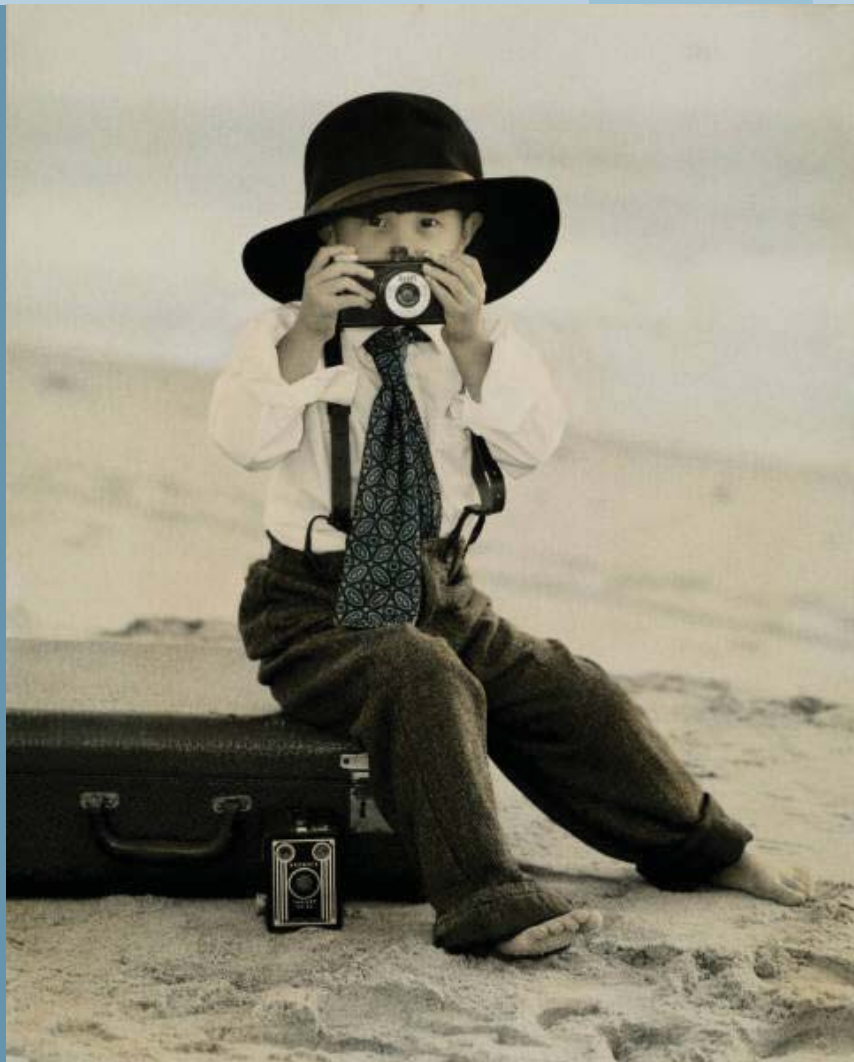


# SNAPSHOTS

2011-2012

City of South Padre Island, Texas





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# Message from the City Manager

The City Council sets the strategic direction of the organization by defining the long-term goals and objectives for the City of South Padre Island. With their guidance, we have embraced the following focal areas as our long-term objectives:

- Maintain a safe community
- Redevelop the Convention Centre
- Implement the Form Based Code
- Redesign Padre Boulevard
- Strive to have a vibrant economy that is diverse and sustainable
- Enhance the aesthetic appeal of the community
- Sustain our beautiful beach and bay
- Revitalize the entertainment district
- Embrace the unique characteristics of our City
- Maintain a relaxed island atmosphere where you can simply "Be Yourself"

During this past year, I observed City Staff reach beyond their comfort zone to provide creative



*City of South Padre Island Leadership Team*

solutions and enhanced services while continuing to be good financial stewards of City resources. This is not an endeavor for the weak or frail, and the City remains consistent when it comes to change. The Leadership Team boldly transformed the organization and set direction within their respective departments, developing action plans to incorporate best practices, setting priorities by implementing new programs that are essential to the community and assisting the City Council in the allocation of resources through a transparent budget process.

The strength we have as a community relies on all of us recognizing the talent, skills and abilities each person offers. With the end of each fiscal year, we celebrate our successes and tell our story through the annual Snapshots. We are excited to present this publication as a complement to the Mayor's State of the Island Address, just prior to the Thanksgiving Holiday. What a great month to highlight the many blessings that we have as a community!

# Awards & Accomplishments

## Awards & Accomplishments



### City Awarded GFOA Certificate of Achievement

The City received the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA) for its comprehensive annual financial report (CAFR). The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management. The CAFR has been judged by an impartial panel to meet the high standards of the program including demonstrating a constructive "spirit of full disclosure" to clearly communicate its financial story and motivate potential users and user groups to read the CAFR.



### City Earns GFOA Distinguished Budget Award

The Government Finance Officers Association of the United States and Canada (GFOA) recognized South Padre Island with their Distinguished Budget Presentation Award for its fiscal year 2011 budget. This was the City's first attempt to acquire this recognition and only 30% of the first time submittals received this award. The award reflects the City's commitment to meeting the highest principles of governmental budgeting by meeting nationally recognized guidelines for effective budget presentation.

### Beach Patrol Boasts Zero Drownings in SPI Beaches for Summer 2012

In July, the City signed a contract with Cameron County to expand Beach Patrol to Isla Blanca and Andy Bowie Parks. The program was an overwhelming success. For the first time in more than 10 years, there were no drownings on South Padre Island beaches.



### South Padre Island, A Certified Scenic City

The City of South Padre Island was one of nine Texas municipalities awarded Scenic City Certification by the Scenic City Certification Program of Texas. South Padre Island received Silver Certification, and two areas specially noted were the city's landscape ordinance and strict signage regulations.

### Competent Communicator Award

Araceli Sanchez earned the Competent Communicator award through participation in Toastmasters International's communication program. The communication program is a training program that helps participants improve their speaking and leadership skills in a club environment. To receive the award, Sanchez completed a series of rigorous assignments which provide instruction and practice in the basic techniques of public speaking. She is the first City of South Padre Island employee to achieve this award.





### **Rocha Recognized for 25 Years of Service**

David Rocha, a Foreman with the Public Works Department, was recognized at the annual Thanksgiving Luncheon for his 25 years of dedicated service to the City of South Padre Island.



### **Sandoval Recognized for 30 Years of Service**

Gloria Sandoval, Dispatch Supervisor with the Police Department, retired February 2012, and was recognized for 30 years of service to the City by Mayor Robert N. Pinkerton, Jr.

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## Certifications

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### **Delgado Earns Court Clerk Level II Certification**

Wendi Delgado achieved Court Clerk Level II Certification from the Municipal Court Clerk Certification Program. This certification is issued by the Board of Directors of Texas Court Clerks Association, Texas Municipal Courts Association, and Texas Municipal Courts Education Center in cooperation with Texas State University.

### **Sanchez Named Certified TMRS Correspondent**

Araceli Sanchez is now a Certified Texas Municipal Retirement System (TMRS) Correspondent. Sanchez attended a City TMRS Plan training in Austin and can now assist employees with TMRS questions.



### **Torres Achieves Inspection /Training Officer Certification**

Congratulations to Cipriano Torres, of the City's Environmental Health Department, on his achievement as a certified Retail Foods Standardization Inspection/Training Officer. This certification is issued by The Texas Department of State Health Services Food Establishments Group after a candidate satisfactorily demonstrates competence in interpreting the provisions of the Texas Food Establishment Rules.



