

# QUALITY OF LIFE COUNCIL COMMITTEE MEETING MINUTES

TUESDAY, JANUARY 17, 2012  
10:00 AM

## MEDIA BRIEFING ROOM, CITY HALL

**Members Present:** Councilmember Ivy R. Taylor, *Chair, District 2*  
Councilmember David Medina, Jr., *District 5*  
Councilmember W. Reed Williams, *District 8*

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**Members Absent:** Councilmember Diego Bernal, *District 1*

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**Staff Present:** Erik Walsh, *Deputy City Manager*; Peter Zaroni, *Assistant City Manager*; Ed Belmares, *Assistant City Manager*; Gloria Hurtado, *Human Services Director*; Joe Angelo, *Animal Care Services Director*; Troy Elliott, *Finance Director*; Maria Villagomez, *Management & Budget Director*; Leticia Saenz, *Deputy City Clerk*; Ted Wille, *Grants Administrator*; Melody Woosley, *Human Services Assistant Director*; Nikki Ramos, *Parks & Recreation Assistant Director*; Jed Maebius, *Office of the Mayor*; Stephen Whitworth, *Assistant City Attorney*; Shreya Shah, *Assistant City Attorney*; Brandon Smith, *Office of the City Clerk*

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**Also Present:** Dirk Davidek, *Fluoride Free SA*; Natalie Griffith, *Habitat for Humanity*; Stephanie Wiese, *Habitat for Humanity*; Ryan Loyd, *TPR*; Reid Meyers, *MGA-SA*; Barbara Finlin, *SAASA*; Mae Escobar, *Amazing Marketing*; Patrick Kim, *DKM Group*; Roger Martinez; Robert Wilmore; Syd Muenster; Vicente Garcia; Angelita Garcia; Aleyda Espinosa

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Chairperson Taylor called the meeting to order.

### 1. Citizens to be Heard

*Dirk Davidek*, Fluoride Free SA, stated that Fluoride Free SA was a new grass-roots organization and asked of the possibility to address the Committee. He noted that it had been ten years since fluoridation had been implemented in San Antonio and spoke of revisiting the issue.

### 2. Approval of Minutes of the November 17, 2011 Quality of Life Council Committee Meeting

Councilmember Williams moved to approve the Minutes of the November 15, 2011 Quality of Life Council Committee Meeting. Councilmember D. Medina seconded the motion. Motion carried unanimously.

### INDIVIDUAL BRIEFING

At this time, the Committee addressed Item 6.

**6. HOME Reprogramming to Habitat for Humanity Affordable Single Family Housing Development Project**

Tad Wille, Grants Administrator; Peter Zanoni, Assistant City Manager

**Citizens To Be Heard**

*Stephanie Wiese*, Habitat for Humanity, spoke in support of Habitat for Humanity to receive \$857,000 in Reprogrammed HOME Funds for use on Harriman Place in District 5. She stated that Habitat for Humanity serves a population of extremely low income families that cannot purchase a home through any other means.

*Natalie Griffith*, Habitat for Humanity, stated that the program will benefit the entire community. She noted that 4,000 volunteers will work on the homes and that volunteers and sponsors would pay all house building expenses. She added that city funds would only be used for infrastructure costs.

*Margaret Martinez*, District 5 Resident, spoke in support of the Reprogrammed HOME Fund allocation to Habitat for Humanity.

*Angelita Garcia*, District 5 Resident, spoke in support of the Reprogrammed HOME Fund allocation to Habitat for Humanity.

Peter Zanoni reported that staff recommended the reprogramming of available HOME Funds in the amount of \$857,000 to develop the Harriman Place affordable single-family development in partnership with Habitat for Humanity. He stated that staff also recommended the conveyance of city property to Habitat for Humanity of San Antonio for a nominal price and an exemption to the City's Housing Policy to exceed the housing new construction subsidy maximum of \$45,000.

Councilmember D. Medina moved to forward said item to the full Council for consideration. Councilmember Williams seconded the motion. Motion carried unanimously by those present.

**3. Consideration of applicants for one (1) available slot to the Municipal Golf Association – SA (MGA-SA)**

Leticia Vacek, City Clerk

Leticia Saenz reported that there were 14 applicants for one (1) available slot to the Municipal Golf Association – SA (MGA-SA). She stated that eight applicants were present; two submitted statements; and one applicant had indicated that he would not be available. She noted Reid Meyers, MGA-SA Committee Chair, was present and called on him to address the Committee.

Mr. Meyers reported that the MGA-SA was created in 2007 as a private/public non-profit 501c3 comprised of 15 Board Members. He stated that one of the six slots was available for appointment by the City Council.

*Brian Byers* stated that he was passionate about golf and had been a golf professional for 17 years; a PGA Member for 14 years; and recently applied to return to amateur status. He noted that he would like to serve on the board to make San Antonio Municipal Golf Courses what they should be.

**Theodore Davis** stated that he was retired and plays approximately 50 rounds of golf per year. He noted that the MGA-SA has done a tremendous job with the municipal courses and that he would like to continue in that effort.

**Julius Germano**, Chief Operating Officer – Alamo Marketing Group, stated that he was extremely interested in seeing the growth of the municipal golf courses in San Antonio and provide good golf at reasonable prices. He highlighted his managerial skills and benefit to the association if appointed.

