

**State of Texas
County of Bexar
City of San Antonio**



**FINAL
Meeting Minutes
City Council B Session**

City Hall Complex
105 Main Plaza
San Antonio, Texas 78205

Wednesday, November 2, 2016

2:00 PM

Municipal Plaza Building

The City Council of San Antonio convened in the “B” Room of the Municipal Plaza Building. City Clerk Leticia Vacek took the Roll Call with the following Councilmembers present:

PRESENT: 10 - Mayor Taylor, Treviño, Warrick, Viagran, Saldaña, Gonzales, Lopez, Medina, Krier, and Gallagher

ABSENT: 1 - Nirenberg

Mrs. Vacek announced that Councilmember Nirenberg was attending the Wuxi Sister Cities Forum in China.

1. A Briefing by the San Antonio Economic Development Foundation on a San Antonio branding initiative that aims to unify San Antonio’s various marketing messages around a framework of core brand characteristics. [Carlos Contreras, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Wayne Peacock stated that Jenna Saucedo-Herrera was hired in July as CEO of the San Antonio Economic Development Foundation (SAEDF). He noted that the SAEDF had absorbed the SA Works Initiative both financially and programmatically. He reported that an Executive Director was hired for the SA Works Initiative. He stated that discussions

with various stakeholders have been held regarding the creation of an exclusive environment for economic development in San Antonio. He noted that under Ms. Saucedo's Leadership; SAEDF has broadened the number of stakeholders participating in the Branding Process. He noted that they must identify a way to collect data and insight in one place so all can promote San Antonio consistently. He stated that the SAEDF asked Millennials and Young Professionals their opinion of San Antonio. He noted that once that was answered; the concept could be broadened for the entire community.

Jenna Saucedo-Herrera stated that the first step was to identify a scope and noted that the scope was broken down into three phases. She stated that the first phase was the Brand Essence Phase. She noted that SAEDF would partner with Local Stakeholders to develop a concise description and corresponding imagery which would capture San Antonio's Brand Essence and appeal to the target demographic. She stated that Brand Essence was not a tagline or logo but a feeling, belief, and promise. She provided two examples of companies in San Antonio which have clearly articulated their Brand Essence and Brand Promise. She noted that the second phase was a concept referred to as an Open Source Tool Kit or Repository for common artifacts that relate to the brand and would include the San Antonio Legacy, Past, Present, and Future. She stated that data was pulled from the Convention and Visitors Bureau (CVB), City of San Antonio, and Centro. She presented data from interviews held with people on the street and videos from the Economic Development Department. She noted that the following questions were asked: Who are we as a community? What is San Antonio all about? What makes us different? She stated that many conversations were focused on San Antonio's Rich Historic Legacy. She noted that the following creative concepts were developed for San Antonio:

- Authentic
- Rich History
- Diverse Culture
- Genuine Optimism
- Adventurous
- Spirited
- Enterprising
- Courageous
- Innovative
- Fearless
- Connected
- Welcoming
- Togetherness
- Binding

Mrs. Saucedo-Herrera stated that the second phase included creating an easily accessible, online, open source library which contained branding movement materials such as imagery and messaging pertaining to San Antonio's Brand Essence. She stated that the Toolkit represented a place where cross promotion and partnership opportunities could be identified and facilitated. She noted that governance and access guidelines would be established. She stated that the third phase involved aligning SAEDF and Partner Campaigns. She noted that in alignment with the outcome of the branding movement Phases I and II; SAEDF would launch a campaign which concurred with the Brand Essence for San Antonio. She noted that other entities such as Visit San Antonio, Centro San Antonio, and the San Antonio Airport would follow with campaigns specifically designed for their target audiences which would align with the agreed upon Brand Essence. She presented the following next steps in the process:

November-

*Develop brand essence materials

- Brand essence verbiage
- Sample imagery
- Sample video

*Validate brand essence through an external marketing research firm

December-

*Assess and populate platform identified for open source toolkit

January-

*Checkpoint brief to City Council

*Implementation through organizational marketing programs

Mayor Taylor stated that it was difficult to discuss Brand Essence without there being a logo or tagline and asked of the concept of Brand Essence. Mrs. Saucedo-Herrera replied that once they were able to better articulate San Antonio's Brand Essence; they would be able to inform respective campaigns and have outputs. Mayor Taylor asked of the tie to Millennials. Mrs. Saucedo-Herrera stated that she was a Millennial and they wanted to relate to a brand. She added that Brand Essence was more of a feeling.

