

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



**FINAL  
Meeting Minutes  
City Council B Session**

City Hall Complex  
114 W. Commerce  
San Antonio, Texas 78205

---

Wednesday, May 28, 2014

2:00 PM

Municipal Plaza Building

---

The City Council of San Antonio convened in the “B” Room of the Municipal Plaza Building at 2:00 pm with the following Councilmembers present: Bernal, Taylor, Viagran, Saldaña, Gonzales, Lopez, Medina, Nirenberg, Krier, Gallagher, and Mayor Castro.

1. A presentation and update regarding SA2020 and the goals and targets of the eleven community vision areas. [Edward Benavides, Chief of Staff; Darryl Byrd, President and CEO, SA2020]

Mr. Edward Benavides provided an overview of SA2020 and stated that in 2010, Mayor Castro had called upon Residents to participate in a Community Engagement Process to identify goals and targets for the City of San Antonio (COSA) by the year 2020. He reported that COSA has collaborated with SA2020 as a lead partner in the Arts & Culture, and Community Safety Vision Areas. He stated that COSA supported the Data Collection and Analysis in evaluating the successes and opportunities in meeting SA2020 Goals. He reported that the City Council approved a Resolution in 2012 acknowledging the Goals and Targets of the SA2020 Final Report. He stated that the SA2020 Texas Non-Profit Corporation (SA2020) was founded to lead Community-Wide Efforts with partnering organizations to achieve the Goals, Targets, and the Vision of the SA2020 Community Plan. He introduced Mr. Darryl Byrd, CEO of SA2020.

Mr. Darryl Byrd reported that during the SA2020 Process, 11 Core Areas of Focus and 65 measures of success were identified. He stated that [www.SA2020.org](http://www.SA2020.org) was launched in May 2012 which matched Residents with the goals that they were most interested in. He reported that SA2020 had achieved 501(c)3 Status in 2013. He noted that their website announced the original Lead Partners and more than 50 Non-Profit Partners that provided opportunities for engagement for Residents and collected data to generate outcomes. He stated that a Progress Report of the 65 measures was issued in June 2013. He reported that five Indicators had already been met; four were on track for success for 2020 and 17 were off track, either moving backward or not progressing. He noted that the Institute for Demographic and SocioEconomic Research (IDSER) was enlisted to benchmark the original 65 Indicators. He stated that the 65 Indicators were tested for usability, reliability, and dependability and were subsequently reduced to 59. He introduced Ms. Molly Cox, Chief of Engagement of SA2020.

Molly Cox stated that SA2020 was a successful Collective Impact Agency having met the following conditions: 1) Common Agenda; 2) Shared Measurement System; 3) Mutual Reinforcing Activities; 4) Continuous Communication; and 5) Backbone Agency Support which collectively produced alignment and results. She stated that data has shown that when a group or an institution addresses an Indicator, success is noted. She stated that SA2020 has served as a Backbone Organization that: 1) Guided the Vision and Strategy of SA2020; 2) Supported aligned activities; 3) Established shared Measurement Practices; 4) Built Public Will; 5) Advanced Policy; and 6) Mobilized Funding. She stated that SA2020 provided Partner Support for Non-Profit Agencies and Action Networks and noted that there were 84 Agencies currently listed online. She stated that the second Progress Report would be issued and an Integrated Database would be launched on September 25, 2014. She recommended the following: 1) Connection with SA2020 to connect to a Cause and fill out a profile at [SA2020.org](http://SA2020.org); 2) Blog for "I Am SA2020; and 3) Align with what is happening in one's District such as providing presentations to large groups of Constituents and Data information pertaining to one's District, and Direct Involvement in Action Networks or Campaigns.

Mr. Byrd stated that the promise and opportunities of SA2020 belong to the Residents of San Antonio. He appealed to the City Council to assist in Constituent Participation, Present the Successes Achieved, Identify Areas where resources were still needed, and Highlight Investments made by each District in SA2020.

