

MINUTES
AD HOC GOVERNMENTAL AND PUBLIC RELATIONS COMMITTEE MEETING
FIRE AND POLICE PENSION FUND, SAN ANTONIO
MONDAY, SEPTEMBER 22, 2014
PENSION OFFICE – 9:00 A.M.

ROLL CALL: Mr. Trevino called the meeting to order at 9:03 a.m.

**COMMITTEE
MEMBERS**

PRESENT: J. T. Trevino, Active Fire Representative; Dean Pearson, Active Fire Representative; and Jim Smith, Active Police Representative.

**COMMITTEE
MEMBERS**

ABSENT: None.

OTHERS

PRESENT: Shawn Ury, Active Police Representative; Larry Reed, Retired Fire Representative; Warren Schott, Executive Director; Mark Gremmer, Deputy Director; Erik Dahler; Beatrice Ahrens; Rick Matye; Joe Jimenez, G3.

The following items were discussed:

APPROVAL OF MINUTES

Mr. Smith moved to approve the May 12, 2014 minutes of the PR Committee. The motion carried unanimously.

SOCIAL MEDIA POLICY

Mr. Gimenez of G3 recommended the Pension Fund create a Social Media Policy. This policy would establish clear standards and responsibilities for staff and the Board as it relates to social media.

WEBSITE DEVELOPMENT, STRATEGY AND CONTENT

Mr. Gimenez provided an update on the ongoing development of the Fund's website. He recommended the Pension Fund consider hiring an outside expert to create the face of the website.

The Committee considered some options. After some discussion, Mr. Smith made a motion to hire Public Alliance and take it to the full Board for approval. The motion carried unanimously.

MEMBER SURVEY

Mr. Gimenez discussed the benefits of conducting surveys for the membership on its website. He provided examples of different surveys that can be used. He stated they are very useful tools to use to get an idea of what members' interests are. The Committee agreed and directed Joe to bring ideas to the Committee.

13TH CHECK MESSAGING

The Committee also discussed the upcoming decision on the 13th Check as it relates to messaging this information to the membership.

FACEBOOK PROGRESS

Mr. Gimenez reviewed the completed Facebook Page with the Committee. He encouraged that Staff and Board provide information to him on the Pension Fund so that he can put the information on the page.

ISSUES MANAGEMENT

Mr. Gimenez asked the Committee to think of what other things may be of importance now and in the future and where communications can play a role.

Mr. Gimenez also encouraged the Committee to consider creating and adding videos to its Facebook Page.

ADJOURNMENT:

The Committee adjourned at 10:24 a.m.

Approved this ____ day of _____, 2014.

J. T. Trevino, PR Committee Chairman