

AGENDA

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



SAN ANTONIO RIVER AUTHORITY

February 7, 2012, 2:00 p.m.

**Estimated Presentation Time: 2 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, 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 DECEMBER 13, 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 AND DISCUSSION REGARDING THE SAN ANTONIO RIVER AUTHORITY'S ENVIRONMENTAL AWARENESS INITIATIVE**
11. **BRIEFING REGARDING THE LIST OF 2011 AWARDS RECEIVED BY THE SAN ANTONIO RIVER AUTHORITY'S INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT**
12. **STATUS REPORT REGARDING QUALITATIVE AND QUANTITATIVE CONSTITUENT FEEDBACK MECHANISMS**
13. **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**
14. **STATUS REPORT ON THE ACTIVITIES DESIGNED TO CELEBRATE THE 75TH ANNIVERSARY OF THE SAN ANTONIO RIVER AUTHORITY**
15. **GENERAL MANAGER'S REPORT**
 - **UPCOMING EVENTS CALENDAR,**
 - **FUTURE BOARD AND/OR COMMITTEE MEETINGS, AND**
 - **MEETINGS INVOLVING THE ATTENDANCE OF ONE OR MORE BOARD MEMBERS**
16. **ITEMS FOR FUTURE CONSIDERATION**
17. **NEXT MEETING DATE**
18. **ADJOURN**

Estimated Presentation Time: 2 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: 02/07/2012

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 DECEMBER 13, 2011

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

Recommendation

Motion to approve the minutes of the Communications Committee meeting held on December 13, 2011, as presented.

Discussion

Vote

Attachments

December 13, 2011, Communications Committee Meeting Minutes

MINUTES

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



SAN ANTONIO RIVER AUTHORITY

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

GENERAL AND CEREMONIAL ITEMS:

1. **CALL TO ORDER WAS MADE BY THE CHAIR, MS. SALLY BUCHANAN, AT 2:30 P.M.**
2. **PLEDGE OF ALLEGIANCE WAS RECITED**
3. **THE COMMITTEE VICE-CHAIR, MR. ROBERTO RODRÍGUEZ, CALLED THE ROLL AND REPORTED THE FOLLOWING COMMITTEE MEMBERS PRESENT:**
 - 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 WAS ANNOUNCED BY THE VICE-CHAIR, 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. **PRESENTATION, DISCUSSION AND TRAINING REGARDING THE USAGE OF A MOBILE DIGITAL DEVICE (iPad®)**

There being no action taken on this item, Ms. Buchanan called for Agenda Item 8.

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

Staff recommended a motion to approve the minutes of the Communications Committee meeting held on October 20, 2011, as presented.

Motion by H.B. Ruckman III

Seconded by Názirite Rubén Pérez

Vote: 6 - 0 Passed - Unanimously

9. STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT

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

10. 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 11.

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

Staff recommended a 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.

Motion by Adair R. Sutherland

Seconded by H.B. Ruckman III

Vote: 6 - 0 Passed - Unanimously

Attachments:

Environmental Advisory Committee

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

Staff recommended a 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.

Motion by H.B. Ruckman III

Seconded by Roberto G. Rodríguez

Vote: 6 - 0 Passed - Unanimously

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

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

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

Due to a scheduling conflict, Chair Buchanan passed the gavel to the Vice-chair who would finish out the meeting.

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 15.

15. STATUS REPORT REGARDING THE SAN ANTONIO RIVER AUTHORITY ARCHIVES

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 16.

16. STATUS REPORT REGARDING QUALITATIVE AND QUANTITATIVE CONSTITUENT FEEDBACK MECHANISMS

Due to time constraints and at staff's request, this item was postponed.

17. BRIEFING REGARDING THE 2011 MUSEUM REACH RIVER OF LIGHTS

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 18.

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

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

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

(See next item.)

21. NEXT MEETING DATE

During this item the Committee discussed holding meetings on a bi-monthly basis. Pending approval by Chair Buchanan, the next Communications meeting will be in early February of 2012. Staff will notify the Committee via e-mail once a definite date has been set.

Returning to Agenda Item 7, staff conducted additional iPad training and assistance to Committee members.

7. PRESENTATION, DISCUSSION AND TRAINING REGARDING THE USAGE OF A MOBILE DIGITAL DEVICE (iPad®)

There being no action taken on this item, Mr. Rodríguez called for Agenda Item 22.

