

AGENDA

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



SAN ANTONIO RIVER AUTHORITY

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

**Estimated Presentation Time: 1.5 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 SEPTEMBER 13, 2011**
8. **STATUS REPORT REGARDING THE SAN ANTONIO RIVER AUTHORITY ARCHIVES**
9. **STATUS REPORT REGARDING RECENT RIVER WALK WATERSHED ALLIANCE AND OLMOS BASIN ALLIANCE ACTIVITIES**
10. **PRESENTATION AND DISCUSSION REGARDING A WORKSHOP TITLED *GREEN FUTURES: PROFITING WITH SUSTAINABLE DEVELOPMENT***
11. **PRESENTATION AND DISCUSSION REGARDING THE FISCAL YEAR 2012 SERIES OF GUIDED NATURE EVENTS**
12. **PRESENTATION AND DISCUSSION REGARDING THE IMPLEMENTATION OF SMART PHONE TECHNOLOGY FOR PROMOTIONAL AND EDUCATIONAL PURPOSES**
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**
14. **ITEMS FOR FUTURE CONSIDERATION**
15. **NEXT MEETING DATE**
16. **ADJOURN**

Estimated Presentation Time: 1.5 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: 10/20/2011

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 SEPTEMBER 13, 2011

Presenter

Suzanne B. Scott

Estimated Presentation Time: 5 minutes

Recommendation

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

Discussion

Vote

Attachments

September 13, 2011, Communications Committee Meeting Minutes

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:

ADAIR R. SUTHERLAND, Committee Secretary

DRAFT

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 |

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

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) |

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| | <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 |

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| | <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 |

Communications Committee

Date: 10/20/2011

Archives Briefing

Submitted For: Karen Bishop

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.

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

Communications Committee

Date: 10/20/2011

RWWA and OBA Updates

Submitted For: Karen Bishop

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 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:

| 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 | |

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| 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: 10/20/2011

Sustainable Development Workshop

Submitted For: Laura Waldrum

Submitted By: Lupe Sanchez

Division: Intergovernmental and Comm Relations

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

Communications Committee

Date: 10/20/2011

FY 2012 Guided Nature Events Schedule

Submitted For: Maura Nowalk

Submitted By: Lupe Sanchez

Division: Intergovernmental and Comm Relations

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

Communications Committee

Date: 10/20/2011

Implementation of Smart Phone Technology

Submitted For: Steven Schauer

Submitted By: Lupe Sanchez

Division: Intergovernmental and Comm Relations

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

Communications Committee

Individual Items # 13. - 15.

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

13.

CAPTION

GENERAL MANAGER'S REPORT CONCERNING THE FOLLOWING:

- **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**

Presenter

Suzanne B. Scott

Estimated Presentation Time: 10 minutes

Discussion

14.

CAPTION

ITEMS FOR FUTURE CONSIDERATION

Presenter

Ms. Buchanan, Committee Chair

Estimated Presentation Time: 5 minutes

Discussion

15.

CAPTION

NEXT MEETING DATE

Presenter

Ms. Buchanan, Committee 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

Communications Committee

Item #: 16.

Date: 10/20/2011

Adjourn

Submitted For: Suzanne B. Scott

Submitted By: Lupe Sanchez

Division: Executive Offices

CAPTION

ADJOURN

Presenter

Ms. Buchanan, Committee Chair
