.	Green Spaces Alliance	\$1750.00
	Westside Development Corp.	Look West Breakfast Series
	HDR Engineering	7 th Annual Christmas Dinner & Student Scholarship Program
	Medina Lake Preservation Society	2011 Buoy Awards
Nov.	La Prensa	Leadership Awards Gala
	San Antonio Clean Technology	San Antonio Clean Technology Forum
	Downtown Alliance	Urban Spaces Tour Sponsorship
	Los Compadres	Make It Your Mission Celebration
	San Antonio Chamber Choir	Season 2011-2012 Sponsorship
	San Antonio Sustainability Conference	Breakfast and Lunch
	Brackenridge Park Conservancy	Economic Impact & Development Opportunities Study
	City of Leon Valley	Event Sponsorship
	Basura Bash	Gold Level Sponsor

September 2011

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Aug 28	29	30	31	Sep 1	2	3
Aug 28 - Sep 3							
	4	5	6	7	8	9	10
Sep 4 - 10			5:30pm BRWM WIAC	10:00am FW: WSC Cor	8:30am SARF Mission 9:30am Mission Reac 2:30pm matthew to p 3:00pm FW: Museum	7:00am Karnes Count	8:00am Branch River
	11	12	13	14	15	16	17
Sep 11 - 17		2:00pm Conference C	7:30am Erosion Prese 5:00pm River Founda 6:00pm WSC Oversig	10:00am FW: WSC Cor 10:30am SABJ Green V 11:00am Mayor's Visoi 6:00pm Surface Wate	3:00pm Provide CBS t 6:00pm Surface Wate	7:00am Archdiocese t 11:30am 2011 Going C 3:00pm conference c:	8:00am river tour X2; 9:00am Mission Reac 12:00pm Chris mosely;
	18	19	20	21	22	23	24
Sep 18 - 24		1:00pm BRWM Illegal 2:00pm speak with W 3:30pm Speak with W	8:00am BRWM Illegal 8:00am FW: AAMN a 10:30am Provide wate 1:00pm Interview w/ ' ▾	8:00am BRWM Illegal 8:00am FW: Museum 10:00am FW: WSC Cor 11:30am Brackenridge ▾	8:00am TCEQ Compli 2:30pm SARA briefing 3:00pm TFMA Confer 4:45pm Jacobs Missic	6:30am Lonesome Dc	
	25	26	27	28	29	30	Oct 1
Sep 25 - Oct 1		11:15am Medina River 2:00pm MeHo Briefin	8:30am REWIND 10:00am San Juan Ace 4:00pm Speak w/ EN 6:00pm Meet and Gre	7:00am Judson Prese 8:00am TCEQ and TS: 8:30am REWIND 10:00am FW: WSC Cor	7:00am Crestview Ele 8:30am REWIND 10:30am CVB tour of M 11:30am GC Luncheon	11:00am provide M4 ir	

October 2011

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sep 25	26	27	28	29	30	Oct 1
9/25 - 30							
	2	3	4	5	6	7	8
10/2 - 7		8:30am UTSA Nursing 8:30am Provide SABJ 11:30am hold for SA C	12:00am CPLC and Ero 8:30am FW: Meeting 9:30am Erosion Prese	7:30am Erosion Prese 8:00am FW: Westside 8:00am Holmes/ Busi	2:30pm provide plaza	3:00pm Lucky Duck Race ; Vehicle 0314 5:00pm 7:00am Watershed Pi 10:00am FW: Interview	8:00am NPS Archaeo 1:00pm Lucky Duck R
	9	10	11	12	13	14	15
10/9 - 14		7:30am HOLD for Gre 12:00pm call EN re: rai	8:30am BBASC Meeti 10:00am FW: HOLD fo 4:00pm Chamber of C	8:30am FW: Governrr 8:30am Hispanic Cha 10:00am CBS Phone In	8:30am RECSA Leade 8:30am SARF Mission	7:00am Karnes Count 7:30am Mission Reac 8:00am KENS Great C	8:00am Mission Tour 10:00am LiveGreenFes
	16	17	18	19	20	21	22
10/16 - 21		8:30am Provide EN in 12:00pm FW: Westside	8:00am HOLD for Kar 11:00am SAWS Refresl 12:00pm HOLD for Go	7:00am Montessori P 10:00am FW: WSC Cor 1:30pm MeHo Briefin	8:00am Roots in the I 4:00pm speak w/ EN 4:30pm SARF Tree Gi	8:00am FW: field trip 1:30pm Pitch QR cod	9:00am Mitchell Lake
	23	24	25	26	27	28	29
10/23 - 28	2:00pm Sunday in Bra		7:30am Speak w/ WC 11:00am EE Capacity B 12:00pm speak w/ WO	8:00am Breakfast me 10:00am FW: WSC Cor 12:00pm speak w/ WO	3:30pm Watershed M 5:30pm speak w/ EN	Laura Waldrum ; Pear 12:00am Watershed M 10:00am provide CBS i	
	30	31	Nov 1	2	3	4	5
10/30 - 11/4		9:30am speak w/ WO					

