



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

500 South Kansas • Weslaco, Texas • 78596 • (956) 289-0362 • www.stormwater.stei.org

LRGV TPDES TASK FORCE

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Cameron County

TBA
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

Donna, TX, June 9, 2010 10 am

TENTATIVE AGENDA

1. Introduction
 - a. Brief welcome (Fernando Flores, City of Donna)
 - b. Introductions (Joe Hinojosa, City of Brownsville)
2. Last Meeting, April 30, 2010 (Javier Guerrero)
 - a. Proposal/contractual
 - b. Committees
 - c. PSA types
 - d. Budget
 - e. Roles of each partner
3. PSA planning (Joe Hinojosa)
 - a. Urban NPS
 - b. Examples (clips)
4. Discussion on format, topic, audience of PSA (everyone)
 - a. Select types of PSAs (TF, TAMUK)
 - b. Select topics for documentary
 - c. Select length for each topic
 - d. Timeline
 - e. Length
 - f. actors
 - g. Deliverables
 - h. Shoots, where
 - i. Introductions shoots at WISD studio
 - j. Design of last slide (end of PSAs)
 - k. Other planning
5. TAMUK recruiting element
 - a. TF PSAs, incorporate TAMUK subtly into PSAs,
 - b. TAMUK PSA, keep stormwater message
 - c. Work with TAMUK staff
6. Next meeting, deadlines, assignments (if applicable, Joe Hinojosa)
7. Adjourn