

**ECONOMIC AND WORKFORCE DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, FEBRUARY 12, 2019
11:30 AM
MUNICIPAL PLAZA BUILDING, B 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>
Members Absent:	Councilmember Clayton Perry, <i>District 10</i>
Staff Present:	Carlos Contreras, <i>Assistant City Manager</i> ; Rene Dominguez, <i>Director, Economic Development Department</i> ; Adrian Perez, <i>Policy Administrator, Economic Development Department</i> ; Alex Lopez, <i>Chief Equity Officer, Office of Equity</i> ; Shahrzad Dowlatshahi, <i>Chief Diplomacy and Protocol Officer, Economic Development Department</i> ; Victoria Gonzalez, <i>Senior Policy Advisor, Mayor's Office</i> ; Denice F. Trevino, <i>Office of the City Clerk</i>
Others Present:	Dax Moreno, <i>Chief Talent and Recruiting Officer, Tech Bloc</i> ; David Heard, <i>Chief Executive Officer, Tech Bloc</i>

Call to Order

Chairperson Viagran called the meeting to order.

1. Approval of the Minutes from the Economic and Workforce Development Committee Meeting on January 8, 2019

Councilmember Courage moved to approve the Minutes of the January 8, 2019 Economic and Workforce Development Council Committee Meeting. Councilmember Pelaez seconded the motion. The motion carried unanimously by those present.

Briefing and Possible Action on:

2. Briefing and Update from Tech Bloc's Chief Technology & Recruitment Officer.
[Carlos J. Contreras III, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Dax Moreno reviewed the following guiding principles for the Chief Technology and Recruitment Officer (CTRO) Program:

- Serve the local Information Technology (IT) talent ecosystem
- Establish partnerships with IT training programs and organizations
- Create online platform for engagement with IT community
- Develop self-sustaining business model for CTRO Program

- Provide data and reporting on CTRO program and impact

Mr. Moreno stated that the CTRO Program would communicate with the following:

- Talent/workforce development
- Employers
- Economic development

He reviewed the following key performance indicators over the 24-month program:

- Serve at least 50 local IT businesses
- Serve at least 100 IT professionals
- Conduct 2 local IT job fair events
- Secure 3 corporate sponsorships
- # of non-local IT professionals in candidate database
- # of non-local IT professionals placed in local IT roles
- # of new IT professionals referred into local training programs

Mr. Moreno reviewed accomplishments of the program to date and provided the following 2019 Budget overview:

- Phase 1 - \$75,000
 - Hire and manage CTRO
 - CTRO partner with SA Works
 - Develop CTRO plan to include:
 - ❖ Metrics including but not limited to:
 - Serving at least 50 local IT businesses
 - Serving at least 100 IT professionals
- Phase 2 - \$75,000
 - Web portal/data management system launch to include:
 - ❖ Cloud and local storage of IT candidates
 - ❖ Employee and employer access
 - ❖ Data search and API exchange
 - ❖ Reporting

Mr. Moreno stated that the program is targeting to be self-funded by the end of 24 months by looking to corporate sponsorships and revenue opportunities.

Mr. Dominguez stated that Bexar County was providing seed funding of \$150,000 for the program.

Chairwoman Viagran asked of the description of local IT companies. Mr. Moreno replied that local IT companies referred to would be small to mid-size businesses. Chairwoman Viagran asked of the role of Colleges and Universities in the program. Mr. Moreno stated that outreach had been accomplished with the University of Texas at San Antonio (UTSA), Trinity University, and St. Mary's University.

Councilmember Courage suggested that Tech Bloc involve members in making financial contributions to the program.

Councilmember Pelaez challenged the program to exceed the key performance indicators established.

No action was required for Item 2.

3. Briefing on City Initiatives for 2019 SXSW. [Carlos J. Contreras III, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Rene Dominguez stated that South by Southwest (SXSW) was the world's largest technology and creative conference. He noted that it was a showcase of music, film, and the latest technology trends. He stated that there were 432,500 participants in 2018, of which 86% held a Bachelor's Degree or higher. He noted that SXSW would be held on March 8-16, 2019. He reviewed the City's presence at SXSW in 2016, 2017, and 2018. He noted that the City's presence at SXSW last year focused on the job market.