### **DeRousie Earns Texas Destination Marketer Certification**

Visitors Center Manager Lilia DeRousie continues to grow professionally, most recently earning Texas Destination Marketer Certification.

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## Professional Leadership

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### **Sanchez Inducted Islanders Toastmasters Club President**

Araceli Sanchez was inducted as President of the Islanders Toastmasters Club. Her term will run through December 31, 2012. Toastmasters was introduced to the City by past President Tim Howell. Toastmasters teaches communication and leadership skills. People with strong communication skills are more likely to be promoted to leadership positions, and good leaders need communication skills to be effective. So, if you want to be a leader, you must learn to speak like a leader. Toastmasters meets Thursdays at noon at City Hall.



### **TCMA Region 10**

The Texas City Management Association (TCMA) Region 10 chapter selected two City leaders to head the group. City Manager Joni Clarke was appointed President and

### Service Awards

The following employees were recognized for their years of service at the annual Thanksgiving luncheon held November 2011:

#### *Administrative Services Department*

Wendi J. Delgado, Director, 5 Yrs.

#### *Convention and Visitors Bureau*

Dinora Garcia, Administrative Assistant, 10 Yrs.

Vedette Garza, Administrative Assistant, 5 Yrs.

Ana Mayra Nunez, Convention Services Specialist, 5 Yrs.

Jose Luis Rodriguez, Maintenance, 5 Yrs.

Juan Sanchez Jr., Maintenance, 5 Yrs.

#### *Environmental Health Department*

David K. Travis, III, Code Enforcement Officer, 5 Yrs.

#### *Fire Department*

Juan V. Loya, Assistant Fire Chief, 15 Yrs.

Ricardo Negrete Jr., Driver Operator, 5 Yrs.

Clinton Robinett, Firefighter, 5 Yrs.

#### *Police Department*

Juan M. Cantu, Sergeant, 10 Yrs.

Ana Cisneros, Records Technician, 5 Yrs.

Daniel Cruz, Police Officer, 10 Yrs.

Juan Herrera III, Sergeant, 15 Yrs.

Jaime Rodriguez, Detective, 15 Yrs.

Evangalina Santamaria, Dispatcher, 5 Yrs.

James Woodard, Sergeant, 10 Yrs.

#### *Public Works Department*

Gaspar Galvan, Maintenance, 10 Yrs.

Stephen Oldham, Building Inspector, 5 Yrs.

David Rocha, Foreman, 25 Yrs.

#### *Transit Division*

Juan M. Delgadillo, Vehicle Operator, 5 Yrs.

Assistant City Manager Darla Jones was appointed Secretary/Treasurer. Both will serve a two-year term.



### TACA Board Members

Animal Cruelty Investigator David Travis and Animal Control Officer Carlos Gonzalez are representing South Padre Island and South Texas on the Texas Animal Control Association (TACA). Travis is the South Texas Coordinator and Gonzalez is a Board Member. TACA is committed to the advancement of all animal control and animal welfare professionals through education, leadership and advocacy. It supports and assists the Texas Department of State Health Services

in the development of standards and certification procedures for animal control personnel, as covered under the Texas Health and Safety Codes.



### RTAP Selection

The WAVE's Transit Manager, Jesse Arriaga, was chosen as the new chairperson for the Lower Rio Grande Valley Regional Transportation Advisory Panel (RTAP). He will serve a two-year term.

RTAP represents more than 20 organizations that are responsible for providing public transportation services or health and human services or are interested in the coordination of public transit and client transportation services in the

bi-county Lower Rio Grande Valley region.



### Stukey Elected to Serve as TPAF State Director

Sergeant George Stukey was elected to serve as State Director for the Texas Police Athletic Federation (TPAF). The organization promotes health and wellness among law enforcement through annual competitions in various sports. Sergeant Stukey was also inducted into the Texas Police Athletic Federation Hall of Fame in 2012 for his participation in Bowling.



### **TEHA – STC Board**

Texas Environmental Health Association – South Texas Chapter board members, pictured from left, President Joshua A. Garza, President Elect David K. Travis, III, and Secretary J. Victor Baldovinos.

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## Promotions

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### **Moya Serves as Interim Public Works Director**

Assistant Public Works Director Ray Moya stepped up to fill the Public Works Director position left vacant by Scott Fry in November 2011.



### **Cantu & Woodard Promoted**

Chief of Police Randy Smith announced the promotions of Corporal Juan Cantu (top left) and Corporal James Woodard (top right) to Sergeants in June. Sergeant Cantu and Sergeant Woodard both have 11 years of service with South Padre Island and are

active in various divisions within the organization, including the Motorcycle Patrol and the Honor Guard. They also represent the SPI Police Department in community events, such as Citrus Fest, National Night Out and Boo at the Zoo, among others. Their promotion was recognition of their continuous effort in developing their skills and knowledge, motivating their team and embracing accountability while working in the community with integrity and respect.

### **DeRousie Leads Visitors Center**

Lilia DeRousie was promoted to Visitors Center Manager on June 27, 2012. DeRousie has a vast knowledge of South Padre Island and the tourism industry. Her experience, coupled with her vibrant personality, make her an ideal representative of the Island's warmth and welcoming spirit.



# Your Government

The Citizens adopted the Home Rule Charter for the City of South Padre Island at an election held on November 3, 2009. The benefits of local government, outlined in the Home Rule Charter, affirm the values of representative democracy, professional management, strong political leadership, citizen participation and regional cooperation through the Council-Manager form of government.

The City Council consists of the Mayor and five council members. The City Manager's Office, comprised of the City Manager, Assistant City Manager, City Secretary and Executive Assistant, form the City's strategic team. The City Council, together with the City Manager's Office, is responsible for the formulation and communication of public policy to meet community needs, assure orderly development in the City, and provide for the general administration of the City.

The City Council appoints the City Manager, City Attorney, Municipal Court Judge and various citizen boards and commissions. The City Council's



*South Padre Island City Council from left, Sam Listi (Council Member), Alita Bagley (Council Member), Courtney Hayden (Council Member), Robert N. Pinkerton, Jr. (Mayor), JoAnn Evans (Mayor Pro-Tem), and Robert Fudge (Council Member).*

public policy activities include:

- 1) financial management of the City by adopting the City's annual budget, establishing general objectives and providing for an annual independent audit of the City's financial records;
- 2) reviewing and adopting all ordinances and resolutions; and
- 3) establishing programmatic goals and the strategic direction for the City.

# Administrative Services Department

## Human Resources Division

### Employee Evaluation Tool

The Human Resources (HR) division developed a new tool for supervisors to help them evaluate their employees' performance. The tool is easier to use and more accurately adapts to each position. The tool became available for use in October 2011. The HR division conducted one-on-one training with supervisors on how to use the tool and review basic performance management techniques.

### New Hire

Maria Norwood was selected to fill the Receptionist/Administrative Assistant position in February 2012. Norwood was previously a part-time employee with the City's Municipal Court Division, and the City was excited to see her return. She has been a valuable asset to the department, and is on path to becoming a Certified Municipal Court Clerk as part of the City's goal to promote cross-training between City offices. Norwood attended a New Clerks Seminar in Austin this summer to train for the Municipal Court division.