22. ADJOURN

There being nothing further to report, Ms. Sutherland moved to adjourn. Mr. Rodríguez called the meeting adjourned at 4:51 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 FEBRUARY 7, 2017.

SALLY BUCHANAN, Committee Chair

ATTEST:

ADAIR R. SUTHERLAND, Committee Secretary

DRAFT

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: 02/07/2012

Westside Creeks Update

Submitted For: Rudy Farias

Submitted By: Lupe Sanchez

Division: Support Services

CAPTION

STATUS REPORT ON THE WESTSIDE CREEKS RESTORATION PROJECT

Presenter

Rudy R. Farias

Estimated Presentation Time: 10 minutes

A briefing will be provided on the Westside Creeks Restoration Project activity as follows:

- United States Army Corps of Engineers Feasibility Study;
- Elmendorf Lake Park;
- San Pedro Creek; and
- Linear Creekway Trails / Proposition 2 (2010).

Discussion

Communications Committee

Date: 02/07/2012

Sponsorships and IGCR Calendar

Submitted For: Steven Schauer

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 December 2011 to January 2012. Staff will highlight select entries on these documents and will be available to address any questions from the Committee.

Discussion

Attachments

Sponsorship Table Dec. 2011 - Jan. 2012

IGCR Calendar Dec. 2011 - Jan. 2012

**Fiscal Year 2011/12 Sponsorships
For the period Dec. 2011 – Jan. 2012**

Month	Recipient and/or Event	Sponsorship Amount or Service
Dec.	Blue Star Contemporary Art	Bio Bus Field Trip
	San Antonio Business Journal	Sponsor for Going Green Awards
Jan.	San Antonio Business Journal	40 Under Forty Awards Luncheon
	Middle Rio Grande Development Foundation	Eagle For Consortium Inaugural Conference

December 2011

December 2011							January 2012						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
4	5	6	7	1	2	3	1	2	3	4	5	6	7
11	12	13	14	8	9	10	8	9	10	11	12	13	14
18	19	20	21	15	16	17	15	16	17	18	19	20	21
25	26	27	28	22	23	24	22	23	24	25	26	27	28
				29	30	31	29	30	31				

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 27 - Dec 3	Nov 27	28	29	30	Dec 1	2	3
					4:00pm 8:00pm Downtown Alliance's 2011 Urban Spaces Tour (6:00pm 8:00pm Museum Reach media event (lock and dam)	7:00am 12:00pm WWM D Coronado Elementary (Vehicle 0608 Es 4:30pm 5:00pm Spoke to Colin McDonald w/Express-News (La	
Dec 4 - 10	4	5	6	7	8	9	10
		12:00pm 12:30pm Spoke with Mireya Villarreal (WOAI Troubleshooters) regarding DFIRM (Phone conversation) -	10:00am 2:00pm San Antonio Clean Technology Forum re: Eagle Ford Shale (Pearl Stable) -	10:00am 11:00am FW: WSC Corps of Engineers Weekly Status Conf Call -	8:30am 10:00am SARF Mission Reach Tour (Meet a SARA main office) -	7:00am 9:00am Karnes County ED/CD 2nd F 8:00am 1:00pm service project with KONE el 10:00am 11:00am Interview with Mireya Vill	
Dec 11 - 17	11	12	13	14	15	16	17
		10:00am 2:30pm Prime Time Lunch Mission Reach Presentation Holy Spirit (Computer IGCR Laptop/Projector; Vehicle 0608 E	5:00pm 7:00pm Greater Chamber of Commerce 5:00pm 6:00pm River Foundation Board Meeting 5:30pm 8:30pm Westside Creeks Oversight	8:00am 6:00pm BIOS (blue star) - 10:00am 11:00am BRWM Communications 10:00am 11:00am FW: 2:00pm 3:00pm TWD c		1:00pm 1:30pm Provide Museum Reach info to ELLE DECOUR	
Dec 18 - 24	18	19	20	21	22	23	24
Dec 25 - 31	25	26	27	28	29	30	31
			2:00pm 4:00pm NPS Trail Study Advisory Group (RM-Salado Room - 100 E Guenther Conf Ctr/Lg) -				

January 2012

January 2012							February 2012						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	5	6	7	8	9	10	11
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			
29	30	31											

