

QUALITY OF LIFE COUNCIL COMMITTEE MEETING MINUTES

TUESDAY, DECEMBER 11, 2012

8:30 AM

MUNICIPAL PLAZA ROOM B

Members Present: Councilmember Ivy R. Taylor, *Chair, District 2*
Councilmember Diego Bernal, *District 1*
Councilmember David Medina, Jr., *District 5*
Councilmember W. Reed Williams, *District 8*

Staff Present: Erik Walsh, *Deputy City Manager*; Ed Belmares, *Assistant City Manager*; David Ellison, *Assistant City Manager*; Gloria Hurtado, *Assistant City Manager*; Kathy Davis, *Director of Animal Care Services*; Roderick Sanchez, *Development Services Director*; William McManus, *Chief of SAPD*; Dr. Thomas Schlenker, *Metro Health Director*; Monica Hernandez, *Assistant City Attorney*; Savita Rai, *Assistant City Attorney*; Eric Burns, *Assistant City Attorney*; Edward Guzman, *Assistant City Attorney*; Heber Lefgren, *Assistant to the Director of ACS*; Denise Luckey, *Office of the City Clerk*

Others Present: MAE Escobar, *President of AMAEZing*; Cynthia Martinez, *Director of Operations – San Antonio Humane Society*; Kathy McCormick, *San Antonio Housing Authority*

Call to Order

Chairwoman Taylor called the meeting to order at 8:32 AM.

1. Citizens to be Heard

There were no citizens to be heard.

At this time, the Committee addressed Item 3.

INDIVIDUAL ITEMS

3. Briefing and Presentation on ACS Marketing Plan

Kathy Davis, Director of Animal Care Services

Kathy Davis, Director of Animal Care Services (ACS) introduced Mae Escobar of AMAEZING Marketing, who worked on the Media Campaign. She stated that the marketing plan utilized traditional and non-traditional media outlets; messages were produced in English and in Spanish; and the focus was on getting pets spayed/neutered, licensed, vaccinated and adopted. She outlined the primary audiences that the ad campaign targeted.

Councilmember Williams asked how demographic areas were chosen and how the message would get across to the targeted audience. Ms. Davis responded that statistical data was studied and used to target certain pet owners' geographic locations.

Councilmember D. Medina stated that a growing problem is where citizens use pets as a form of security. Ms. Davis concurred with the statement and noted that it becomes a larger problem when the pet ventures out of the owner's property and into the neighborhood. Councilmember D. Medina stated that he would like to see resources spent on identifying that type of pet owner.

Councilmember Williams suggested a campaign that focuses on citizens who use dogs as a guard dog and stated that owners should protect their pets in return.

At this time the Committee addressed Item 2.

2. Approval of minutes of the October 16, 2012 Quality of Life Council Committee Meeting

Councilmember Williams moved to approve the Minutes of the October 16, 2012 Quality of Life Council Committee Meeting. Councilmember D. Medina seconded the motion. Motion carried unanimously by those present.

At this time the Committee addressed Item 4.

4. Briefing & Presentation on Review of Comprehensive Citywide Anti-Graffiti Ordinance

Roderick Sanchez, Director of Development Services; David Ellison, Assistant City Manager

Rod Sanchez provided an overview of the Council Request on the Review of the Comprehensive Citywide Anti-Graffiti Ordinance. He provided background information, as well as an update on planned actions and recommendations.

Chief McManus provided an update on the variety of enforcement and penalties for graffiti offenders. He noted SAPD's juvenile warrant round-ups, their collaboration with Development Services to relocate graffiti cameras, and stated that graffiti stings are being planned.

Mr. Sanchez referenced the legislative initiatives filed by Representative Menendez, and City Abatement Efforts and Enforcements.

Councilmember Bernal stated that he has noticed specific taggers in his district and that there needs to be more resources to help private property owners with graffiti.

Councilmember Williams spoke to a higher level of punishment and the need to clear the abatement as soon as possible. He also spoke to the problem of dumpsters that are being dropped off that are not being abated of graffiti.

Councilmember D. Medina spoke of the random tagging and spiritual murals that have recently been occurring in his district.

Councilmember Bernal spoke to implementing mural programs that could be used to create public art.

Chairwoman Taylor asked if there were any peer outreach programs for graffiti offenders. Chief McManus replied that a program had not been explored.

5. Briefing & Presentation on 1115 Medicaid Waiver

Dr. Thomas Schlenker, Director of Metro Health; Gloria Hurtado, Assistant City Manager

Dr. Thomas Schlenker provided an overview of the Texas Healthcare Transformation and Quality Improvement Program: 1115 Medicaid Transformation Waiver. He provided background information, financing and funding allocations, health proposals, and timeline projection.

Councilmember Williams stated that he supports the concept of the five-year program, and that there needs to be more work accomplished on the front end of the program. He spoke of the need to address teen-age pregnancy and diabetes early-on.

Councilmember D. Medina asked for an explanation of the diabetes program. Dr. Schlenker replied there will be a campaign to recruit people into the program and would also rely on doctors to refer their patients. Councilmember D. Medina asked of the number of children utilizing the oral health screening. Dr. Schlenker replied that an estimated 10,000 children were served and that the plan is to double that amount.

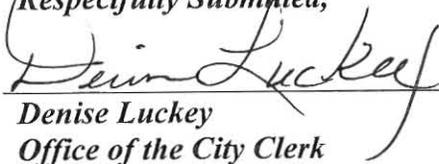
Councilmember Williams expressed concern with females having babies at an early age. Dr. Schlenker agreed and stated that they would be working to address the issue.

Chairwoman Taylor spoke to the possibility of using other vehicles such as churches to assist with some of these problems.

6. Adjourn

There being no further discussion, the meeting was adjourned at 9:55 a.m.

Respectfully Submitted,


Denise Luckey
Office of the City Clerk


Ivy R. Taylor, Chair