

MINUTES
AD HOC DIGITAL MARKETING COMMITTEE MEETING
FIRE AND POLICE PENSION FUND, SAN ANTONIO
WEDNESDAY, NOVEMBER 26, 2025
PENSION FUND OFFICE – 9:00 AM

ROLL CALL: Washington Moscoso, Committee Chair, called the meeting to order at 9:00 a.m. Roll was called, and a quorum was declared present.

**COMMITTEE
MEMBERS**

PRESENT: Washington Moscoso, Active Police Representative; Michael McCarty, Active Fire Representative; and Ryan Reynolds, Active Police Representative.

**COMMITTEE
MEMBERS**

ABSENT: None.

OTHERS

PRESENT: Larry Reed, Fire Retiree Representative; Shawn Griffin, Active Fire Representative; Harry Griffin, Police Retiree Representative; Warren Schott, Executive Director; Mark Gremmer, Gail Jensen, Cary Hally, Rick Matye and Christine Tejeda, Pension Fund staff.

WEBSITE DESIGN

Mr. Schott noted that this was the first meeting of the newly formed Ad Hoc Digital Marketing Committee, and that the Committee was charged with reviewing the Pension Fund's digital marketing strategy and determining its future direction. Concerns had been raised about the outdated design of the Pension Fund's website, as well as the content and functionality of its Facebook page. Additional topics for discussion include determining who manages social media and which Pension Fund staff members are responsible for maintaining the website. Mr. Schott also noted that the Pension Fund's website needed to be reviewed to ensure it complied with the Web Content Accessibility Guidelines (WCAG).

WCAG COMPLIANCE

At this time, General Counsel Gail Jensen provided a brief overview of the WCAG. She noted that WCAG compliance and the ADA requirements are complex, involving multiple levels and standards, which will require expert assistance. She reported that there are various companies that specialize in

WCAG compliance, and she had received proposals from G3 Public Relations (the Pension Fund's current PR firm) as well as Revize, which focuses on WCAG compliance for local government entities. Mr. Moscoso noted that he also had received information from Firecat Studios, another company that had experience in the area. After discussion, the Committee directed staff to invite Firecat Studio, G3 and Revize to the next Committee meeting to present their firm's capabilities and proposals. No further action was taken.

PROFESSIONAL CONSULTANT SERVICES

Mr. Schott provided the Committee with an update on the Pension Fund's public relations services, focusing on the work performed by Joe Gimenez of G3. Mr. Schott noted that the Pension Fund hired Mr. Gimenez in 2015 to manage its social media platforms and the Pension Fund's website. The Committee was provided a copy of Mr. Gimenez's contract. Mr. Schott also noted that Mr. Gimenez has specific experience with pension funds across Texas, which allows him to craft appropriate and effective social media content. No further action was taken.

ADJOURNMENT: Mr. McCarty made a motion to adjourn the meeting at 9:25 a.m. The motion carried unanimously.

Approved this ____ day of _____, 2025.

Washington Moscoso, Committee Chairman