

MINUTES
AD HOC DIGITAL MARKETING COMMITTEE MEETING
FIRE AND POLICE PENSION FUND, SAN ANTONIO
WEDNESDAY, JUNE 10, 2026
PENSION FUND OFFICE – 9:45 AM

ROLL CALL: Washington Moscoso, Committee Chair, called the meeting to order at 9:50 a.m. Roll was called, and a quorum was declared present.

**COMMITTEE
MEMBERS**

PRESENT: Michael McCarty, Active Fire Representative; Washington Moscoso, Active Police Representative; and Ryan Reynolds, Active Police Representative.

**COMMITTEE
MEMBERS**

ABSENT: None.

OTHERS

PRESENT: Shawn Griffin, Active Fire Representative; Larry Reed, Retired Fire Representative; Gail Jensen, Executive Director; Iliana Castillo Daily, Alexandra Geleske, Cary Hally, Rick Matye, and Christine Tejeda, Pension Fund staff.

APPROVAL OF MINUTES

Mr. Reynolds moved to approve the Minutes of the March 3, 2026, meeting of the Ad Hoc Digital Marketing Committee. The motion carried unanimously.

WEBSITE DESIGN/DEVELOPMENT – REVIEW WEBSITE

Ms. Jensen presented the Committee with the new website design prepared by the consultant, Revize. The new website is not yet live and remains in a preliminary stage. Staff are currently being trained on how to edit the site. All content from the existing website has been migrated over to the new website.

Ms. Jensen also reminded the Committee about two key features the *Members Direct* and the *Pension Fund's benefits calculator* which is hosted on a separate site, Pension Gold, have been assigned their own URL by designer Raj Allada. Staff will be able to fully test the link once the new

website goes live, but preliminary testing is underway. The calculator itself has not changed; it has simply been relocated and linked to the new site. She also noted that the desktop view can be switched to a mobile view.

Ms. Jensen requested additional photo suggestions from the Committee. She shared several images from the fire side of the site, and Mr. Moscoso stated he would work on providing images for the police side.

Ms. Jensen asked the Committee whether they preferred to return the retiree information to the publicly accessible portion of the website or keep its password protected. The website currently includes retiree information (names, retirement dates, ranks, and years of service) within the same password-protected area as the benefits calculator. Previously this information was publicly accessible but was moved after a member objected to having their information displayed, despite it being public record. The Committee recommended making the information public again.

Ms. Jensen will send the Committee a link to explore the site on their own. No further action was taken.

PROFESSIONAL SERVICES RFP'S: CYBERSECURITY CONSULTANT/ PUBLIC RELATIONS FIRM:

Ms. Jensen presented the Committee with two RFP documents, one for a *Cybersecurity Consultant* and one for a *Public Relations Firm*. She explained that the documents are identical except for their scopes of work. She also highlighted the proposed timeline: once the Committee approves the RFPs, staff will issue them by June 15th, allow time for questions regarding the proposals or scope of work, set a submission deadline of July 24th, and then take approximately two weeks to review submissions and make a decision. While this schedule can be adjusted, the overall process is expected to take about two months from start to finish. Ms. Jensen asked the Committee for any input. Committee members requested additional time to review the RFPs. No further action was taken.

G3 PROJECT PROPOSALS

Ms. Jensen presented two proposals from Joe Gimenez of G3. The first proposal stemmed from the TEXPERS Conference held in April, where Mr. Gimenez followed up regarding his idea to conduct short interviews with Pension Fund Trustees who attended the event, specifically asking trustees a few questions about their role, how the TEXPERS Conference benefits them, and then posting the recorded interviews on social media, specifically Facebook. Since Harry Griffin was the only Trustee in attendance, Ms. Jensen recommended postponing the project until the TEXPERS Summer Conference.

The second proposal focused on increasing the Pension Fund’s visibility through social media and LinkedIn. Mr. Gimenez suggested posting the Retirement Plaque Ceremony—an event he already records—by creating a short video for each retiree and sharing it on the Pension Fund’s Facebook page so retirees could easily access it. He also proposed sharing more content from due diligence trips and site visits. Ms. Jensen brought these ideas to the Committee to gather input on whether to move forward now or wait, given that the Committee is in the process of issuing RFPs. The Committee expressed interest in the proposals, noting that elements from the proposals could also be incorporated into the RFPs. No further action was taken.

ADJOURNMENT: Mr. McCarty made a motion to adjourn the meeting at 10:17 a.m. The motion carried unanimously.

Approved this ____ day of _____, 2026.

Washington Moscoso, Committee Chairman