

**ECONOMIC AND HUMAN DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, MARCH 7, 2017
1:30 PM
MEDIA BRIEFING ROOM**

Members Present:	Councilmember Joe Krier, <i>Chair, District 9</i> Councilmember Roberto Treviño, <i>District 1</i> Councilmember Ray Lopez, <i>District 6</i> Councilmember Mike Gallagher, <i>District 10</i>
Members Absent:	Councilmember Rebecca Viagran, <i>District 3</i>
Staff Present:	Carlos Contreras, <i>Assistant City Manager</i> ; Rod Sanchez, <i>Assistant City Manager</i> ; Ted Murphree, <i>Assistant City Attorney</i> ; Ray Rodriguez, <i>Assistant City Attorney</i> ; Rene Dominguez, <i>Director, Economic Development Department</i> ; Mike Shannon, <i>Interim Director, Development Services Department</i> ; Edward Gonzales, <i>Assistant Director, Department of Human Services</i> ; Denice F. Trevino, <i>Office of the City Clerk</i>
Others Present:	Emilio Arriola, <i>Development Officer, San Antonio Education Partnership</i> ; Michelle Reyes, <i>CFO, San Antonio Education Partnership</i> ; Adriana Contreras, <i>Executive Director, San Antonio Education Partnership</i> ; Katie Reed, <i>Northside ISD</i> ; Micaela Rios, <i>Director, Upgrade, San Antonio Education Partnership</i> ; Michael Goslin, <i>San Antonio and Texas Sign Associations</i> ; June Kachtik, <i>Northside Neighborhoods for Organized Development</i>

Call to Order

Chairman Krier called the meeting to order. He announced that Councilmember Viagran was in Austin, Texas and would not be in attendance.

1. Approval of the Minutes from the February 8, 2017 Economic and Human Development Committee Meeting.

Councilmember Gallagher moved to approve the Minutes of the February 8, 2017 Economic and Human Development Council Committee Meeting. Councilmember Treviño seconded the motion. Motion carried unanimously by those present.

Briefing and Possible Action on:

2. Briefing and Possible Action on the Proposed Update to the City's Chapter 28 Sign Code.

Michael Shannon stated that on September 11, 2015, Councilmember Gallagher submitted a Council Consideration Request (CCR) to review, update, and amend City Code Chapter 28. He

noted that the purpose of the review was to: 1) Review new technology or products and sign material/placement issues such as banners and flag signs to address questions in today's sign industry and demands; 2) Provide flexibility in the City Code to deal with changes in the Sign Industry; and 3) Improve the overall clarity of intent with regard to signage within the city. He stated that 21 stakeholder meetings had been held since February 2016. He reviewed the stakeholder groups which participated. He noted that some of the major changes in the updated Chapter 28 Sign Code included:

1. New City Code would be in conformance to U.S. Supreme Court Reed vs Gilbert, Arizona Case from 2015 related to sign regulation. Temporary sign regulations revised to comply with U.S. Supreme Court Reed vs. Gilbert, Arizona Case but still allow some temporary off premise signs. Eliminated any content-based regulations.
2. Clarified the Code Official's ability to interpret the grey areas of the Code
3. Added administrative flexibility into Sign Code to approve small administrative exceptions and alternative methods which meet the intent of the Code
4. New technologies may be reviewed and approved if deemed safe and meet the intent of the Code
5. Coordinated City Licensing Requirements with State Licensing Requirements to eliminate conflicts
6. Added increased enforcement for violators of Sign Code Regulations. In addition to criminal charges that could be brought against Code Violators, this update adds the ability to utilize civil penalties (fines) through the Administrative Hearing Officer for faster court hearings and possibly higher penalties for bandit sign enforcement.
7. Added language to clarify when dangerous signs need to be immediately removed for safety purposes as well as the timeline for abandoned sign enforcement
8. Added additional buffer to commercial signs that were adjacent to residential homes
9. Maximum brightness of digital signs were modified to include consistent measurements for both on-premise and off-premise digital signs. Brightness would not increase and could decrease as a result.
10. Sign Master Plan Agreements would still be allowed but a minimum of 25% reduction in overall sign height and sign area would be required to be approved
11. Added language and regulations for ground mounted flag/feather type signs
12. Added flexibility to governmental action allowance for billboards if they cannot be feasibly moved on the same premise. Also eliminated allowance in historic and scenic corridors.
13. No changes to general heights and sizes of signs and no changes to historic districts, urban or scenic corridor requirements

Mr. Shannon reviewed specific changes related to safety, residential/commercial buffer, residential developer/builders signs, digital signs, ground-mounted flag/feather type signs, bandit signs, garage sale signs, and portable (mobile) signs. He noted that the revisions would go into effect on June 1, 2017.

June Katchik distributed comments from the Northside Neighborhoods for Organized Development to Committee Members. She expressed concern that the majority of the stakeholders present at meetings represented the Sign Industry. She asked the Committee to

consider the general public's views regarding signs. She expressed opposition to the changes to buffer and height requirements.

