



# LOWER RIO GRANDE VALLEY - TEXAS POLLUTANT DISCHARGE ELIMINATION SYSTEM STORMWATER TASK FORCE

500 South Kansas • Weslaco, Texas • 78596 • (956) 457-3023 • [www.stormwater.stei.org](http://www.stormwater.stei.org)

## LRGV TPDES TASK FORCE

### Governing Board

#### Officers/Directors

Joe Hinojosa, REM  
City of Brownsville  
Chairperson

Jo Ann Serna  
City of Mission  
Vice Chairperson

Hernan Lugo, E.I.T.  
City of Alton  
Secretary/Reporter

Vacant  
Board Director

Alex De La Rosa  
City of Alamo  
Board Director

Sunny Philips  
City of La Feria  
Board Director

Tony Hernandez  
City of San Juan  
Board Director

#### Members

Richard Pedraza  
City of San Benito

Paul Menzies  
City of Harlingen

Roy Jimenez  
City of Weslaco

Grace Segovia  
City of Pharr

Isidro Venecia  
City of La Joya

Fernando Flores  
City of Donna

Celina Perez  
City of Palmhurst

Rey Trevino  
City of Santa Rosa

Ernesto Hinojosa, P.E.  
Cameron County

Rosendo Flores  
City of Palm Valley

#### Task Force Liaison

Javier Guerrero  
Texas A&M University -  
Kingsville

## LRGV TPDES STORMWATER TASK FORCE MS4 Outreach Program Development Committee

### PSA Creative Committee

Alton, TX, June 21, 2010 10 am

## TENTATIVE AGENDA

1. Introduction
  - a. Brief welcome (Fernando Flores, City of Alton)
  - b. Introductions (Joe Hinojosa, City of Brownsville)
  - c. Purpose today
    - i. Start first PSA planning
    - ii. Assign documentary work
    - iii. Develop intro for project
    - iv. Provide feedback/input to TAMUK for recruiting PSA
2. Select 1st PSA clip for "duplicating"
  - a. Review selections
  - b. Review topics
  - c. Select sites for shoot, timeline
  - d. Select actors
  - e. Assign script write up (team of 2 to 3)
    - i. Other information needed
  - f. Schedule recon visit to sites for shoot
3. Develop script for introduction
  - a. Assign short write up or develop today
  - b. June 28-29
4. Select topics for PSAs and documentary
  - a. Review selections
5. Determine names of actors (general), and city reps (general) who will be part of the documentary
  - a. Assign team of 3 to develop dates, script, timeline
  - b. Schedule meeting
6. Recruiting PSA - TAMUK
  - a. Provide ideas to TAMUK
  - b. Meeting Friday
7. Next meeting, deadlines, assignments (if applicable, Joe Hinojosa)
8. Adjourn