November 2011

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 30 - Nov 5	Oct 30	31	Nov 1	2	3	4	5
			8:00am Senate Comn 10:00am FW: UTSA etf 5:30pm BRWM WIAC	8:00am House Comm 8:30am FW: H-SA VII 9:00am E-Flow SAC N 10:00am FW: WSC Co	9:00am TCEQ's first C 2:00pm TCEQ E-Flow: 3:30pm WWMD at Pa 6:00pm La Prensa Gal	12:00am WWMD at Pa 7:00am Karnes Count 10:00am CVB media tc 11:00am matthew leac	CTG Fall Flotilla
Nov 6 - 12	6	7	8	9	10	11	12
		1:00pm FW: At SA yo 2:00pm Presentation	11:00am Mission Reac 5:00pm River Founda	8:00am at MacArthur 10:00am Mission Reac 10:00am FW: WSC Co	5:00pm Rio Rio Kids Day; Watershed Model; Vehicle 0314 Suburban - Guenthe 8:30am FW: H-SA VII 8:30am SARF Mission 12:30pm FW: H-SA VII		8:00am Rock Formati
Nov 13 - 19	13	14	15	16	17	18	19
	Rio Rio Kids Day; Watershed Model; Vehic 8:30am		7:00am Huppertz Elei 6:30pm Bexar County	9:00am TPWD folks c 9:00am TMI Green D: 10:00am FW: WSC Cor	8:00am Gilbert Eleme 8:30am BBASC work j	7:00am Career Day at 8:00am FW: GIS Day :	
Nov 20 - 26	20	21	22	23	24	25	26
		2:00pm TWCA TWD c		10:00am FW: WSC Cor			
Nov 27 - Dec 3	27	28	29	30	Dec 1	2	3
			10:00am Woodlawn H 11:30am FW: WSC DP1	8:00am Chamber of C 10:00am FW: WSC Cor 11:00am HOLD for Wc 11:00am North Chamk			

Communications Committee

Date: 12/13/2011

EAC Member Update

Submitted For: Steven Schauer

Submitted By: Lupe Sanchez

Division: Intergovernmental and Comm Relations

CAPTION

**PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE
UPDATED LIST OF ENVIRONMENTAL ADVISORY COMMITTEE (EAC) MEMBERS**

Presenter

Matthew Driffill

Estimated Presentation Time: 10 minutes

The purpose of this item is to seek approval from the Communications Committee on the addition of members to the Environmental Advisory Committee (EAC) to fulfill obligations to Texas Commission on Environmental Quality for the EAC to act as the Clean Rivers Program Steering Committee.

Recommendation

Motion indicating Communications Committee support for presenting to the San Antonio River Authority Board of Directors a recommendation to approve the list of Environmental Advisory Committee members.

Discussion

Vote

Attachments

Environmental Advisory Committee

ENVIRONMENTAL ADVISORY COMMITTEE (EAC) MEMBERS

Member:	Position:	County:	New Member:
Maggie Hunt	Co-Chair	Karnes	
Richard Reed	Co-Chair	Bexar	
John Donahue	Academia	Karnes	
Bob Meeks	Agriculture	Wilson/ Karnes	Yes
Truett Hunt	Agriculture	Karnes	Yes
Elizabeth Smith	Bay and Estuary	Victoria	Yes
Landon Yosko	Business and industry	Karnes	Yes
Peter Bella	Counties	all	
John Garland	Environment	Bexar	
Helen Ballew	Environment	Bexar	
Carl Hummel	Municipalities	Karnes	Yes
LeeAnn Hosek	Municipalities	Wilson	Yes
Greg Eckhardt	Water Utilities	Bexar	
Wilfred Korth	Parks and Rec	Goliad	
John Yochem	Public	Goliad	
Ginger Coleman	Public	Wilson	Yes
Arthur Yanta	Water Rights Holders	Karnes	Yes