### Building Security System

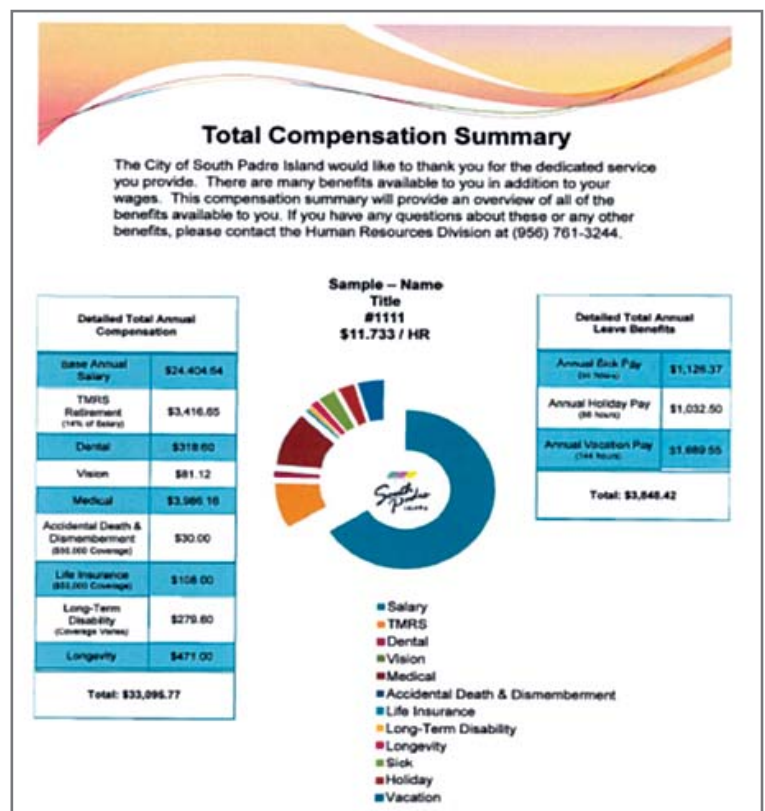
The Administrative Services Department conducted an audit to better track employees' access to city facilities. A log was created to document access, and ensure employees have the proper access levels with traditional and electronic keys.

### Individualized Benefits Statement

HR Administrative Assistant Araceli Sanchez worked diligently to help provide all full-time employees an individualized benefit statement that detailed their total compensation package provided by the City. The statement, which included retirement contributions and insurance, was distributed in January 2012.



From left, Araceli Sanchez (Administrative Assistant), Crystal Martinez (Deputy Court Clerk), Maria Norwood (Receptionist), Wendi Delgado (Administrative Services Director) and Cynthia Garza-Vasquez (Municipal Court Clerk).



## Deer Oaks EAP

The City formalized its Employee Assistance Program (EAP) with Deer Oaks, a Behavioral Health Organization, to help employees and their dependents assess and cope with work-related concerns, personal problems, and other issues affecting their well-being. The program, effective November 1, 2011, provides free and confidential assessments, referrals and counseling for issues, including stress at home or in the workplace, legal or financial matters, managing a healthy weight, dealing with aging parents, resolving marital/relationship problems, alcoholism or substance abuse, and more. Employees may call a 24-hour confidential toll-free number to seek services for themselves or their dependents.

## City Wide Training

### *Ethics*

The City held a mandatory Ethics training for staff on December 15 and 16. The City was honored to host guest speaker Sherron Watkins, a former Vice President of Enron Corporation, who was named one of Time Magazine's 2002 Persons of the Year for her ethical response to accounting irregularities that led to the Enron scandal.

### *Hostile Work Environment*

The training detailed what legally constitutes a hostile work environment. It also outlined how employees should conduct themselves professionally and civilly in the workplace while being sensitive to others' individuality. We all must work together to create a great work environment. All employees were required to attend.

### *Supervisor*

All supervisors attended the supervisor training held July 26. This training was provided by Cathy Fryer, Attorney from Bickerstaff, Health and Delgado.

## TxDOT Audit

The City's Drug and Alcohol Program was audited August 2012 by the Texas Department of Transportation. Wendi Delgado, the Drug and Alcohol Program Manager walked the auditors through the recordkeeping processes, testing procedures, policy updates, and employment processes. The City is in 100% compliance.

## New Hires

### Full Time

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#### *Administrative Services*

Receptionist, Maria Norwood

#### *City Manager's Office*

Executive Assistant to the City Manager, Anthony Holland

#### *Convention Centre & Visitors Bureau*

Maintenance, Jose Atkinson

CVB Director, Lacey Ekberg

Maintenance, Francisco Serna

#### *Environmental Health Services Department*

Administrative Assistant, Judith Lehn

#### *Fire Department*

Firefighter, Justin Bailey

Firefighter, Edgar Bazan

Firefighter, Luis Faudoa

Firefighter, Jose Luis Hernandez

Firefighter, Rick Mahan

Firefighter, Andrew Markey

Firefighter, Jorge L. Mora Jr.

#### *Information Services*

Public Information Officer, Naida Robles

#### *Police Department*

Dispatcher, Sara Torres

#### *Public Works*

Maintenance, Andy Barajas

Beach Maintenance, Jorge Cepeda

#### *Transportation*

Transit Coordinator, Deborah Carpenter

Vehicle Operator, Orlando Jimenez

### Part Time

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#### *Environmental Health Services Department*

Code Enforcement Inspector, Randy Flores

Code Enforcement Inspector, Angie Perez

#### *Municipal Court*

Administrative Assistant, Zoila Melchor

#### *Police Department*

Police Officer, Mayra Marin

Dispatcher, Rafael Martinez, Jr.

#### *Visitors Center*

Information Counselor, Janie Arreola

Information Counselor, Daniel Cavazos

Information Counselor, Kristin Spicer



## New Hires

### Temporary

A total of 96 new hires were processed by the Human Resources Division for Spring Break:

Police:	17
Traffic:	16
Jail:	15
Beach:	15
Public Works:	14
Code Enforcement:	19

## Municipal Court Division

### Municipal Court Week

The Municipal Court staff was recognized at a City Council Meeting with a proclamation read by Mayor Robert N. Pinkerton, Jr. recognizing the week of November 7-11, 2011 as Municipal Court Week and further extending appreciation to all South Padre Island Municipal Judges and court support personnel for the vital services they perform and their exemplary dedication to our community. The Municipal Court also made the Texas Municipal Courts Education Center's Facebook page. The Court gave away informational booklets, coloring books, crayons, stickers, bracelets and traffic safety awareness brochures to celebrate Municipal Court Week. This is the first time South Padre Island participated in the celebration.

### Amnesty Program

The Municipal Court held a two-week amnesty program January 16-27, 2012. Individuals with outstanding warrants were urged to



*SPI Municipal Court Clerk Cynthia Garza-Vasquez and Deputy Court Clerk Crystal Martinez distributed traffic safety initiative resources in celebration of Municipal Court Week, November 7-11, 2011.*

make arrangements with the court to resolve their delinquent fines. During the amnesty, the Failure to Appear Charge was waived on each warrant. This program, which is used to increase court collections totaled \$6,022 in delinquent fines collected during this period.

### Spring Break

The Municipal Court held court daily from March 10-18. Municipal Court staff began the workday around 6:30 a.m. to ensure all citations from the previous night were entered in the system and ready for processing.

### Parking Tickets

The Municipal Court worked diligently this summer to process parking tickets, which is a tedious task. When an officer issues a citation, a dispatcher runs the license plate to obtain the registered owner's information so the Court can send courtesy letters. Parking citations are left on the windshield of the vehicles, where at times they may be removed by

wind or passersby. So, to be certain the registered owner is aware of the citation, the Court must send courtesy letters and handle phone calls from individuals who claim not be responsible since they were not driving, only to learn it was a relative or friend using the vehicle. It takes a lot of effort to collect on these violations, and the Court is doing a great job by communicating to the owner promptly to avoid miscommunication.

