

**ECONOMIC AND WORKFORCE DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, JANUARY 9, 2018
1:30 PM
MEDIA BRIEFING ROOM**

Members Present:	Councilmember Rebecca Viagran, <i>Chair, District 3</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Manny Pelaez, <i>District 8</i> Councilmember John Courage, <i>District 9</i> Councilmember Clayton Perry, <i>District 10</i>
Members Absent:	None
Staff Present:	Rod Sanchez, <i>Assistant City Manager</i> ; Leticia Vacek, <i>City Clerk</i> ; Rene Dominguez, <i>Director, Economic Development Department</i> ; Shanon Miller, <i>Director, Office of Historic Preservation</i> ; Colleen Swain, <i>Director, World Heritage Office</i> ; Adrian Perez, <i>Assistant Director, Economic Development Department</i> ; Michael Sindon, <i>Economic Development Department</i> ; Brandon Smith, <i>Office of the City Clerk</i> ; Denice F. Trevino, <i>Office of the City Clerk</i>
Others Present:	K. Andy Tiwari, <i>Advisory Board, Launch SA</i> ; Ed Davis, <i>Executive Director, SAEDC</i> ; Janice Wehrman, <i>Program Manager, ACCD</i> ; Andres Peña, <i>Director, Government Affairs, Kaufman Killen</i> ; Selina Peña, <i>LiftFund</i> ; Ryan Solts, <i>LiftFund</i>

Call to Order

Chairperson Viagran called the meeting to order.

1. Approval of the Minutes from the December 5, 2017 Economic and Workforce Development Committee Meeting.

Councilmember Courage moved to approve the Minutes of the December 5, 2017 Economic and Workforce Development Council Committee Meeting. Councilmember Gonzales seconded the motion. The motion carried unanimously.

Briefing and Possible Action on:

2. An Overview of the City-Wide Legacy Business Registry Program and the World Heritage Area Legacy Business Grant Pilot Program Proposed for Eligible Businesses Within the World Heritage Buffer Zone or Within a Two Mile Radius of Missions Concepcion, San Jose, San Juan, or Espada. [Lori Houston, Assistant City Manager; Colleen Swain, Director, World Heritage Office; Shanon Miller, Director, Office of Historic Preservation]

Shanon Miller reported that the Living Heritage Symposium was held in September 2017. She stated that the Office of Historic Preservation would launch a city-wide Legacy Business Registry Program as part of the ScoutSA Initiative. She noted that the Program would acknowledge long-lived San Antonio Businesses as an important historic asset to the city and work to preserve the city's Legacy Businesses through a campaign which identifies, promotes, and markets the businesses. She stated that to qualify for the registry; businesses must be 20 years or older and contribute to the history, culture, and authentic identity of San Antonio. She noted that in return for acknowledgement as a Legacy Business; businesses would agree to perpetuate the business, its historic name, and the historic service it would provide. She stated that in addition to being listed online and in print and receiving a window decal, registered businesses would receive marketing and promotion opportunities. She noted that the Program was open to businesses city-wide and would be administered by the Office of Historic Preservation.

Colleen Swain reviewed the World Heritage Area Legacy Business Grant Pilot Program eligibility criteria. She stated that Legacy Businesses listed on the registry, located within the World Heritage Buffer Zone or within a two mile radius of Missions Concepcion, San Jose, San Juan, and Espada, would be eligible for participation in the Pilot Program. She noted that the Pilot Program would be administered through the World Heritage Office. She stated that benefits of the Pilot Program included: 1) Education; 2) Façade improvement matching grants; 3) Landscape, signage, and parking lot improvement grants; and 4) Low interest interior infrastructure loans. She reviewed the next steps and noted that this item would be brought before the full City Council on February 8, 2018 for approval.

Chairperson Viagran reviewed similar programs in other cities.

Councilmember Gonzales asked of the spending limit for improvements which would not initiate Americans with Disabilities (ADA) compliance. Mr. Sanchez stated that ADA compliance was a State Requirement and he would follow up on details of the requirement.

Councilmember Courage asked if a business could qualify for all improvements and the low interest loans. Ms. Swain replied that it could.

Councilmember Perry asked of the design guidelines to be implemented. Ms. Miller stated that various design guidelines would be employed.

No action was required for Item 2.

3. This is a Briefing by LiftFund and the City of San Antonio Economic Development Department (EDD) on Launch SA's Programming and FY 2017 Annual Report. [Roderick Sanchez, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Rene Dominguez stated that in 2012, a task force of business owners and advocacy organizations met to brainstorm methods and strategies for promoting small and new business growth in San Antonio.

Selina Peña stated that the task force identified the need to establish a culture of entrepreneurship throughout the San Antonio community and increase coaching and mentoring opportunities for future and existing small business owners. She noted that Launch SA was established and provided: 1) Access to free programming, services, and support; 2) Connection of business with community resource partners; and 3) Facilitated the entrepreneurial culture in San Antonio for all.

