

# JON BEALL

Entrepreneur

Save Barton Creek Association 1990-Present  
City of Austin Environmental Board 2006-2012



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***The battle to preserve Barton Springs is not over.  
It is a race won with patience and persistence.”***

I started swimming at Barton Springs when I moved here in 1976 and continue to do so. The articles by Daryl Slusher at the Austin Chronicle presented an alarming case describing the imbalance of power against preserving this unique social and economic treasure. So I became active in 1990.

I served as President, Save Barton Creek Association, for 12 years, 1993-2005, and in that capacity, helped found Save Our Springs Coalition and the SOS Alliance. As a businessman, member of the Chamber of Commerce and Rotary Club member, I saw the Battle for Barton Springs from both sides. The business community, led by the Chamber of Commerce, considered the environmental community out of touch with reality. They predicted devastating economic consequences from the SOS ordinance. The environmental community considered the business community out of touch with Austin's community values.

I paid for the first SOS radio ad about the SOS Ordinance. I had been a competitive swimmer and had been all over the world in the military. I recognized the unique beauty and value of Barton Springs. I wanted to continue to swim in Barton Springs Pool.



# **JON BEALL CONT'D**

I spent many hours working on projects like Envision Central Texas, work groups revising water quality regulations at the LCRA, City of Austin, and Travis County. I served as a board member of Hill Country Conservancy for 10 years and was on the City of Austin Environmental Board for 6 years beginning in 2006.

The battle to preserve Barton Springs is not over. It is a race won with patience and persistence. We have preserved our beautiful places North, East, South and West. This collective effort has benefited our entire Region with unprecedented economic and cultural prosperity. Barton Creek and Barton Springs have proven to be an engine of economic development every bit as important as a new shopping center, housing development or airport. They remain a peaceful retreat in the heart of downtown.