### Online Payment Module

The Municipal Court implemented the Online Payment module through Incode during the 2011-2012 fiscal year. This is the first full fiscal year that this tool has been utilized. The Court received 732 Online Payments from October 1, 2011 through September 30, 2012 that totaled \$80,008.05.



# City Manager's Office

## News Splash

The first News Splash video was produced October 2011. The weekly video series highlights employee accomplishments, duties, special programs and overall positive stories to keep staff informed and build a closer work community. The City Manager's Office thanks Assistant Police Chief Javier Garza for this great idea.

## Recap Redesign

The City Manager's Office redesigned the Weekly Recap with a contemporary look to make the newsletter easier to read. The Recap is another effort to maintain constant communication with staff and keep everyone informed of what is happening in the City.



## Farewell to Fry

The City said farewell to Scott Fry, who served as the City's Public Works Director for four years. A party was hosted at Whataburger, Fry's favorite restaurant, to wish him the best in his new position with the Brownsville Public Utility Board.

## Spring Break Preparations

When it comes to preparing for big events, City staff rocks! All



*From left, Anthony Holland (Executive Assistant to the City Manager), Reuben Trevino (Coastal Resources Manager), Joni Clarke (City Manager), Darla Jones (Assistant City Manager), Susan Hill (City Secretary).*

departments worked together to be ready for Spring Break 2012. The City's dedicated and experienced employees outdid themselves this year as they undertook the many tasks needed to ensure a safe and prosperous Spring Break season.



## Administrative Professionals' Day

On April 25, 2012, the City Manager, Assistant City Manager, and Administrative Services Director treated the administrative staff to lunch at the Isla Grand in recognition of the work they do.



## Office Visit

K-9 Officer Lucky stopped by the City Manager's Office looking for treats. However, the department was on a health kick and had no treats available for poor Lucky.

## Organizational Chart Redesign

The Administrative Assistants Team created a fresh look for the department organizational chart. The new chart helps outline the City's organizational structure.

## Work Place Survey

Together with the Administrative Services Department, the City Manager's Office conducted an annual workplace survey to get staff involved in directing positive change in the organization. The survey results were shared with all staff and follow-up meeting were held with departments to review the feedback.

## November Elections

In compliance with Texas House Bill 1575 and Senate Bill 100, the City Council changed to a uniform election date in November, rather than the most commonly used uniform election date for municipal general elections held the second Saturday in May.

## Reorganization

The City Council took action to establish that the Convention and Visitors Bureau (CVB) is a City department with the CVB Director reporting directly to the City Manager. The change helps solidify a cooperative working relationship to advance the City and the CVB.

## Administrative Assistants Teamwork

Administrative Assistants held a regular team building meetings to work together on how to communicate important information and maintain an efficient office. The meetings began January 11, 2012.

## SPI to Host TCMA 2016 Conference

The Texas City Management Association selected South Padre Island as the site for its 90th Anniversary annual conference in 2016.



## TCMA Region 10

The City Manager's Office actively participates in TCMA Region 10 to embrace and strengthen regional cooperation.



## TCMA Annual Conference

The City of South Padre Island hosted the TCMA Annual Conference on June 7, 2012. Approximately 700 city managers from across the State attended. The Hilton Garden Inn sold out within 15 minutes after an official notice was sent to TCMA members. This year's conference set a record for 372 tickets sold for the Friday night event that featured the hit band, The Agency.



## Employee Committees Fiscal Year 2011-2012

### Safety Committee

The Safety Committee is committed to providing a safe work environment that minimizes accidents and liabilities by raising employee awareness of safe practices.

Members:

Juan Loya	DeWayne Goodwin
Araceli Sanchez	Susan Hill
Wendi Delgado	Victor Baldovinos

Year in Review- The Safety Committee has been working this fiscal year on the fire escape routes in the building. We collected the drawings from the Architect and are digitally creating an exit route for each area of the building. The Safety Committee also organized the first fire drill at City hall in September of 2012. We strive to maintain a safe work environment for all employees.

### Spirit Committee

The Spirit Committee is a vibrant group of colleagues who embrace and model the City's core values, create team building events, and promote positive working relationships. The Committee is dedicated to showing each employee that they are appreciated and valued for their service to the community.

Members:

Maria Norwood	Darla Jones
Mayra Nunez	Lili DeRousie
Joni Clarke	Dinora Garcia
	Anthony Holland

Year in Review- The Spirit Committee hosted the Valentine's Day Bake Off, its first official event. The event showcased employees' baking talents and sweetened the day for all that attended. The Committee also hosted an Ice Cream Social and the Fiscal Year End Party, which was a great success! It is the Committee's goal to positively impact fellow staff members with fun team building activities.

### Wellness Committee

The Wellness Committee is dedicated to promoting healthy lifestyles through education and awareness. The goal is to reduce health-related risks and enhance employee productivity through the development of wellness incentive programs.

Members:

Cipriano Torres	Rosa Gonzalez
Teena Simon	Frank Washington

Year in Review- The Wellness Committee helps employees to be knowledgeable of the foods they eat. The Committee held a smoothie class to help staff be less intimidated by fruits and vegetables and show they are a simple and tasty alternative. The Committee also sponsored a 'Biggest Loser' program where employees lost more than 100 pounds collectively! The Committee had a meeting in December to discuss different wellness opportunities to get all City employees moving and to educate them on proper nutrition.

### Investment Committee

The Investment Committee takes employees' personal interest in the capital markets and their willingness to review the City's supplemental retirement program to ensure the financial portfolios continue to meet the goals and objectives of its members. The Committee reviews the fund performance in the context of long-term trends and recommends adjustments.

Members:

Tim Howell	Jesse Arriaga
Jim Pigg	Joni Clarke- Trustee
Jaime Rodriguez	Beth Free- Trustee
Sylvia Soliz	Wendi Delgado- Trustee

Year in Review- The Investment Committee's main purpose is to monitor the City's supplemental retirement program. Members met quarterly to increase participation through education and to simplify available options in the portfolio. The Committee held department trainings and removed low performing or redundant investment options.



# Coastal Resources

## Dune Planting

Starting in 2008, the City of South Padre Island, South Texas Surfrider Foundation, and University of Texas Brownsville (UTB) began with a Dune Vegetation Harvest event following Hurricane Dolly. At the first event, debris was cleared and they harvested natural dune vegetation to be taken to the UTB greenhouse to be propagated for what would become the first dune planting that year. In 2009 and early 2010 we were able to plant a few thousand plants here and there before the program grew. In late 2010, the City developed a more aggressive dune planting schedule with the goal of 8,000 to 10,000 plants per event. Our goal was to have approximately 50,000 plants transplanted along the most narrow and vulnerable areas along the beach on South Padre Island. We were successful in that goal and in 2011 we were able to repeat our success with another 50,000 plants installed. The future holds an even greater challenge because the City was successful in receiving a Cycle 17 CMP grant that will purchase 180,000 plants and supplies starting in October 2012 carrying on to March 2014 with only volunteer time as a match.

## Mobi-mats

The Texas General Land Office (GLO) purchased a supply of vehicular mobi-mat with surplus grant funds available from National Oceanic



*Beach Reach volunteers help plant more than 4,000 dune plants during Spring Break to help the City's restoration efforts. The faith-based group brings college students to the City where they take part in various community service events.*

and Atmospheric Administration for the City. The City's supply had diminished over the years from heavy use. The new mats were installed at Harbor Circle and Fantasy Circle in September.