Michael Goslin stated that all sides were represented in stakeholder discussions.

Chairman Krier asked if there were any changes in City Code regarding billboards. Mr. Shannon replied that there were not.

Councilmember Gallagher asked of the duration of events for temporary signs. Mr. Shannon stated that temporary signs could be in place for the duration of the event or for a maximum of one year. Councilmember Gallagher noted that he received many complaints regarding flag/feather type signs relating to safety.

Councilmember Lopez spoke of a good neighbor policy. Mr. Shannon stated that the good neighbor concept was discussed at stakeholder meetings. Councilmember Lopez suggested that language supporting the good neighbor concept be added to the commentary section.

Councilmember Gallagher asked of the process for future revisions. Mr. Shannon stated that the Sign Code would be reviewed in 2020.

Councilmember Treviño moved to recommend and forward revisions to Chapter 28 of the City Code to the full City Council for consideration on March 30, 2017. Councilmember Gallagher seconded the motion. The motion carried unanimously by those present.

2. Briefing and Request an Authorization for Funding of \$82,000 for Upgrade, a Program Housed at Café College.

Rene Dominguez stated that the city was focusing on filling middle skilled jobs because there were approximately 7,000 job positions open for same. He noted that the Talent Pipeline Committee was formed in 2014 and developed a set of recommendations that Upgrade would address. He stated that the Upgrade partnered with Human Resources to complete a pilot of this program for City Employees.

Adriana Contreras stated that Upgrade was a new program of the San Antonio Education Partnership which would be housed at Café College. She noted that the City of San Antonio had low unemployment, but also low:

- Wages
- Rate of education/training
- Skilled workers in high-demand, high wage sectors

Ms. Contreras stated that Upgrade would market and outreach to adults which have completed some college with foundational college credits or training but who have not completed a degree or credential. She noted that Upgrade was a specific strategy which targeted this population and was based on a national model called the "Graduate Network". She stated that the Graduate Network was the only proven model and strategy focused on regional talent creation through

post-graduate attainment. She noted that 22 communities across that nation participated in the Graduate Network and that the Upgrade Program would be the first program in the Graduate Network in the State of Texas. She noted that 79% of Graduate Philadelphia's comebackers graduated within 5 years or were on track to graduate. She stated that this was versus 43% for the national adult graduation average after six years for adults returning on their own. She noted that the majority of comebackers were working but 4,000-5,000 were actively seeking jobs. She stated that comebackers were comprised of 24.3% of adults over 25, or nearly 285,000 in Bexar County. She noted that most comebackers had more than one year of college and most have taken out debt. She stated that the Alamo Colleges had identified 10,000+ students who have left within the last two years. She noted that balancing school and work and the lack of financial resources were identified as some of the factors for those leaving school. She stated that the goal of a State Initiative, 650TX, was for 60% of 25-30 year olds to hold a degree or certificate by 2030. She noted that the city would assist in attaining this goal with Upgrade. She stated that after serving comebackers for 10 years we have learned:

- Comebackers prefer accelerated degrees that reduced time and cost.
- Many comebackers prefer a four-year institution with smaller classes.
- Many comebackers need training to be effective online learners.
- Advisors must help with motivation, time management, follow through, confidence, college selection, and finances.
- Comebackers were ill informed about available financial aid for adults.
- Comebackers need support beyond enrollment to degree completion.

She noted that Upgrade Advisors would help guide, support, and coach students. She spoke of the following return on investment:

For employers	Mitigate talent shortages and improve retention
For individuals	A degree with the promise of a job/career and an exponential increase in earnings
For the community	Increased wages, higher tax contributions and less debt

Ms. Contreras listed the partner colleges and universities which would participate in the pilot program. She stated that nearly 1,700 City Employees have attained some college credits but no degree. She noted that a dedicated Upgrade Advisor could provide said City Employees with:

- Onsite advising and coaching
- Workshops tailored to needs of employee
- Assistance in utilizing the Tuition Reimbursement Program
- Guidance with college enrollment and financial aid

Rene Dominguez stated that staff requested authorization to invest \$82,000 in Upgrade through the San Antonio Education Partnership of which \$40,000 would be utilized toward administrative expenses and \$42,000 for an additional staff position to focus specifically on City of San Antonio Employees.

Councilmember Gallagher asked if there was single reason for the college drop-out rate. Ms. Contreras replied that there was not a single cause identified other than balancing work and school and lack of financial resources.

Councilmember Gallagher moved to recommend and forward the request for authorization to invest \$82,000 in Upgrade to the full City Council on March 30, 2017 for consideration. Councilmember Lopez seconded the motion. The motion carried unanimously by those present.

Adjourn

There being no further discussion, the meeting was adjourned at 3:45 p.m.

Joe Krier, Chairman

Respectfully Submitted,

Denice F. Trevino