# ESC Meeting Agenda

## December 2, 2015

## 5:15-6:30

**Attending**

**Voting:**

**Nonvoting**

**Time: 5:19pm**

1. **Committee Announcements**

* Final Meeting on Dec 9th

1. **Proposals**

* Stormwater Educational Campaign Enhancement- Elizabeth Arceneaux & Maia Wright
* Presentation: 5:20p.m

Questions:

Is this a onetime request? Yes, will be able to carry on to further years

Target audience? Young Students, Visitors, Campus, Broad

Shown to freshmen orientation, move in day, parents.

What is the message? That if you throw something on the ground it will flow to the river.

Who is the target audience?

Release date: 2 phases, river clean up first wave, may 2nd, 4 PSAs , Prints would be for fall

Would the ad include online visibility? Not sure

How many people would it reach? Not sure on reach

The message: definition of MS4 municipal separate storm system. Misconception that trash goes to sewage. Have this mandate for 50,000 what is the connection with the city. Separate permits but share education and outreach. (Marketing supplies)

Media PSA at the city level, what is the difference. Have used their cameras occasionally. Wanting to bring in animation. No one at city/TXST can do amination.

Focus is strictly campus.

Cost isn’t concrete, cost of development, and cost of implementation, not defined well in budget. Got 3 bids on projects.

Could take advertising costs out and only fund certain things.

Concern as to how many people it will reach

Produce first and roll out second, do it first then come back.

Keeping it simple

Developmental outreach will send to Johnathon

Outreach quantifiable right now just based on weights.

Biggest issue is development.

Deadline is August 31

Overloaded in Alkek right now

Would like to see them do this with the city. Clean committee fee coming, maybe use that money for the city. Working towards but they want to see how they will do together.

Negative perception of the University in the city.

**Concluded**: 6:05

* LED Lighting Project- Jonathan Hernandez

**Started: 6:05**

Specifically for the rec center

Replace Lights with LED above jogging track and corridors.

**Questions:**

How much are yall asking?

How are the exercise machines doing? Have been unplugged, costing more money to run efficiently, hooked up wrong to the generator. Unplugged for 2 years.

Any plans to rebirth? Have been talking to them to come in and re do for free, not too keen.

Why can’t the lights just turn off every once in a while?

How much cooler will the track be?

Disposal taken care of? Yes.

Go pro record for video marketing

Suggestion: Jogging track lighting not track lighting

How can we put our name on it?

A: want to do another case study.

More stickers perhaps, more places the better

End 6:33

Voted and 2nded to fund

1. **Committee Discussion**

**Stone water:**

Visual impact of a real life. Put trash everywhere and make kids walk through it have gallons full of trash.

Idea isn’t quite there yet.

Stencils on storm drains. City already does that.

Would prefer city as a full partner.

Don’t think PSA is the right approach

How will they utilize?

Who will it reach? Think about the university bus

Possible party to pick up trash at tailgate. Other students have done this

San Marcos River foundation: Need to work with Diane

Motion to table, Tabled

6:49pm

1. **Voting**
2. **Adjournment**

**Time End:6:50**