Ryan Solts reviewed the resource partners of Launch SA and the programming for same. He reviewed the following outcomes from October 2016 to September 2017:

- Attendees-7,545
- Program participants-3,204
- Resource partners-91
- Referrals-1,679
- Consulting hours-1,444
- Events hosted-724
- Jobs created-141

Councilmember Courage asked of metrics for previous years. Mr. Solts stated that he would provide said information.

Councilmember Pelaez asked for a comparison of metrics with other cities.

No action was required for Item 3.

4. Consideration of Applicants to the Goal Setting Committee (2 slots). [Leticia M. Vacek, City Clerk]

Leticia Vacek stated that two applicants to the Goal Setting Committee were recommended by the Economic Development Department (EDD). She noted that Lester W. Bryant and Linda Lopez-George were submitted for reappointment and appointment, respectively, to the Goal Setting Committee. She stated that the Goal Setting Committee was created by ordinance and included a chair appointed by the City Manager, three staff members, and two citizen members. She stated that this item would be brought before the full City Council for approval on January 18, 2018.

Rene Dominguez stated that the Goal Setting Committee would vote when reviewing contracts over \$3 million and when establishing aspirational goals.

Chairperson Viagran asked of the public outreach performed. Mrs. Vacek stated that the openings were advertised and 11 applications were received. She noted that said applications were reviewed by EDD.

Councilmember Courage asked of the number of members on the Goal Setting Committee. Mrs. Vacek stated that there were five members and a chair for a total of six.

Linda Lopez-George reviewed her background and interest in serving on the Goal Setting Committee.

Chairperson Viagran requested to review all applicants before a vote was taken at A Session in the future and to make the City Council Offices aware of board vacancies.

Councilmember Pelaez moved to recommend and forward the appointment of Lester Bryant and Linda Lopez-George to the Goal Setting Committee to the full City Council for consideration on January 18, 2018. Councilmember Gonzales seconded the motion. The motion carried unanimously.

5. This is a Briefing by the City of San Antonio Economic Development Department (EDD) on the SBEDA Program and FY 2017 Small Business Office Annual Report. [Roderick Sanchez, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Michael Sindon stated that the purpose of the Small Business Economic Development Advocacy (SBEDA) Program was to promote the use of local, small, minority, and women-owned businesses on city contracts. He noted that the U.S. Supreme Court provided the framework to implement the program legally. He stated that a 2010 Disparity Study showed that 16% of city contract dollars were paid to Minority/Women Owned Business Enterprises (M/WBEs). He noted that as a result of the Disparity Study, amendments were made to the SBEDA Ordinance to include: 1) Establishment of the Central Vendor Registry; 2) Creation of the Goal Setting Committee; and 3) A robust compliance module. He stated that in 2015, a disparity study indicated that 23% of city contract dollars were paid to M/WBEs. He noted that as a result, the following were established: 1) Expansion of SBEDA tools to additional industries; and 2) Small/Minority/Women-owned Business Enterprises (S/M/WBE) ability to self-perform contracts. He stated that the Small Business Advocacy Committee (SBAC) consisted of 11 members appointed to two-year terms by the City Council. He stated that if required, the SBAC could make recommendations to the Economic Development Director, the City Manager and City Council concerning modifications of the SBEDA Program. He noted that SBEDA would apply to:

- City solicitations over \$50,000
- Cooperative agreements
- Funding agreements
- Developer agreements

Mr. Sindon stated that in order to be eligible for SBEDA a small business must be certified by the South Central Texas Regional Certification Agency and must be headquartered or have a significant presence in the San Antonio Metropolitan Statistical Area. He reviewed the program applicability for each type of solicitation, details on the Goal Setting Committee, and the compliance process. He reported that \$246 million was paid to 503 S/M/WBEs, representing 49% of the city's contractual spending on contracts in which the SBEDA Program applied. He presented the SBEDA Fiscal Year (FY) Annual Report. He noted that as part of the SBEDA

Program; the city partnered with the Alamo Community College District (ACCD) to establish a Mentor Protégé Program. He stated that highlights of said program were:

- Over 150 S/M/WBEs assisted
- 50 graduates
- \$61 million increase or 24% in revenues by graduates
- 60 jobs created by graduates

Councilmember Courage expressed support for the SBEDA Program.

Chairperson Viagran asked when the compliance process was initiated. Mr. Sindon replied that it was initiated in 2015.

Chairperson Viagran recessed the meeting into Executive Session at 3:09 p.m. to discuss economic development negotiations. She reconvened the meeting at 3:26 p.m. and announced that no action was taken during Executive Session.

No action was required for Item 5.

Adjourn

There being no further discussion, the meeting was adjourned at 3:26 p.m.

Rebecca Viagran, Chairperson

Respectfully Submitted,

Denice F. Trevino