## Erosion Response Plan

During the 81st Legislative Session, local governments were required to establish and implement a plan to reduce public expenditures for erosion and storm damages. The plans may include provisions for establishing a building setback, protecting public beach access and the public beach easement, and procedures for preserving, restoring, and enhancing critical sand dunes that are necessary to protect public

and private property from storms and erosion. The City hired Peter Ravella and LEAP engineering to work with the Shoreline Task Force to develop an Erosion Response Plan. The plan was approved by City Council in July and has been submitted to the GLO for final approval.



# Convention & Visitors Bureau



## New Leadership

Lacey Ekberg became the Convention & Visitors Bureau (CVB) Director on May 14, 2012. Ekberg brings a wealth of experience and hit the ground running to make sure the CVB and the City of South Padre Island are well promoted to increase tourism.

## Continuing Education & Training

CVB Administrative Assistants are staying up-to-date on technology. Dinora Garcia, Rosa Zapata, and Vedette Garza underwent Infotrac training. Infotrac is the the in-house computer program for convention and visitors bureaus. Garcia and Garza also completed Exact Target training, an Email marketing program.

Sales Administrative Assistant Rosa Zapata is pursuing a Bachelor of Business Administration degree at The University of Texas at Brownsville. She celebrated her 7th year anniversary serving the City in October 2012.



*South Padre Island Convention & Visitors Bureau*

## Projects

CVB Meeting and Events Coordinator Dixie Rowell used grant funding to save in energy costs. Rowell upgraded to energy efficient solar blinds for the entire Convention Centre.

The Operations crew has been working on beautifying the Centre. They painted the administrative offices and the alcoves in the north and south corridors.

The sales team has been working on keeping the CVB fully booked with conferences and special events.

## Visitors Center's New Look

The Visitors Center underwent much-needed change. As the first stop for visitors new to the Island, it was necessary to give the Center a fresh look and more welcoming facade. New paint on the outside and inside of the building was an instant face-lift, along with a new front desk, furniture and greenery. A new irrigation system, landscaping and an LED sign will complete the new look.



### CVB's New Look

The South Padre Island Convention Centre has a new look! There are remodeled restrooms with new stalls, fixtures and flooring. Lots of painting has been completed both inside and out for a fresher, cleaner look. New furniture items such as chairs, tables and decorations now grace the corridors, lobby and vestibule. The final result is a more inviting and relaxing area for our guests, which from the comments we have received, is very enjoyable and greatly appreciated.

## Special Events



### Sand Castle Days-October 2011

This was the 24th year for this three-day event! A new location at Clayton's Beach Bar was chosen and

shuttles ran from the SPI Convention Centre to accommodate overflow parking. Ten Masters of Sand and 35 amateur teams competed this year. An estimated 3,000 people attended during the three days. Unfortunately the Red Tide was upon us and we saw a drastic drop in numbers from previous years.



### Bikefest-October 2011

This was the 18th Annual 'Roar by The Shore'. Three Days on Columbus Weekend gave many the option to travel back on Monday. All events were held at the Convention Centre, including the Biker Decathlon, Cage Fighting, Stunt Shows and live music day and night. Severe weather around the State caused a slight decline in the attendance numbers for some preregistered attendees.



### Polar Bear Dip-January 2012

Several thousand visitors made a big splash on New Year's Day as the Polar Bear Club hosted the Polar Bear Dip in the Gulf.



### Kite Fest-February 2012

This colorful event is held annually the first weekend in February. Nearly 8,000 winter visitors attended to watch demonstrations, enjoy kite ballet by teams, fly kites and enter raffles for the latest in kite paraphernalia. A new indoor kite flying workshop and event was added this year inside the Convention Centre.



### Spring Break-March 2012

As university students travel south to find their fun in the sun, we saw increased numbers at the main beach event site for the third year in a row. This was especially evident on the week following Texas Week.





**Sand Crab Night Run-April 2012**

The second year for this beach 5k run showed a 30% increase in attendance as nearly 1,700 runners lit up the beachfront. Runners are required to wear a headlamp or carry a light and chip timers are used to track winners in every age division.



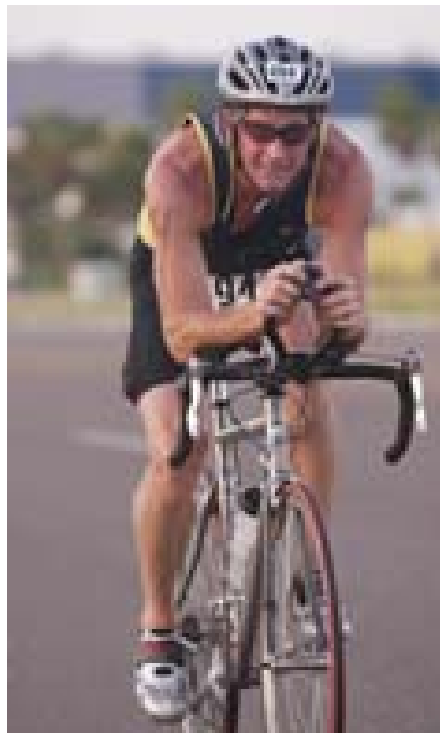
**Kiteboard Roundup-May 2012**

April & May bring wind sport enthusiasts by the droves so an event to educate these wind junkies was born. For four days, vendors set up on the 'Flats' north of the Convention Centre offering free demonstrations and use of all the latest equipment for kiting. This is a plus for this very important niche market. Our beach and bay are considered world class kiting destinations.



**TIFT-August 2012**

The Texas International Fishing Tournament (TIFT) tournament has existed here for more than 70 years. This five-day event attracted 1,260 participants and 420 boats this year. Seventy-nine billfish were caught and seventy-three released, showing the growing trend towards 'catch and release' which aids in sustaining this deep sea breeding stock.



**King of the Causeway-Sept. 2012**

In previous years, this cycling event was held in conjunction with Bikefest in October. It consists of a

bike tour, race, triathlon & kids 5k run on the beach. There were 600 registered participants as well as family and friend supporters.

# Development Department

## **Annexation**

The Development Department began the first annexation as a home-rule municipality. The annexation will add approximately 400 acres to the City's current land area of approximately 1,200 acres.

## **Form Based Code**

The Development Department completed the first year of the administration of the Padre Boulevard/Entertainment District Form Based Code.

## **Purple Heart Trail**

The Development Department, in partnership with Mayor Robert N. Pinkerton, Jr., HillCo Partners, State Senator Eddie Lucio, Jr., State Representative JM Lozano and the Texas Department of Transportation, facilitated the legislative authorization to implement the Rio Grande Valley segment of the Purple Heart Trail.

## **Sidewalk Installation Requirements**

The Development Department implemented new sidewalk installation requirements as a condition of subdivision plat approval and form based code permitting.

## **Parking Fee-in-lieu**

The Development Department created a parking fee-in-lieu option and compact parking standards for land development projects.



*From left, Marta Martinez (Development Administrative Assistant/ Assistant City Secretary) and Rick Vasquez (Development Director).*

## **Medical Related Land Use Regulations & Permitting**

The Development Department created comprehensive land use regulations and permitting processes for medical related land uses.

## **Bike Friendly Parking Reduction Ordinance**

The Development Department created a bike friendly parking reduction ordinance. The ordinance allows property owners to reduce their required parking if bike storage infrastructure is installed.



# Environmental Health Services

## FDA Grant

An FDA Grant in the amount of \$2500 was awarded to the Environmental Health Department. FDA issues these grants to municipalities who are enrolled in the Voluntary National Retail Food Regulatory Program Standards and are making progress towards completing the standards.

## Animal Control Ordinances *Ordinance Chapter 3 Updates*

With modification and revisions to the Texas Health and Safety Code Environmental Health Services Department updated and revised the current Chapter 3, Animals and Fowl Ordinance. The Department included the ordinance which would disallow any person from interfering with an Animal Control Officer while the officer is engaged in the officer's duties. Ordinances regarding dog and cat bites have been included to hold the pet owner responsible for bites or scratches to another human being.

