

## Quality of Life Council Committee

### Minutes

Thursday September 22, 2005

7:30 a.m.

City Hall - Media Briefing Room

**Members Present:** Councilmember Art Hall, Chair, District 8  
Councilmember Richard Perez, District 4  
Councilmember Elena Guajardo, District 7  
Councilmember Chip Haass, District 10

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**Absent:**

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**Staff Present:** Melissa Byrne Vossmer, Assistant City Manager; Malcolm Mathews, Parks & Recreation Director; Peter Zaroni, Management & Budget Director;

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### Call to Order

Chairman Art Hall called the meeting to order.

**1. Approval of Minutes for the August 25, 2005 Quality of Life Meeting – Action Item**

The committee members present unanimously approved the minutes of the August 25, 2005 Quality of Life Council Committee Meeting.

**2. Discussion and consideration of a request to amend the Naming Ordinance in reference to SA River Improvements as requested by Councilmember Roger O. Flores, District 1 – Malcolm Mathews, Parks & Recreation Director – Action Item**

Mr. Malcolm Mathews presented background information and detailed the proposed amendment to the City's current Naming Ordinance. The proposed amendment would allow the San Antonio River Foundation (SARF) to give recognition to donors for certain features along the River Improvement Project. He noted that the SARF is requesting removal of the 45 day public notice component to be included in the amendment. Mr. Mathews stated City staff and the SARF would develop strict parameters and guidelines to be applied to this authority with a sunset provision that will expire when the River Project is over.

Mr. Mathews outlined three categories of donations:

- **Small gift opportunities**  
Specific locations where a plaque will honor donors
- **Large gift opportunities**

May allow commemorative recognition on the feature itself  
Dependent upon percentage of cost

- **Major gifts**

May consider naming rights with Council approval

In response to Chairman Hall with regard to conformity with the Municipal Marketing Program, Mr. Mathews explained that the Municipal Marketing Program has not yet been developed; however, both policies would be formulated concurrently. He stated that the Naming Amendments could not be included in the Municipal Marketing Program because it applies solely to River Walk improvements.

Councilmember Perez preferred the donors name rather than company names. Chairman Hall concurred and stated that the River Walk features should focus on the donor rather than company names or logos.

Councilmember Haass suggested considering company donor recognition on features within the newly developed expansion of the River Walk.

Discussion ensued with regard to the removal of the 45 day public notice component. Committee members concurred that the public notice component should not be eliminated.

The committee directed staff to bring the proposed amendments to the next meeting along with a presentation from the SARF.

### **3. Status report on Golf Management Options – Malcolm Mathews, Parks & Recreation Director**

Mr. Malcolm Mathews presented an update on the Best Practices and Management Alternatives. He briefed the committee on the Golf Sub Committee's request to review non-profit privatization of municipal golf courses.

Mr. Doug McMurry stated that the Best Practices Model has been implemented and revenues have improved. He revealed that the Golf Sub Committee is no longer requesting non-profit privatization and would like to continue with the Best Practices Model.

Chairman Hall requested research conducted on the Seattle Golf Course and Baltimore Golf Course and a presentation on the Zoo Model.

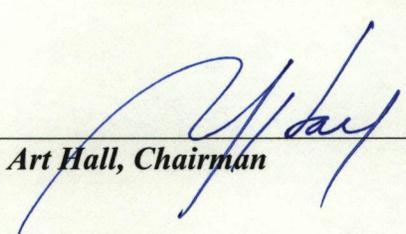
Councilmember Richard Perez expressed concerns with the Zoo model because of the \$2 million it receives annually from the City. He requested additional information on the Driving Range Model that has worked well for the City.

Councilmember Chip Haass suggested focusing resources on and consider a mixed approach to try several models in small form.

The committee directed staff to give presentations on the Zoo Model, First Tee Model, Seattle Model, Baltimore Model and an update on the Best Practices Model. They further directed staff to present a budget comparison of San Antonio Municipal Golf Courses and an unofficial recommendation of which course is best suited for privatization.

**There being no further discussion, the meeting was adjourned at 8:55 a.m.**

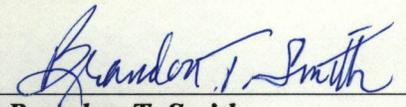
*Copies of these presentations are made part of the file and are available upon request*



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**Art Hall, Chairman**

**Respectfully Submitted,**



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**Brandon T. Smith**  
**Administrative Assistant II**  
**Office of the City Clerk**