Councilmember Lopez spoke of the City's recent Trade Mission and leveraging the City's Assets. He asked when there would be something more tangible to utilize. Mr. Peacock mentioned that the website would be launched in January 2017 which would include tangible items.

Councilmember Warrick asked of Best Practices of other cities. Mrs. Saucedo-Herrera stated that there had been a lot of work done on benchmarking. Councilmember Warrick asked if there were any metrics available. Mr. Peacock replied that there were not as the work was in the early stages of development.

Councilmember Gonzales asked how it was decided which group to target. Ms. Saucedo-Herrera replied that Millennials/Young Professionals were selected as they were a difficult audience to reach and would make up the future workforce.

Councilmember Krier stated that he believed that Millennials/Young Professionals would come to San Antonio if there were jobs available for them.

Councilmember Saldaña asked if the purpose of the branding was to provide a unified message for San Antonio. Mrs. Saucedo-Herrera confirmed that this was an initiative in SAEDF to accomplish. Councilmember Saldaña asked if the group had studied the messaging of the City of Houston. Mrs. Saucedo-Herrera replied that they had.

Councilmember Medina stated that it was critical to engage groups in addition to Millennials/Young Professionals and asked if they had reached out to personnel at Joint Base San Antonio (JBSA). Mrs. Saucedo-Herrera replied that they had reached out to JBSA as part of the collective stakeholder team.

Councilmember Gallagher suggested that Retirees be included in the target group and recommended utilizing the following message: "San Antonio, America's best place to live, work, and play."

Councilmember Treviño stated that Architecture was the biggest brand of any city. He asked if SAEDF had attempted to understand what the city was today compared with what it would be five or ten years from now. Ms. Saucedo replied that they had but the city was changing drastically and evolving quickly.

Councilmember Viagran stated that we should recruit individuals from San Antonio that have left and entice them to come back. Councilmember Lopez requested briefings on performance measures as they become available.

Mayor Taylor suggested that there should be a focus on the authenticity of San Antonio moving forward. She stated that not all people move here for a job; some are looking for an excellent quality of life.

2. A Briefing on the fiber deployment occurring in San Antonio to include an update on the development of the FY 2017 Fiber Deployment Management Team, accomplishments to date, and the proposed processes moving forward. [Peter Zaroni, Deputy City Manager; Mike Frisbie, Director, Transportation & Capital Improvements]

Mike Frisbie stated that in 2014, Google announced San Antonio as a potential Fiber City and City Council authorized Google and AT&T to lease city property for their network connections. He noted that in 2015, Google and AT&T announced that San Antonio would receive the Gigabit Broadband Fiber Service. He stated that AT&T began to expand their network in 2015 and in 2016; Google began construction of their fiber network build out.

Mr. Frisbie presented a map and noted the service currently available. He stated that AT&T has completed 755 miles of build out since June 2015. He noted that 200 more miles of build out were planned by the end of 2016 and 1,500 additional miles of build out was anticipated for 2017. He stated that Google Fiber envisioned 4,000 miles of network build out and that 400 miles and backbone build out had been completed to date. He noted that Google Fiber had a network of 17 Huts citywide, with two huts nearing completion. He explained that construction would consist of the installation of a standard hut with commercial fencing and landscaping. He stated that work on a hut in West End Park began in September 2016 with the installation of a “cottage” Hut. He noted that it was substantially complete and that the fencing would include artwork.

Mr. Frisbie spoke of the Fiber Deployment Management Team that was created and funded in the Fiscal Year (FY) 2017 Budget. He noted that the Fiber Deployment Management Team included 12 new positions and two existing positions. He stated that the Fiber Deployment Management Team would:

- Manage citywide fiber deployment
- Ensure that communication plans were executed
- Track hut/hub deployment
- Set standards for locations/placement of fiber (traditional, micro-trenching, etc.)
- Communicate fiber activity with City Council offices

Mr. Frisbie stated that in order to minimize disruption; a Micro Trench Pilot Program would be located in Council District 6. He noted that it was approved by the City Council on September 29, 2016 and was anticipated to start in early 2017. He presented the three stages of the following Community Outreach Enhancements:

I. Construction notifications:

- 30-day notification to City Council and affected neighborhood groups prior to construction
- 7 days prior: Electronic message boards on impacted collector or arterial streets
- 3 days prior: Door hangers to impacted residents and businesses

II. Signage:

- Construction signage to include project type, utility, and contractor contact information

III. Identification:

- Construction crew to wear Utility Owner Identifier visible to the public such as vests, hard hats, etc.