## Friends of Animal Rescue

Since October 2011, staff worked with Friends of Animal Rescue in operating their facility to house lost or stray dogs and cats, and injured birds. With a facility in South Padre Island, staff spends less time transporting animals, and owners are able to recover animals more conveniently.



From left, Josh Garza (Code Enforcement Offcr.), David Travis, III (Animal Cruelty Investigator), Judith Lehn (Administrative Assistant), Victor Baldovinos (Director) and Cipriano Torres (Code Enforcement Officer).



## New Microchip Readers

Officers were supplied with four new scanners that read higher frequencies, and are able to read and identify a wider range of microchip brands. The equipment assists in providing a higher rate of returned pets to owners, rather than placing the pets in a rescue center.

## Recycling

### *Increased Recycling Capabilities for Cardboard and Plastic*

The City was awarded a grant through the Lower Rio Grande Development Council in 2010. This grant was used to purchase two recycling trailers. The trailers are used to collect recyclable materials and transport the material to an offsite recycling center. In less than two years, the amount of materials collected has increased significantly! To meet the demands of the citizens of SPI, we modified one trailer to carry three bins of cardboard and plastic, and one bin of office paper and newspaper.



### *Tire Recycling and Processing*

A total of 55 tires were collected throughout the city. These tires would, otherwise, have been breeding grounds for mosquitos, would have polluted our waterways and created an eyesore in our community. The tires were taken to tire recycling and processing in Harlingen.

### **Mosquito Management**

Facility upgrades and new equipment are helping ensure City staff and the public stay safe in the management of mosquitos. The Chemical Room has been cleaned and organized and the entrance was paved with concrete that was sealed to provide a safety barrier in the event a chemical spill. The sealed concrete would also prevent costly clean-up to contaminated soil.



An emergency rinse station and eyewash station was also installed to further protect the staff if chemicals should splash on their eyes or body.



And, the purchase of a new backpack sprayer now allows staff to treat dense and hard-to-reach areas of concern to prevent mosquitos from growing to an adult stage.

### **Mosquito Trapping**

Staff trapped and sent mosquitos for testing to determine the species currently in our area.

### **Natural Habitat Program**

The Natural Habitat Program, effective November 2011, allows for certain lots that meet the established criteria to be exempt from compliance with Section 9-6 of the Code of Ordinances due to dune establishment, wetlands designation or native habitat designation. More than 50 lots have been granted this status. Designated lots are distinguished by a posted sign indicating it is a "Qualified Natural Habitat Lot."

### **Weedy Lots**

The new ordinance also helps the City keep vacant lots clear of tall grasses, trash, debris and rodents. Environmental Health Services, with the assistance of Allied Waste ,held its first "I LOVE SPI" campaign and notified property owners to voluntarily maintain their lots by cutting, trimming and cleaning the lots.

# Finance Department

## Technology Upgrades

The Finance Department set out this year to streamline its processes by implementing paperless technologies that result in the faster and more efficient management of fiscal and human resources. The paperless programs include the Payroll Automation System and the Remote Deposit Technology.

### *Remote Deposit Technology*

A check reader deposit terminal was installed in the Finance Department to enable the City to capture the images of checks and electronically transmit daily deposits to the bank. The new deposit terminal allows funds to be available two days faster.

### *The Payroll Automation System*

The Payroll Automation System electronically tracks work hours by allowing employees to clock in/out using personal codes and thumb prints. The system facilitates the payroll process and provides greater accountability. The Finance Department thanks all staff for their cooperation and enthusiastic participation in this project.



*From left, Dolly Castillo (Accountant), Rosie Guzman (Accounting Coordinator), Beth Free (Chief Financial Officer), and Cynthia Erickson (Accountant II).*



## CIPFA-GFOA Model

The Chartered Institute of Public Finance Accounting (CIPFA) and the Government Finance Officers Association (GFOA) teamed up to develop a tool to help governments perform detailed self-assessments of all major areas of financial management. South Padre Island is using this tool to learn how it is doing in various areas including:

- Budgeting
- Debt Management
- Financial Planning
- Transparency
- Citizen Engagement
- Use of Technology

The tool was first used by conducting a self-assessment survey with the Finance Department, which will next be extended to all staff.

## Purchasing Power

City departments and staff this year have greater control over their spending via the new purchasing card program. The Citi® MasterCard® Commercial credit card allows authorized individuals to make purchases with their City-issued



purchasing card, or “P-Card,” without waiting times to make sure services and supplies are quickly available to keep the City running. Expenses are tracked online by individual departments, as well as the Finance Department. In addition to greatly streamlining the City’s purchasing process, the “P-Card” program earns the City a rebate of 1.7% of all purchases made with the “P-Card.”

### **CPM 101**

The International City Managers Association (ICMA) is now offering a tool to help small cities develop performance measures. The CPM (Center for Performance Measurement) 101 tool offers local governments an introductory approach to comparative performance measurement. The City is using CPM 101 to help make evidence-based decisions, set appropriate budget targets and implement proven cost and time saving practices. The new tool helps the City further fulfill Section 5.03 (e) of the City Charter that calls for “methods to measure outcomes and performance of the fiscal year budget.”

### **Fleet Replacement**

After extensive planning, the City Council and Administration

developed a fleet replacement plan to better support the maintenance of the City’s assets and overall safety. The plan makes best use of financial resources while ensuring proper maintenance and replacement of city-owned vehicles that in turn allows the City to provide the highest quality services in the areas of public health, safety and overall quality of life for employees, residents and visitors.

# Fire Department



## Fire Department Assumes Ambulance Operations

The Fire Department assumed ambulance operations for the City and contracted with Cameron County for EMS operations in unincorporated portions of the Island in Fiscal Year 2010-2011. The Department activated two Mobile Intensive Care Ambulance units that are available for emergency calls.



## Grant Funds Dive Team Upgrades

The Dive Rescue Team received additional grant funds from the Regional Response Group for equipment upgrades and maintenance.



*City of South Padre Island Fire Department*



## Spring Break 2012

In the Spring Break 2012 season, the Fire Department set up new programs to promote safety for college visitors.

The Fire Department/ EMS coordinated with regional EMS to stage 10 additional ambulances on the Island during peak times.

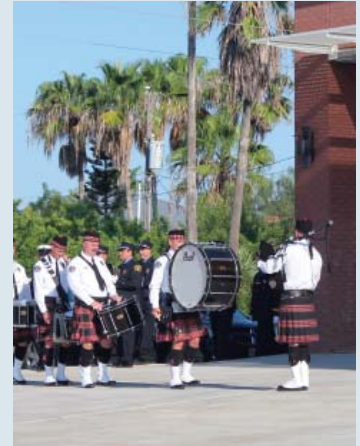
The "Triage Tent" operations were also enhanced to include nurses from Origins and paramedic students from the local colleges (pictured at top left).



The Fire Department also launched a Motorcycle EMS pilot that dispatched a paramedic on a motorcycle (pictured at bottom left) to respond quickly in heavy traffic situations and evaluate the seriousness of a medical emergency, saving manpower and equipment travel times.

### New Fire Station No. 1 Dedication Ceremony

On September 11, we dedicated our new beautiful Fire Station on Retama Street. The Frisco Fire Department Pipes and Drum Corps added an extra flair to the event. Thanks to everyone who helped make the day special.