**Don Horner** stated that he has retired from his teaching position at Highlands High School and is currently the Boys Golf Coach. He noted that he would like to provide a voice for the youth in the advancement of the City's municipal golf courses.

**Roger Martinez**, Resident of Northern Hills and member of the club, stated he was requested to apply for appointment by some of the staff and would like to be a liaison between the community and the association.

At this time, Ms. Saenz read a statement from applicant **Brent McAlpine**. He stated that he was a member of the Players Club and an avid golfer. He noted that he was not a golf professional which would help bring the perspective of the golf enthusiast to the Board.

**Sydney Muenster**, AT&T Retiree, stated that she has a true passion for golf and is an advocate for women's golf. She noted that she had been LGA President at Fair Oaks Ranch and President of the San Antonio Women's Golf Association. She added that she would like to focus her positive energy with MGA-SA to continue to improve the quality of golf.

At this time, Ms. Saenz read a statement from **Paul Sanchez**. He stated that he is a member of the local golf association MIGA and currently holds the office of Rules Chairman. He noted that he has good insight into what golfers need and expect from a municipal golf course since he has been scheduling Sunday afternoon golf for over 35 years.

**Aaron Seaman**, District 9 Resident, stated that Councilmember Chan had requested that he apply for appointment. He spoke of programs that utilize golf as a development tool for youth and low-income families and added that he could bring a fresh perspective to the association.

**Robert Wilmore** stated that he is a board member of the Olmos Golf Association and Golf Rules Chair. He noted that he would appreciate appointed to the association.

Councilmember Williams expressed concern with the lack of term limits and cited that most of the MGA-SA Board Members have serviced since the inception of the MGA-SA. He spoke of exploring term-limit options for the Association.

Chairman Taylor asked of any female board appointments. Mr. Meyers responded that the 15 MGA-SA Members were comprised of: 1 Female; 5 Hispanics; and 1 African American.

Councilmember Williams moved to recommend Sydney J. Munster for appointment. Councilmember D. Medina seconded the motion. Motion carried unanimously by those present.

#### **4. Briefing and Presentation on the Adult Softball Request for Proposal (RFP Process)**

Xavier Urrutia, Director, Parks & Recreation; Ed Belmares, Assistant City Manager

Xavier Urrutia provided information on entering into a Lease and Management Agreement for the softball complexes to allow a qualified third party to offer the opportunity on behalf of the City. This would allow adults to be physically active through softball play at an affordable rate. He stated that staff recommended implementation of the Request for Proposals (RFP) process to select a contractor for a Lease and Management Agreement for the softball complexes.

No action was required for said item.

#### **5. Briefing and Possible Action on Consolidated Funding**

Gloria Hurtado, Director, Department of Human Services; Peter Zanoni, Assistant City Manager

Gloria Hurtado provided an overview of the FY 2013 Budget process for Consolidated Funding for Human Development Services. She stated that staff recommended that City Councilmembers again utilize a ballot process to prioritize their investments and potential reductions in Human Services Agency Funding. She noted that the proposed ballot will be distributed to City Councilmembers at the "B" Session in February, 2012. She added that the Investment Priorities will support the following SA2020 Human Development Goals: a) Community Safety; b) Economic Competitiveness; c) Education; and d) Family Well Being.

It was the consensus of the Committee that the proposed categories were not specific enough and noted the importance of public notification of human services agency classification within those categories.

#### **7. Presentation and Briefing on Animal Care Services Marketing Plan**

Joe Angelo, Director, Animal Care Services; Erik Walsh, Deputy City Manager

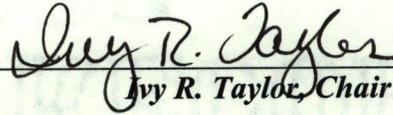
Joe Angelo reported that the Animal Care Services Department has partnered with Amaezing Marketing have conceptualized on a multi-pronged campaign that effectively addresses the department's marketing needs. It will support the department's strategic priorities to include: 1) Increased compliance with licensing and the City's animal laws; 2) Promotion of pet sterilization; and 3) A concentrated effort to increase shelter pet adoption. He stated that the campaign will include traditional media advertising through television and radio mediums, along with strategically placed outdoor promotional billboards. He noted that Amaezing Marketing will also assist with event development, public/media relations, and departmental "branding". He added that ongoing analysis and performance measurement will help determine the campaign's efficiency and future direction.

Councilmember Williams expressed concerns with the friendly nature of the animals depicted on the billboards and stated that the "fear factor" would better present the message.

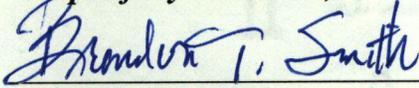
Chairperson Taylor spoke in support of the spokespersons selected for the campaign and expressed concern with the "It's the Law" promotion, as she did not feel it would reach young people. She requested that copies of the campaign commercials be provided to the City Councilmembers for distribution.

**8. Adjournment**

There being no further discussion, the meeting was adjourned at 11:30 a.m.

  
Ivy R. Taylor, Chair

*Respectfully Submitted,*



Brandon T. Smith  
Office of the City Clerk