Mayor Castro thanked staff for the presentation and stated that he was proud of the efforts and impact made by SA2020. He reported that the impetus for SA2020 was the realization that over the years the City had grown tremendously in population, diversity, area, and economically. He stated that since the 1980's there had been no collective effort to utilize that progress to create a Vision for San Antonio. He noted that SA2020 aligned and

inspired citizens with specific goals, measured progress in achievement of said goals in a disciplined manner, and transparently reported them to the public.

Councilmember Viagran asked how the duplication of activities by different Agencies was addressed. Ms. Cox replied that Multiple Agencies working to achieve the same goals have united.

Councilmember Gonzales asked of efforts to engage Residents who were age 50 and over. Ms. Cox stated that she met with the American Association of Retired Persons (AARP) to discuss outreach to their 140,000 members in San Antonio. Councilmember Gonzales expressed concern that the method utilized to connect with SA2020 might be limited to those familiar with the use of Information Technology. She asked what culture would be created by SA2020. Mr. Byrd replied that SA2020 exemplified a culture of ownership and accountability, adding that most cities never get farther in such a process than identifying their Vision.

Councilmember Nirenberg noted that SA2020 differed from other such initiatives in its grassroots approach, Citizen Ownership of the Vision, and the separation of SA2020 from City Administration.

Councilmember Medina asked of the Military Community's participation in SA2020. Mr. Byrd stated that the Military Community was included in establishing the 11 Core Areas of Focus and staff would continue to work with that population.

Councilmember Taylor asked when the next Progress Report would be available. Ms. Cox replied that the next Progress Report would be released on September 25, 2014 along with the new Integrated Database System. Councilmember Taylor asked if the Database would be available to everyone. Ms. Cox replied that it would and Demographics could be dissected shortly thereafter. Councilmember Taylor also expressed concern regarding the limited connection to SA2020 for those unfamiliar with the use of Information Technology. She asked of contacts made with the Faith Community. Mr. Byrd reported that the Opportunity Partner System included Non-Profit Agencies operated by Houses of Worship. Councilmember Taylor asked how SA2020 worked with Lead Partners to address Indicator Areas and asked of the support provided to Lead Partners. Ms. Cox replied that work with Lead Partners was accomplished through the use of Action Networks with a focus on single or multiple Indicator Areas. She reported that 22 Indicators were associated with an Action Network.

Councilmember Gallagher asked how Councilmembers could assist in addressing the 17 Indicators that were not on track to get them back on track. Mr. Byrd stated that capacity would have to be increased and more investment made in these Indicator Areas.

Mayor Castro thanked staff for the presentation.

2. A briefing on the relationship between obesity and daily soda consumption plus Metro Health recommendations to most effectively continue positive trends. [Gloria Hurtado, Assistant City Manager; Dr. Thomas Schlenker, Director, Metro Health]

Dr. Thomas Schlenker reported that last month, San Antonio was identified as the second heaviest city in the nation. He stated that Obesity was an underlying Risk Factor for Heart Disease, Stroke, High Blood Pressure, and Diabetes. He noted that Obesity caused a decrease in the Quality of Life, decreased and shortened a person's Life Span, and caused great Economic Consequences. He reported that COSA's Obesity Rate decreased between 2010 and 2012 from 35.1% to 28.5% and was the first City in the Nation to report a decline in Adult Obesity. He noted that said decline corresponded with an investment of \$15.6 Million in Communities Putting Prevention to Work (CPPW) whose goal was to increase Physical Activity and improve Nutrition for Citizens. He mentioned that it included the following programs:

- School Salad Bars
- Fitness in the Parks
- San Antonio Sports, Repurposes Greenspace on School Campuses into School Parks (SPARKS)
- Walking/Biking Trails
- Complete Streets
- Healthy Corner Stores
- B-Cycle
- Exercise Stations
- Siclovía