### Beach Patrol Expands to County Beaches

Labor Day weekend marked the end of the summer season for South Padre Island, and the City's Beach Patrol is calling it one for the record book. This is the first season in more than ten years with no drownings on South Padre Island.

In operation on city beaches since July 2008, the South Padre Island Beach Patrol expanded its service to Cameron County's Isla Blanca and

Andy Bowie Parks this July when the City signed a contract with Cameron County. The County requested "traditional" lifeguard stands to supplement the City's mobile patrols.

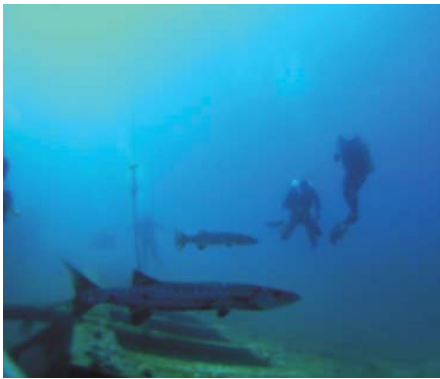




*Air-Evac LifeCare helicopter ambulance services comes to the Valley.*



*Santa Claus got his usual ride on the "Big Red Truck" for the annual Christmas Parade.*



*Dive Team training in the Gulf.*



*Firefighter rope rescue training.*



*Responding to car crash rollover.*



*Responding to car crash.*



*Responding to car crash rollover.*



*Responding to car crash rollover on causeway.*



*Responding to fire at Schlitterbahn.*



*Responding to a mutual aid house fire in Laguna Heights.*

# Information Services Department

## Communication



### Public Information Officer

The City hired Naida Robles as the Public Information Officer. The position was a joint effort between the Convention and Visitors Bureau and the Information Services Department to centralize all public relations efforts. The position has been vital to improving relationships with the media and improving communications with the public.

### www.MySPI.org

The main website for the City went through design changes and reorganization after receiving input from the community. Additional functionality was added during the upgrades and there was a greater focus on making most requested information easy to find directly from the home page.

### Website Hosting

The City took over the hosting and management of both the Spring



*Pictured from left, Frank Washington, Jr. (Network Systems Administrator), Tim Howell (Information Services Director), Naida Robles (Public Information Officer), and Carlos Centeno (Communications Technology Specialist).*

### Statistics

#### Eye on SPI Newsletter

52 Issues  
Average of 306 Views Per Edition

#### Facebook

Likes Increased by > 120%  
from 443 to 985  
459 Status Updates Were Posted  
186,000 Views  
2,421 Feedback

#### Twitter

912 Followers  
355 Tweets

#### Blog

80 Posts  
Average of 88 Views Per Post

#### YouTube

6 Videos  
844 Views

#### News Splash

49 Editions  
Average of 79 View Per Edition

#### Board/Committee Meetings

127 Meetings Video Streamed

Break website, whosyourpadre.com, and the Convention and Visitors Bureau website, sopadre.com. The move will save costs and allow websites to share information with the City Hall website. The move will

also allow the City to better serve online visitors and provide more information and integration among the sites.






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## Information Services

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### EMS Technology

Both City owned ambulances were outfitted with computer tablets, internet access and printers, making the Emergency Medical Services (EMS) operation nearly paperless. The technology also allows EMS staff to complete reports on the road, saving money, and more importantly, time.

### Convention and Visitors Bureau Integration

The Convention Centre and the Visitors Center were both integrated with the City Hall technology. The integration allows the departments to communicate and share resources more efficiently and effectively. The integration also cuts costs on equipment and software licensing.

### Mobile WIFI Hot Spots

The City's field workers in the Police Department, Fire Department and Environmental Health Services switched from broadband cards to mobile hot spots. The switch provides better service, faster connection speeds and reduced the overall cost of internet access in the field. The hot spots support multiple

devices so we are also using them for additional services that could not previously be supported. For example, Digital Ticket Writers were connected to allow tickets to be transferred to the Municipal Court wirelessly as soon as the citation is issued.

### Xerox Upgrades

Most of the City's multifunctional printers were upgraded during the fiscal year. Many departments switched to solid state ink technology which decreases waste and is better for the environment. The upgrades were done through new lease agreements and did not increase the City's printer costs. Some departments even saved money while receiving updated equipment.

### Uninterrupted Power Supplies

Power outages and surges are common on the Island and can result in a loss of productivity and damaged equipment or corrupt information. Information Services staff placed uninterrupted power supplies in all positions that require heavy computer usage to protect against these disruptions.

## Backup Systems

The backup system for the City's server and digital video were upgraded to support the growing amount of data generated by City staff. The City currently has approximately 10 terabytes of data that it must manage, backup and protect.

## Microsoft Office and Windows 7

The City upgraded all eligible computers to the latest version of Microsoft's Operating System and the Microsoft Office productivity suite.



# Police Department



## K-9 National Certification

K-9 Officers Jose Gonzalez and Lucky earned national certification after also undergoing a week-long training in October 2011, focusing on the proper deployment methods when tracking wanted subjects and pursuing illegal narcotics.

## Identity Theft/Fraud Training

South Padre Island detectives attended FBI-LEEDA (Federal Bureau of Investigation- Law Enforcement Executive Development Association) training in January cosponsored by LifeLock to further improve their knowledge in the area of identity theft/fraud. The detectives learned how to better investigate this type of crime and networked with partner agencies that can assist in the extensive and detailed investigations.

## Spring Break 2012

In preparation for Spring Break 2012, Chief of Police Randy Smith met with Texas Alcohol and Beverage Commission Officers at the Convention Centre in late February to discuss common issues in order to better collaborate and



*City of South Padre Island Police Department*

ensure a safe season for all. Smith also spoke at the City-sponsored press conference held at City Hall to keep the media and the public up-to-date on Spring Break safety and security.



## Marine Patrol

In June 2012, The City's Police Department was awarded the 2010 Carolina Skiff Motorboat, two 2011 Yamaha Wave Runners, a 2007 Yamaha Wave Runner and their respective trailers after assisting the US Department of Homeland Security during the recovery of a wanted suspect and the safe-keeping and seizure of assets last year. The Carolina Skiff Boat began patrolling the waters that month. Later in August, the Marine Patrol added a fully outfitted and equipped

25-foot Majek Illusion boat funded through a federal grant.

## Special Operations



The Special Operations Division was established to oversee special projects for the Police Department.

Sergeant Claudine O'Carrol, who leads the Division, oversees the Texas Police Chiefs Association (TCPA) Policies and Procedures, Marine Patrol, Asset Forfeiture/Seizures, Crime Stoppers, and Special Events. O'Carrol also serves as Crime Victim Liaison for community support services and grant administrator. O'Carrol's largest project is coordinating the TCPA Recognition Program to have the Police Department become a TCPA certified agency for its policies and procedures.

## Serving Our Country

The City is proud to have within its Police Department Police Officer Juan Hernandez (at right), a Sergeant with the US Army Reserve, and Police Officer Danny Cruz (far right), a Sergeant with the US Air Force Reserve, who both bravely serve our Country. Hernandez returned safely on September 26 from a tour in Iraq. Cruz deployed in March 2012 to serve another tour of duty. He is stationed in Saudi Arabia.



*Pictured above is Hernandez and his daughter Sophia in a photo published in the Brownsville Herald September 29.*



*Pictured above is Police Chief Randy Smith wishing Cruz a safe return.*



## National Night Out

South Padre Island's National Night Out was held October 2, 2012. This was the alternate date option for Texas, from the traditional first Tuesday in August, to avoid hot weather. It was a great opportunity to develop and promote police and community partnerships and educate on crime prevention. Since its successful inception, it has expanded in many communities to include

other departments from local government further solidifying the relationship between citizens and the organizations that serve them. City Police, Fire, and Code Enforcement officers participated in the event, as well as other area law enforcement agencies.