Communications Committee

Date: 12/13/2011

75th Anniversary Activities

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

CAPTION

PRESENTATION, DISCUSSION AND APPROPRIATE ACTION REGARDING THE ACTIVITIES DESIGNED TO CELEBRATE THE 75TH ANNIVERSARY OF THE SAN ANTONIO RIVER AUTHORITY

Presenter

Steven Schauer

Estimated Presentation Time: 20 minutes

As 2012 approaches, the San Antonio River Authority (SARA) is preparing to celebrate 75 years of service. The 75th anniversary of the creation of SARA will take place in May 2012, followed by the 75th anniversary of SARA's inaugural board meeting in June 2012. SARA will commemorate these two and other significant milestones throughout the remainder of 2012.

In addition to celebrating historical milestones, SARA will be adding a 75th anniversary page to its website. The new web-page will provide various historical information related to the 75th anniversary and will allow visitors to the web-page to be able to link to the University of Texas at San Antonio's Institute of Texan Cultures (ITC) to access finding aids to and information about SARA's archive collection.

There are other plans under development to celebrate SARA's 75th anniversary. The purpose of this agenda item is to provide information to the Committee about the various 75th anniversary plans and to seek direction and approval for these plans.

Recommendation

Motion indicating Communications Committee support for presenting to the San Antonio River Authority Board of Directors a recommendation to approve the plans to commemorate the San Antonio River Authority's 75th anniversary.

Discussion

Vote

Communications Committee

Date: 12/13/2011

Educational Outreach Updates

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

CAPTION

**PRESENTATION AND DISCUSSION REGARDING THE EDUCATIONAL OUTREACH
ACTIVITIES OF THE INTERGOVERNMENTAL AND COMMUNITY RELATIONS
DEPARTMENT**

Presenter

Matthew Driffill

Estimated Presentation Time: 20 minutes

The purpose of this item is to brief the Communications Committee on the education and outreach activities being carried out by the education team in Intergovernmental and Community Relations (IGCR) Department. The presentation will included a summary of programs already carried out in FY 2012 and will specifically focus on educational additions to the San Antonio River Authority's website as well as on programming for the Mission Reach, Museum Reach and Parks Facilities in the second half of FY 2012.

Discussion

Communications Committee

Date: 12/13/2011

RWWA and OBA Updates

Submitted By: Lupe Sanchez

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 (SARA) 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, SARA, 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 SARA 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:

Private or Non-profit	Governmental
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

Communications Committee

Date: 12/13/2011

Archives Briefing

Submitted By: Lupe Sanchez

Division: Executive Offices

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.

Since SARA and UTSA's cooperative project began in early 2010, more than 210 cubic feet of paper-based records and 256 gigabytes of electronic files have been transferred to the UTSA Libraries Special Collections. The records provide a broad perspective of SARA's activities in sustaining the San Antonio River Watershed. The records include engineering and utilities files, environmental reports, studies, master plans, annual reports, newsletters, surveys, correspondence, and photographs.

The electronic data has also been accessioned, and UTSA is working with their Office of Information Technology to provide a means for online access. UTSA has digitized thirty videotapes along with more than fifty oral histories, which will be made available in its digital catalog following a systems upgrade.

To assist researchers in locating records of interest to them, UTSA has created a finding aid, which is a standard archives research tool and is available on-line.

Discussion

Communications Committee

Date: 12/13/2011

Feedback Mechanisms Briefing

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

CAPTION

**STATUS REPORT REGARDING QUALITATIVE AND QUANTITATIVE CONSTITUENT
FEEDBACK MECHANISMS**

Presenter

Steven Schauer

Estimated Presentation Time: 20 minutes

The purpose of this item is to provide information to the Communications Committee regarding the qualitative and quantitative feedback mechanisms (e.g. survey techniques) that are being implemented by the Intergovernmental and Community Relations Department. The respondents to these feedback mechanisms will include key stakeholders and the general public. These feedback mechanisms are designed to assess the general understanding of the San Antonio River Authority (SARA) and its key messaging, as well as the general satisfaction with SARA's services.