He reviewed the characteristics and Risk Factors of the Obesity Population. He reported that the proportionate change in the Obesity Rate from 2010 to 2012 was 19%. He stated that the proportion of the population that did not drink soda on a daily basis increased by 23%. He reported that 64% of COSA Residents consumed Regular Soda on a daily basis in 2012 and the decline in the Obesity Rate was associated with fewer people who drank Regular Soda every day. He recommended that the city focus on decreasing that number. He reported that the Harvard School of Public Health focused on the role of Regular Soda and Sugary Drinks on the Obesity Rate and reported that:

- "In the 1970's sugary drinks made up about 4% of the U.S. calorie intake; by 2001, that had risen to 9%."

- “Sugary drinks (soda, energy, sports drinks) were the top calorie source in teen’s diet, beating out pizza.”

He added that the U.S. Federal Trade Commission reported that:

- “Beverage companies in the U.S. spent roughly \$3.2 billion marketing carbonated beverages in 2006, with nearly a half billion dollars of that marketing aimed directly at youth ages 2-17.”

He reported that the University of California Los Angeles (UCLA) Center for Health Policy Research identified a link between the Obesity Rate and consumption of one or more Regular Sodas daily. He stated that the recommendation to address daily Regular Soda consumption in COSA was based on: 1) The correlation between Obesity and excess sugar in one’s diet in which one half of the excess sugar came from Regular Soda and Sugary Drinks; 2) Decrease in consumption was the first logical step for the majority of the Community; 3) Decline in the number of Residents who consumed Regular Soda which demonstrated that it can and has been reduced; and 4) Variable was measurable. He reported that educated, affluent Americans were drinking less Regular Soda today than they were a few years ago and Soft Drink Companies were now targeting Minorities and Children. He added that younger Hispanics face higher rates of developing Diabetes than any other group. He recommended that COSA focus on Women who make voluntary dietary decisions for themselves and also for their children, spouse, and their entire family. He stated that Metro Health requested City Council endorsement to work with staff and Community Partners to develop a long-term Strategic Plan to reduce Regular Soda and Sugary Drink consumption, in particular, the number of adults who consumed Regular Soda on a daily basis to 49% or less by 2017.

Mayor Castro thanked staff for the presentation and asked of the basic approach that staff would take. Dr. Schlenker stated that they would institute an Educational and Mass Marketing Campaign. Mayor Castro recommended that healthier alternatives be identified in said Campaign.

Councilmember Taylor noted that a Campaign promoting Physical Activity and Diet would be more effective than addressing one particular product.

Mayor Castro stated that a too broad or generalized approach would not be as effective as presenting people with simple instructions that they could use.

Councilmember Krier added that there was not any clear reason for the decline in the Obesity Rate. He stated that he did not support Government Involvement in a person’s diet.

Councilmember Medina applauded Dr. Schlenker for his efforts; however, he stated that he did not support a Campaign to decrease daily consumption of Regular Soda.

Councilmember Saldaña stated that he supported an Educational Campaign to decrease daily consumption of Regular Soda.

Councilmember Gonzales suggested a Marketing Campaign displaying the severe consequences of Diabetes. Dr. Schlenker noted that the Diabetes Rate in COSA was 14% and much higher for those with severe complications such as Amputations, Kidney Failure, and Blindness.

Councilmember Viagran asked of the process for the collection of data utilized to determine the COSA Obesity Rate. Dr. Schlenker stated that a Random Telephone Survey was conducted in 2010 and then repeated in 2012. He noted that the Telephone Survey was reviewed by the Centers for Disease Control (CDC) and a very large sample was utilized to collect the Data. He mentioned that since a Random Sample was utilized, the same people were likely not to have been contacted twice. He explained that the decrease in the Obesity Rate was associated in time with the decrease in daily consumption of Regular Soda and not caused by it and from this; a conclusion was drawn that the two were associated. Councilmember Viagran suggested partnering with the Coca-Cola Company in SA2020 to address this issue.