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Jan 1, 12	2	3	4	5	6	7
Jan 1 - 7							
	8	9	10	11	12	13	14
Jan 8 - 14		7:30am 5:30pm annual TEEAC meeting (SEDL headquarters Austin, TX) -	5:00pm 6:00pm River Foundation Board Meeting 5:30pm 8:00pm BRWM Watershed Improvement 6:00pm 8:00pm Public meeting for Karnes/	10:00am 11:00am FW: WSC Corps of Engineers Weekly Status Call 11:00am 11:30am speak w/ EN re: position papers	6:00pm 8:00pm Public meeting for Karnes/Goliad Watershed Master Plan (Kenedy City Hall) -	7:00am 9:00am Karnes County ED/CD 2nd Friday Breakfast (TBD) -	
	15	16	17	18	19	20	21
Jan 15 - 21			2:00pm 2:30pm Mission Reach interview for local blogger	10:00am 11:00am FW: WSC Corps of Engineers Weekly Status Call 7:00pm 9:00pm Presentation for Holy Spirit Catholic Church Sen			8:00am 11:00am Mission Reach Birding Hike -
	22	23	24	25	26	27	28
Jan 22 - 28		11:00am 12:00pm Basura Bash Press Conference (River Room) -		10:00am 11:00am FW: WSC Corps of Engineers Weekly Status Conference Call -		7:00am 4:00pm East Central Field Trip (Vehicle 0609 Escape - Guenther) -	8:00am 2:30pm Expanding Your Horizons (Watershed Model; Vehicle 0608 Escape - Guenther) -
	29	30	31	Feb 1	2	3	4
Jan 29 - Feb 4			TWCA Texas Water Day (11:00am 12:00pm Saspamco Paddling Trail 2:00pm 4:00pm NPS Trail 2:00pm 3:30pm SARF Presentation 3:00pm 4:00pm CONFERENCE)				

Communications Committee

Date: 02/07/2012

Environmental Awareness Initiative Update

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

CAPTION

**PRESENTATION AND DISCUSSION REGARDING THE SAN ANTONIO RIVER
AUTHORITY'S ENVIRONMENTAL AWARENESS INITIATIVE**

Presenter

Steven Schauer

Estimated Presentation Time: 15 minutes

Staff will provide an update to the Communications Committee regarding the creative direction and proposed media schedule for the environmental awareness initiative.

Discussion

Communications Committee

Date: 02/07/2012

2011 Awards Review

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

CAPTION

BRIEFING REGARDING THE LIST OF 2011 AWARDS RECEIVED BY THE SAN ANTONIO RIVER AUTHORITY'S INTERGOVERNMENTAL AND COMMUNITY RELATIONS DEPARTMENT

Presenter

Steven Schauer

Estimated Presentation Time: 10 minutes

Staff will provide the Communications Committee an update regarding the various 2011 communications awards received by the department.

Discussion

Communications Committee

Date: 02/07/2012

Feedback Mechanisms Briefing

Submitted For: Steven Schauer

Submitted By: Lupe Sanchez

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. 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: 02/07/2012

Status of KAAs

Submitted For: Rudy Farias

Submitted By: Linda Whitaker

Division: Support Services

Department: Project Management

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

Rudy Farias

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

Communications Committee

Date: 02/07/2012

75th Anniversary Activities Update

Submitted By: Steven Schauer

Division: Intergovernmental and Comm Relations

CAPTION

STATUS REPORT ON THE ACTIVITIES DESIGNED TO CELEBRATE THE 75TH ANNIVERSARY OF THE SAN ANTONIO RIVER AUTHORITY

Presenter

Steven Schauer

Estimated Presentation Time: 10 minutes

The Communication Committee received a presentation on this topic on December 13, 2011. This presentation is intended as a status update to provide additional information to the committee before the full board is briefed on this topic.

Discussion

Date: 02/07/2012

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

Submitted For: Suzanne B. Scott

Submitted By: Lupe Sanchez

Division: Executive Offices

15.

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

16.

CAPTION

ITEMS FOR FUTURE CONSIDERATION

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

Discussion

17.

CAPTION

NEXT MEETING DATE

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

The next meeting date will be determined by the Committee after discussion.

Discussion

Communications Committee

Item #: 18.

Date: 02/07/2012

Adjourn

Submitted For: Suzanne B. Scott

Submitted By: Lupe Sanchez

Division: Executive Offices

CAPTION

ADJOURN

Presenter

Ms. Buchanan, Committee Chair