David Heard stated that Tech Bloc was a trade association for technology and had existed for three years. He noted that members paid dues which were utilized for projects. He stated that the San Antonio Economic Development Foundation (SAEDF) led a combined branding effort with the Chambers of Commerce which resulted in "San Antonio, Real and Ready". He noted the following exposures in 2018:

- ❖ 13,000-SXSW job market 2-day attendance
- ❖ 63-SXSW job market spaces
- ❖ 432-global attendance on SXSW interactive

Mr. Heard stated that other cities and corporations had exhibits at SXSW and noted that in each budget year; more infrastructure for the City of San Antonio was added. He stated that the presence of the City included an interactive questionnaire and this resulted in 220 total leads. He spoke of the demographics of participants and noted that 51 companies were represented at SXSW at the City's booth.

Rene Dominguez stated that in 2019, the following events would be held:

❖ Job market (TechBloc-CTRO)

- March 10-13, 2019

- San Antonio Ambassadors pitch quality of life and economic opportunities to job seekers
- Focus on hard to fill technology jobs

❖ Hosting of 30 international start-ups

- Rackspace: Tour and panel with successful San Antonio founders
- Pearl: Lunch and barge ride to downtown
- Geekdom: Pitch event in collaboration with Alamo Angels

Chairwoman Viagran stated that the City's presence at SXSW was critical to the job market.

Councilmember Gonzales spoke of taking a regional approach regarding economic development. Mr. Dominguez stated that a regional approach has been taken.

Councilmember Courage asked of the amount that the City would contribute to the booth this year. Mr. Dominguez stated that the City would contribute \$27,500 to the booth this year. Councilmember Courage noted that he would approve of investing more in the booth.

No action was required for Item 3.

4. Briefing on FY 2019 International Activities. [Carlos J. Contreras III, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Mr. Dominguez stated that the San Antonio Trade and Investment Strategy included the following tactics:

- Export growth and foreign direct investment attraction (Inbound/Outbound trade mission relations)
- Promotion (International Business Forum, International Startup Day)
- Policy (United States-Mexico-Canada Agreement-USMCA)

He noted that the goal of said strategy was to establish San Antonio as a leading location for developing and attracting globally competitive businesses through targeted trade and investment strategies.

Shahrzad Dowlathshahi stated that in October 2018, Councilmember Courage led a delegation to China in response to an invitation from the City of Wuxi, one of our Sister Cities. She noted that Wuxi was located in the Jiangsu Province of China, west of Shanghai. She stated that the delegation visited Shanghai, Nanjing, Wuxi, and Suzhou which have the highest Gross Domestic Product (GDP) in China. She noted that representatives from the San Antonio River Authority (SARA) and the China Policy Center of the University of Texas at Austin were also included in the delegation. She stated that the delegation visited Shanghai and had briefings from the Consulate. She noted that the delegation met with officials of the Nanjing Water Authority and welcomed Sister City Delegates from across the globe in Nanjing. She stated that the delegation attended the 9th Annual Wuxi International Sister Cities Forum in Wuxi. She noted that Steven

Schauer, Director of Government and Public Affairs for SARA, presented on the San Antonio River at the forum. She stated that the delegation visited Wuxi AppTec and the Wuxi Jinqiao Bilingual Experimental School. She noted that the delegation visited the World Heritage Site in Suzhou and an industrial park. She stated that Mayor Nirenberg and Councilmember Viagran led a delegation to Japan to include a meeting with Keidanren, a meeting with the Governor of Aichi Prefecture, a meeting with Toyota Executives, a tour of the Toyota-Kaikan Museum, and a visit to the Tsutsumi Plant on the Toyota Headquarter grounds. She noted that the delegation met with Governor Suzuki of the Mie Prefecture where discussions were held on innovation technology, economic collaboration, and cybersecurity. She reviewed the following upcoming events:

- Darmstadt delegation visit (February 21-28, 2019)
- Japan-Texas Leadership Symposium (March 27, 2019)
- Trade mission to Mexico (June-July 2019)
- Trade and cultural mission to South Korea and Japan (October 25-November 3, 2019)

Mr. Dominguez reviewed a map of target countries and prioritized metros. He stated that a follow up report on future initiatives would be provided later in the year.

Councilmember Pelaez suggested that staff consider visiting countries in Central and South America.

No action was required for Item 4.

PULLED FROM THE AGENDA

5. Briefing and Update on the Inclusive Growth Administrative Policy: Economic Development Incentive Fund and EB-5 Policies. [Carlos J. Contreras III, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Item 5 was pulled from the agenda and not addressed.

Adjourn

There being no further discussion, the meeting was adjourned at 1:07 p.m.

Rebecca Viagran, Chairperson

Respectfully Submitted,

Denice F. Trevino