Discussion

Communications Committee

Date: 12/13/2011

2011 River of Lights

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

CAPTION

BRIEFING REGARDING THE 2011 MUSEUM REACH RIVER OF LIGHTS

Presenter

Gloria Rodriguez

Estimated Presentation Time: 10 minutes

The San Antonio River Authority (SARA) placed 104 metal halide lamps in the river beneath the water and 13 fiber optic light units in several of the water features throughout the Museum Reach, including the turning basin at the Pearl, for a total of 54 more underwater lamps and two more fiber optic light units than last year. The underwater lights came in five colors: red, blue, green, gold and clear, and the fiber optic lights change periodically rotating through the colors of red, blue, green and clear. Once again, the lamp posts along the Museum Reach have been wrapped in festive LED lighting this year. There have been several new additions this year, including a 7 foot wreath placed under the lock and dam footbridge and a 27 foot Tree of Lights which has been installed on top of the locks. Newly added lighting has been strung across the river from lamp post to lamp post and additional lighting has been added to some of the trees in the turning basin. This holiday light display, which will run from December 3, 2011, to January 1, 2012, was organized by SARA's Intergovernmental and Community Relations Department. The installations were conducted by staff from the Watershed Operations Department along with SARA's electrician, accompanied by an apprentice.

In addition to the month-long light display, SARA worked with Museum Reach stakeholders to create the River of Lights celebration on December 3, 2011. Festivities included Pearl's Tamale Festival during the day, followed by performances hosted by SARA from 5:00 p.m. to 7:00 p.m. at the Park at Pearl Amphitheater. The San Antonio River Foundation sponsored three barges offering free rides throughout the Museum Reach during the hours of 4:00 to 7:00 p.m. Finally, Museum Reach stakeholders, San Antonio Museum of Art and the VFW Post 76, continued the celebration into the night after 7:00 p.m. with music and holiday activities on their properties.

This is the second year of a three-year contract in which SARA entered into a title sponsorship for the River of Lights with CPS Energy. The three-year contract is valued at \$50,000.

Discussion

Communications Committee

Date: 12/13/2011

Professional Services

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

CAPTION

REVIEW AND DISCUSSION OF CONSULTANT SELECTION ACTIVITIES AND/OR CONSULTANT CONTRACT AUTHORIZATION, RENEWALS, AMENDMENTS OR EXTENSIONS:

REQUEST FOR PROPOSAL (RFP) ASSOCIATED WITH INTERGOVERNMENTAL AND COMMUNITY RELATIONS MEDIA BUYING AND GRAPHIC DESIGN ASSISTANCE

Presenter

Steve Graham and Steven Schauer

Estimated Presentation Time: 10 minutes

Staff will review with the Committee consultant selection activities and/or consultant contract authorizations, renewals, amendments or extensions. Specifically, current activities for the following consultant services will be reviewed:

The Intergovernmental and Community Relations (IGCR) Department places numerous advertisements throughout the year to support the environmental awareness initiatives of the San Antonio River Authority (SARA) and to promote the various public meetings and events held by SARA. IGCR staff is seeking to issue a Request for Proposal (RFP) for the services of a media buying consultant to assist with the purchasing of various advertising needs of SARA. The selected consultant will also be required to provide occasional graphic design assistance. SARA has budgeted these costs at \$295,000.

The full Board of Directors was informed on September 21, 2011, that the IGCR Department was issuing the above mentioned RFP. The RFP process has been completed and the purpose of this agenda item is to inform the Committee of the results of the RFP process.

Discussion

Communications Committee

Individual Items # 19. - 21.

Date: 12/13/2011

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

Submitted For: Suzanne B. Scott

Submitted By: Lupe Sanchez

Division: Executive Offices

19.

CAPTION

GENERAL MANAGER'S REPORT

- **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

20.

CAPTION

ITEMS FOR FUTURE CONSIDERATION

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

Discussion

21.

CAPTION

NEXT MEETING DATE

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

The next Communications Committee meeting date will be determined after Committee discussion.

Discussion

Communications Committee

Item #: 22.

Date: 12/13/2011

Adjourn

Submitted For: Suzanne B. Scott

Submitted By: Lupe Sanchez

Division: Executive Offices

CAPTION

ADJOURN

Presenter

Ms. Buchanan, Committee Chair