National Night Out was introduced in 1984 in an effort to heighten awareness and strengthen participation in local anticrime efforts.





# Public Works Department

## 2011-2012 Projects



Street & Beach Access Restriping  
*Gulf Blvd. Striping : Completed 9/14/12*  
*Beach Access Striping: Pending*



Bay Ending Planter Box Maintenance  
*Yearly contract for maintenance of bay ending planter boxes: Completed 9/1/12*



(Above) Storm Sewer Cleaning  
*Laguna Madre Water District is contracted with the City to clean city storm drains: Completed 9/18/12*

(At right) City Parks Repainting  
*Completed 9/2012*

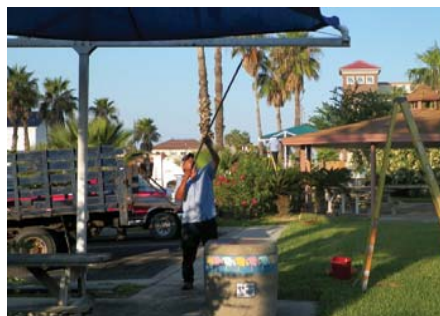
(Far right) Sign Replacement  
*Crews replaced missing/damaged street signs: Completed 9/2012*



Street Paving  
*Gulf Blvd. improvements, Full reconstruction of W. Retama St., Asphalt pavement repairs to: E. Amberjack St., Lynda Lane, E. Carolyn Dr., E. Oleander Dr., W. Pike St., W. Lantana St., E. Pike St., and W. Tarpon St.: Completed 9/14/12*



Palm Tree Trimming  
*Trimming and disposal of fronds from 738 palm trees located on the street right-of-ways, parks, entrance medians and medians on Padre Blvd.: Completed 8/28/12*







Welcome to SPI Sign at base of Queen Isabella Memorial Bridge  
*The PW crew gave the sign a fresh coat of pain and removed graffiti from the welcome sign: Completed 6/25/12*



Landscaping  
*Trimming, weeding and pruning of Island entrance and medians: Completed 9/21/12*



Visitors Center Restroom Remodel  
*Completed 6/1/12*



Gay Dawn Walkover & Parking  
*Completed 12/2/11*



Vandal Proof Showerheads  
*Installation of vandal proof showerheads at beach accesses: Completed 7/11/12*



Gulf Blvd. Paving  
*Completed 8/2012*



Street & Beach Access Restriping  
*Gulf Blvd. Striping : Completed 9/14/12  
Beach Access Striping: Pending*

(At right) Tompkins Channel Dredge  
*Maintenance dredging of an approximately five mile long recreational vessel channel in the Laguna Madre Bay, adjacent to South Padre Island: Completed 2/6/12*



# Transit Department

## Bus Stops

New bus stops were installed this past year at the KOA Campground, Port Isabel Health Clinic, Port Isabel Medical Clinic, and on Musina Street in Port Isabel.

## Ridership

According to the Texas Department of Transportation's 5311 Performance Data, there are 38 rural transportation providers in Texas and South Padre Island's The WAVE was ranked third in ridership for the fiscal year 2010-2011. The two providers that performed higher in ridership serve larger populations, serve larger geographical areas, and operate more vehicles than the WAVE.

## Open House

The WAVE administrative offices held its open house Thursday, February 23 at its new location, the former One Particular Harbor building, 4113 Padre Blvd.

## Conference and Rodeo

Two of The WAVE's drivers competed in the state Bus Rodeo in McAllen on April 21, 2012. Richard Martinez placed 9th and Len Oliviera placed 15th. The WAVE staff also hosted a Fishing Tournament for conference attendees at Parrot Eyes on April 22.

## New Bus

The WAVE purchased new buses. We now have two big WAVE buses that seat 21, with total capacity of 45, when including standing room.



*From left, Deborah Carpenter (Transit Coordinator), Israel Vasquez (Transit Supervisor), Teena Simon (Administrative Assistant), and Jesse Arriaga (General Manager).*

## The WAVE Annual Ridership

Fiscal Year	Trips	Increase from Previous Year
2011-2012	593,404	138,902
2010-2011	454,502	119,848
2009-2010	334,654	25,791





# Boards & Committees



## City Council

*Robert N. Pinkerton, Jr., Mayor  
JoAnn Evans, Mayor Pro-Tem  
Alita Bagley, Council Member  
Robert Fudge, Council Member  
Courtney Hayden, Council Member  
Sam Listi, Council Member*



## Board of Adjustments & Appeals

*Roy De los Santos, Jr., Chairman  
Don Arendarczyk, Member  
Paul Fedigan, Member  
James Helms, Member  
Pat Nuckols, Member  
Jerry Pace, Member  
Jim Winholtz, Member*



## Convention & Visitors Bureau Advisory Board

*Lynne Tate, Chairman  
Mike Bigelow, Vice Chairman  
Bryan Pinkerton, Member  
Joseph Ricco, Member  
Pamela Romer, Member  
Daniel Salazar, Member  
Rene Valdez, Member  
Bob Friedman, Ex-Officio Member  
Michael Jones, Ex-Officio Member  
Jose Mulet, Ex-Officio Member*



# Boards & Committees

## Development

### Standards Review

*Nancy Moyer, Chairman*  
*Vern Lewis, Vice Chairman*  
*Joe Baker, Member*  
*Beth Fedigan, Member*  
*Alfredo "Fred" Hernandez, Member*  
*Joe Logan, Member*  
*Steve Walker, Member*



## Economic

### Development Center

*Scott Friedman, President*  
*Joanne Williams, Vice President*  
*Darla Lapeyre, Exec. VP/Secretary*  
*Roxanne Guenzel, Treasurer*  
*Roy Bailey, Member*  
*JoAnn Evans, Member*  
*Ramona Kantack Alcantara, Member*  
*John Reed, Member*



## Historic Preservation Committee

*Steve Hathcock, Chairman*  
*Melba Fassold, Member*  
*Courtney Hill, Member*  
*Susan Holmes, Member*  
*Leo F. "Speck" Sanders, Member*  
*Mary Ann Tous, Member*





# Boards & Committees



## Keep SPI Beautiful Committee

*Susan Geery, Chairman  
Elaine Sanchez, Vice Chairman  
Susan Hoehne, Member  
Nancy Marsden, Member  
Robert Nixon, Member  
Stacey Ricco, Member*



## Parks, Recreation & Beautification Committee

*Jacky Conrad, Chairman  
Alex Grossman, Vice Chairman  
Wanda Ballou, Member  
Sandy Colwell, Member  
Jody Hughes, Member  
Rob Kniech, Member  
Diane O'Leary, Member*



## Planning & Zoning

*Patrick McNulty, Chairman  
Steve O'Neal, Vice Chairman  
Deanna Bowman, Member  
John Giesecking, Member  
Russel Judah, Member  
Ramona Kantack Alcantara, Member  
Gary Olle, Member*

# Boards & Committees

## Shoreline Task Force

*Paul Munarriz, Chairman*  
*Troy Giles, Vice Chairman*  
*R. Guy Blatnik, Member*  
*Charles Brommer, Member*  
*Rob Kniech, Member*  
*Robert Nixon, Member*  
*Bharat (Barry) Patel, Member*



## Board of Ethics

photo not available

*Walter King, Chairman*  
*Leonard Gilchrist, Vice Chairman*  
*Kevin Hoban, Member*  
*Dean McCormick, Member*  
*Shane Wilson, Member*