Mr. Frisbie provided examples of signage and identification and reviewed the following accomplishments to date:

- City of San Antonio Fiber Website created
- Oversight of 755 miles of AT&T build out
- Oversight for two of 17 Google Fiber Hut locations and 96 miles of backbone build out
- Creation of Micro Trench Pilot Program
- 685 right-of-way backfill inspections since August 1, 2016
- Coordination with Fiber Agencies, SAWS, and CPS to develop notification and communication plans

Mayor Taylor asked to what extent service was available to customers. Mr. Frisbie replied that AT&T Service was available to 150,000 customers and Google Fiber was not available at this time.

Councilmember Gallagher stated that he was pleased with the communication efforts by staff.

Councilmember Lopez asked when Google Fiber would provide service to customers. Mr. Frisbie stated that it has typically taken 18-24 months to make service available. Councilmember Lopez noted that they must be aware of citizen concerns regarding micro-trenching and that utilization of the Next Door Application would enable citizens to have real time information. Mr. Frisbie stated that staff would utilize every mode of communication available.

Councilmember Krier noted that as a point of reference; many people do not enter their

homes through their front doors. He also asked how the city would make the Internet available to everyone. Mrs. Sculley replied that they were making the Internet available through the Library System and Public School System while the remainder was market-driven.

Mayor Taylor added that access was being promoted through the Digital Inclusion Initiative, and through a partnership with the U.S. Department of Housing and Urban Development (HUD) and the San Antonio Housing Authority (SAHA) via Connect Home. Councilmember Krier stated that the City Council would be supportive of those efforts.

Councilmember Medina asked if the process had improved in identifying placement of the huts. Ms. Sculley stated that the city was working with Google Fiber to identify the areas for placement of the huts. She stated that we need to be able to ensure that the proper regulations were followed working within the right-of-way while considering safety and aesthetics. She stated that a team was created to work through those issues. She noted that the entities were expected to follow specific rules and regulations and communicate with the public. Councilmember Medina stated that there was a responsibility and a duty to get this technology to the schools which needed it the most. Mr. Frisbie stated that currently; one could get Internet Service anywhere but it was not cheap due to the lack of competition. He noted that fiber deployment would provide competition and better pricing throughout the city as well.

Councilmember Viagran asked how the contractors were chosen. Mr. Frisbie replied that they were chosen by Google and AT&T and had to be bonded and insured. Mrs. Sculley noted that staff was partnering with the Contractors to ensure they were aware of all requirements when working within the city's right-of-way. Councilmember Viagran asked if Google layoffs would impact our projects. A Google Representative confirmed that recent layoffs would not affect San Antonio.

Councilmember Treviño asked of coordination in order not to disrupt future plans. Mr. Frisbie stated that staff was looking ahead at hut locations with the community and City Councilmembers regarding same.

Councilmember Warrick asked of the course of action if a Contractor was not fulfilling their responsibilities. Mr. Frisbie replied that they would be ordered to stop, and if needed; administered training. He stated that they would not be allowed to do anything which was inappropriate.

Mayor Taylor thanked staff for the presentation.

EXECUTIVE SESSION

The Executive Session was not held. Mayor Taylor announced that the Executive Session would be addressed after the Business Portion of the City Council Meeting the next day to discuss the following items:

- A. Deliberations regarding economic development negotiations and discuss related legal issues pursuant to Texas Government Code Sections 551.087 (economic development) and 551.071 (consultation with attorney).

- B. Deliberate the purchase, exchange, lease or value of real property and discuss related legal issues pursuant to Texas Government Code Sections 551.072 (real property) and 551.071 (consultation with attorney).

- C. Discuss legal issues related to collective bargaining pursuant to Texas Government Code Section 551.071 (consultation with attorney).

RECESSED

Mayor Taylor recessed the meeting at 4:43 pm and announced that the meeting would resume at 5:15 pm for Ceremonials.

RECONVENED

Mayor Taylor reconvened the meeting at 5:20 pm and addressed the Ceremonial Items.

CEREMONIALS

Mayor Taylor presented a Proclamation in recognition of the 17th Annual Veterans Day Parade that will be held on Saturday, November 12, 2016. It was noted that the event was organized by the U.S. Military Veterans Parade Association, a group of citizens formed to honor Veterans that have served in all military branches. It was also noted that this year's Grand Marshals are Texas Senators Jose Menendez and Carlos Uresti, and the Honorary Marshal is WWII Navy Veteran Susano Ortiz.