Councilmember Nirenberg stated that the fact that COSA was the first City in the Nation to report a decline in the Adult Obesity Rate should be highlighted. He recognized that the proposed Campaign concerned Sugar Consumption. He recommended that a proposed Campaign provided a tangible way to reduce Sugar Consumption.

Councilmember Bernal stated that the matter required more analysis and a strategy.

Mayor Castro stated that moving forward; the Campaign would have to be very specific. He drew the distinction between what has been done in New York City (NYC) and San Antonio's Proposed Educational and Mass Marketing Campaign. He noted that NYC mandated a change and implementing an Educational and Mass Marketing Campaign was merely suggestive. He stated that he supported the proposed Educational and Mass Marketing Campaigns. He thanked staff for the presentation.

### **EXECUTIVE SESSION**

Mayor Castro recessed the meeting into executive session at 4:50 pm to discuss the following:

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

#### **CITIZENS TO BE HEARD**

Mayor Pro Tem Medina reconvened the meeting at 6:00 pm and announced that no action was taken in Executive Session. He called upon the citizens registered to speak.

Krystal Henagan spoke of the Cement and Quarrying Industry in San Antonio and expressed concern that they jeopardize SA2020 Initiatives specifically environmental sustainability, family well-being, health & fitness, and neighborhoods. She noted the toxins released into the community cause disease and mentioned the students impacted by Asthma.

David Klar spoke in support of the SAWS Recommendation to increase the Water Supply Impact Fees noting that Developers should bear the cost of new infrastructure. He noted the benefits of zeroscaping.

Theresa Berlanga expressed concern with the many dead bodies found stacked in a mortuary in the Ukraine. She referenced a grievous legal matter involving a small business.

Nazirite Ruben Flores Perez noted concerns with the fluoride in the water supply that was contaminating the Recharge Zone. He stated that he was supportive of the SAWS Desalination Project. He commended Councilmember Bernal and noted that he would support him to fill the position of Mayor if it is vacated.

Russell Seal congratulated Mayor Castro on his potential appointment as the HUD Secretary but noted there were many concerns in San Antonio. He referenced the 2009 Building Codes that the City was still following and asked that the 2015 Building Codes be adopted.

Michael Furlow congratulated Mayor Castro on his potential appointment as the HUD Secretary. He stated that he was opposed to San Antonio being a Sanctuary City.

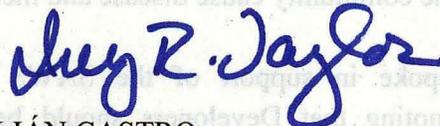
Juan Macias spoke of concerns with the Mexican Mafia in his neighborhood noting that a dead pit bull had been placed on his property. He stated that there was a great amount of violence and gang activity in the area and requested assistance.

Faris Hodge, Jr. submitted written testimony requesting that backup information be provided for the City Manager's Report. He submitted a newspaper article regarding President Bill Clinton's blocked artery. He requested that Board Members be interviewed on television and highlighted the protest on Railport Traffic. He expressed concern that CPS Energy does not re-connect customers that pay their bill after 5:00 pm until the next day. He asked that the restrooms at the Kenwood Community Center be better cleaned and noted that VIA Transit Ridership is up eight percent. He wrote that there was not a need for tasers in Texas Schools.

**ADJOURNMENT**

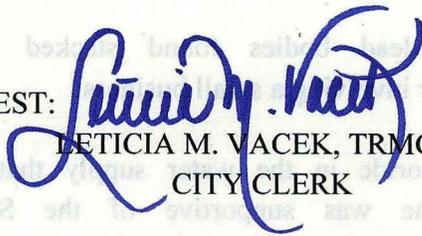
There being no further discussion, Mayor Pro Tem Medina adjourned the meeting at 6:26 pm.

APPROVED



JULIÁN CASTRO  
MAYOR

ATTEST:



LETICIA M. VACEK, TRMC/MMC  
CITY CLERK