Mayor Taylor and the City Council recognized the 2016 Class of the Neighborhood Leadership Academy (NLA). It was noted that the NLA was a four-month program designed to bring emerging leaders together from neighborhood associations within the Promise Zone to enhance their leadership, advocacy and problem-solving skills.

PUBLIC HEARING

City Clerk Vacek read the caption for Item 3:

3. First public hearing regarding the U.S. 281 North Commercial Corridor Annexation Area consisting of approximately 1.89 square miles, within San Antonio's extraterritorial jurisdiction (ETJ) in Bexar and Comal Counties beginning approximately at the City limits of San Antonio south of Marshall Road and Northwind Boulevard in Bexar County and continuing north along US 281 North to approximately 1,830 feet south of Ancestral Trail in Comal County. [Peter Zaroni, Deputy City Manager; Bridgett White, Director, Department of Planning & Community Development]

Mayor Taylor opened the First Public Hearing regarding the U.S. 281 North Commercial Corridor Annexation Area and called upon the citizens registered to speak.

Nazirite Ruben Flores Perez spoke in support of the Annexation noting that the area was in need of protection.

Meredith McGuire stated that she was opposed to the annexation of any areas over the Aquifer Recharge Zone. She noted that annexation would allow extremely dense development and contribute significantly to the pollution of the Edwards Aquifer.

Having heard all comments from citizens wishing to be heard, Mayor Taylor closed the Public Hearing.

CITIZENS TO BE HEARD

Mayor Taylor announced that the Planning Commission Appointments on the following day's agenda had been pulled and would not be addressed. She called upon the citizens registered to speak under Citizens to be Heard.

Mike Phillips requested that the City Council vote no to the slate of Planning Commission Appointments on the Regular City Council Agenda. He recommended that Planning Commission Members be appointed by Council District.

Diane Duesterhoeft also asked the City Council to vote no to the slate of Planning Commission Appointments. She also requested that Planning Commission Members be appointed by Council District instead of At-Large.

Carol Fisher stated that the Transportation Network Company (TNC) Business Model did not concur with the SA Tomorrow Plan. She expressed concern with unlimited TNCs due to air quality and sprawl and noted support for a cap on the number of taxicabs.

Vanessa Sanchez stated that she was in support of a cap on taxicabs. She noted that taxicab companies were losing money due to the market being flooded.

Robert Gonzales spoke of his concern for public safety noting that Uber had refused to submit their drivers for background checks. He expressed support for mandatory background checks for TNC Drivers.

Brenda Gonzales read a letter submitted to the City Council noting concern with the removal of the cap on taxicabs. She stated that flooding the market with taxicabs would not sustain existing taxicab drivers.

Annalisa Peace urged the City Council to reject the slate of Planning Commission Appointments on the City Council Agenda noting that some extremely qualified candidates were not selected. She expressed opposition to the annexation of the large parcel of land on Highway 281.

Christine Serrano spoke of her son who died at the Bexar County Jail along with several others. She asked the City Council how they could help fix issues with the Jail System.

Frances Campos expressed concern with the Bexar County Jail System and spoke of the many deaths that have occurred.

Nazirite Ruben Flores Perez spoke of worldwide thunder and earthquakes which he believes will begin in San Antonio. He spoke of the Pope and Babylon the Great.

Rhett Smith read a brief statement regarding religious, racial, and social privileges. He spoke of the Presidential Campaign and asked everyone to remember the Constitution when voting.

Ellen Berkey spoke of the SAWS Board of Trustees Meeting and expressed concern that the CEO of SAWS had made a change to the Vista Ridge Pipeline Contract.

Faris Hodge, Jr. submitted written testimony noting that Bexar County leads the State in Jail Suicides since 2009. He wrote that debate protests failed to halt the Abortion Bill. He also wrote that Topless Bars should be better regulated. He expressed concern that SAWS had too many projects occurring at the same time.

RECESSED

Mayor Taylor announced that the Executive Session would be held the following day after the Business Portion of the City Council Meeting. There being no further discussion, Mayor Taylor recessed the meeting at 6:45 pm.

APPROVED

IVY R. TAYLOR
MAYOR

ATTEST:

LETICIA M. VACEK, TRMC/CMC/MMC
CITY CLERK