

**ECONOMIC AND WORKFORCE DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, AUGUST 4, 2020 2:00 PM
VIDEOCONFERENCE**

Members Present:	Councilmember Rebecca Viagran, <i>Chair, District 3</i> Councilmember Adriana Rocha Garcia, <i>District 4</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Melissa Cabello Havrda, <i>District 6</i> Councilmember Manny Pelaez, <i>District 8</i>
Staff Present:	Ray Rodriguez, <i>Deputy City Attorney</i> ; Christina Ramirez, <i>City Attorney</i> ; Carlos J. Contreras, III, <i>Assistant City Manager</i> ; Alejandra Lopez, <i>Director, Economic Development Department</i> ; Debbie Racca-Sittre, <i>Director, Department of Arts and Culture</i> ; John Jacks, <i>Director, Center City Development & Operations Department</i> ; Michael Sindon, <i>Assistant Director, Economic Development Department</i> ; Nancy Cano, <i>Office of the City Clerk</i>
Others Present:	Dr. Mike Flores, <i>Chancellor, Alamo Colleges District</i> ; Ramiro Gonzales, <i>President & CEO, Westside Development Corporation</i> ; Jenna Saucedo, <i>President & CEO, San Antonio Economic Development Foundation</i> ; Adrian Lopez, <i>CEO, Workforce Solutions Alamo</i> ; Tuesdae Knight, <i>President & CEO, San Antonio for Growth on the Eastside</i> ; Celina Pena, <i>Chief of Advancement, Lift Fund</i> ; Romanita Matta-Barrera, <i>Executive Director, SA Works</i>

Call to Order

Chairwoman Viagran called the meeting to order.

1. Approval of the minutes from the Economic and Workforce Development Committee meeting on June 2, 2020.

Councilmember Cabello Havrda moved to approve the Minutes of the June 2, 2020 Economic and Workforce Development Council Committee Meeting. Councilmember Pelaez seconded the motion. The motion carried unanimously.

2. Approval of the minutes from the Economic and Workforce Development Committee meeting on June 19, 2020.

Councilmember Cabello Havrda moved to approve the Minutes of the June 19, 2020 Economic and Workforce Development Council Committee Meeting. Councilmember Pelaez seconded the motion. The motion carried unanimously.

3. Approval of the minutes from the Economic and Workforce Development Committee meeting on June 23, 2020.

Councilmember Cabello Havrda moved to approve the Minutes of the June 23, 2020 Economic and Workforce Development Council Committee Meeting. Councilmember Pelaez seconded the motion. The motion carried unanimously.

Public Comment

None.

4. **Update on the COVID-19 Community Recovery and Resiliency Plan regarding the Small business Support and Workforce Development Pillars** [Carlos J. Contreras, III, Assistant City Manager; Alejandra Lopez, Director, Economic Development]

Alejandra Lopez reported that City Council approved the COVID-19 Community Recovery and Resiliency Plan on June 4, 2020 which embedded equity in all the decisions made and was developed around five Guiding Principles: 1) Public Health and Safety; 2) Equity; 3) Braided Funding; 4) Community Resiliency; and 5) Well-being.

Ms. Lopez provided an overview of funding sources allocated to the Small Business Pillar Strategy and the Workforce Development Pillar Strategy, as follows:

Funding Source	Small Business Pillar	Workforce Development Pillar
Corona Virus Relief Fund	\$33.1 million	\$2.7 million
Other Federal Grants	\$0	\$10 million
General Fund	\$5 million	\$62.3 million
Total:	\$38.1 million	\$75 million

Ms. Lopez provided an overview of funding allocated to the Small Business Pillar Strategy, as follows:

Small Business Support	
Micro Business/Non-Profits Grants	\$27 million
Door-to-Door Engagement	\$1.3 million
Virtual & Place-Based Financial Recovery and Resiliency Hubs	\$200,000
Protective Equipment and Sanitizer to Local Businesses/Non-Profits	\$2 million
On-the-Job Training Support for Small Businesses	\$5 million
Artist and Arts Non-Profit Organization Grant	\$2.6 million
TOTAL:	\$38.1 million

Ms. Lopez outlined the grant eligibility terms for Small Business Support:

- Located within City of San Antonio limits
- Established prior to August 1, 2019
- Negative COVID-19 impact since March 1, 2020

- Revenue loss or budget reduction of 15%
- Annual gross revenues or board approved budget of less than \$2 million
- Less than 20 employees
- Committed to the Greater SAfer, Together Pledge
- Develop Recovery Plan and coordinate with outreach organizations on plan execution

Ms. Lopez provided an overview of the City-Wide Marketing Plan and a Targeted Marketing Plan that included printed/digital publications, social media engagement, email blasts, and robocalls. She added that the Targeted Marketing Plan included Facebook posts to targeted zip codes in Council Districts 1,2,3,4,5, and 6.

Ms. Lopez stated that a total of \$24.7 million in grant funding would be distributed to approximately 1,000 small businesses: Self-employed: \$4.1 million for 480-640 grants up to \$10,000; 1-5 Employees: \$4.9 million for 200-267 grants up to \$25,000; 6-10 Employees: \$5.9 million for 120-160 grants up to \$50,000; and 11-20 Employees: \$9.8 million for 130-174 grants up to \$75,000. She added that 10% of grant funds were reserved for nonprofits.

Ms. Lopez reported that 2,844 grant applications had been received as of July 31, 2020. She stated that a 37% majority of the applications were received from businesses with 1-5 employees, and a 20% majority of applications were received from Council District 1. She added that the total amount of funding requested was \$109.7 million, which exceeded the \$38.1 million allocated for Small Business Support. She noted that the grants would be awarded on the basis of an equity scoring matrix, with a vast majority of preference points scored by geography added to combined preference points scored by equity. Ms. Lopez reported that the next milestone would be to initiate the first batch of grant awards by September 2020, after all applications were validated and scored.

Ms. Lopez provided an overview of \$5 million in funding allocated to On-The-Job Training (OJT). She reported that local small business employers with 500 employees or less would be subsidized with participant stipends of \$450 per week up to 12 weeks to place up to 1,000 unemployed residents into OJT in demand occupations. She stated that Workforce Solutions Alamo (WSA) would administer the stipends and SA Works would recruit and market the OJT program. She cited OJT aspirational goals to be met on the basis of an equity scoring matrix and a census tract score of 8, 9, or 10.

Ms. Lopez reported on OJT Outreach Strategy: Door-to-door outreach to 1,250 small businesses performed by Centro, SAGE Driving School, WDC, and Southside First with a budget of \$200,000. She reported that a Coordination Lead would oversee team coordination, data collection and reporting with a budget of \$150,000; a Training Team would be provided by Women's Business Center and Launch SA with a budget of \$50,000; and LiftFund would provide critical banking and financial technical assistance with a budget of \$200,000. Ms. Lopez reported that the next milestone would be the completion of Outreach Team Training in mid-August 2020; thereafter, 5,000 initial engagements and follow-up engagements would be made by mid-November 2020, with close-out engagements completed by the end of the year.

Ms. Lopez reported that place-based hubs at SAGE Driving School, WDC, Southside First, and Maestro Center would be augmented with additional physical office space and technical equipment with a budget of \$25,000 per organization. She noted that virtual hubs would be designed, engineered and implemented for virtual program and online resource navigation development at Launch SA and Maestro Entrepreneurial Center with a budget of \$100,000. Ms. Lopez reported that the next milestone would be the rollout of weekly webinars and assistance programs on August 1, 2020; thereafter, equipment and technology purchases would be completed by mid-August 2020, and weekly webinars and assistance would be completed by the end of the year.

Ms. Lopez reported that small business protective equipment was distributed to 5,500 microbusinesses in May 2020, with an additional 1,500 supply kits distributed in July 2020 through Council Offices.

Debbie Racca-Sittre provided an update on the \$600,000 in grant funding allocated for individual Artists. She stated that 143 applications were received and were currently being for the available 112 grants of \$5,000 to be distributed by September 30, 2020, after all applications were validated and scored. She noted that individual Artists suffered losses of over \$1.6 million collectively.

Ms. Racca-Sittre provided an update on the \$2.6 million allocated to Arts Non-Profit Grants. She stated that 47 applications were received for the available grants to be distributed by September 30, 2020, after all applications were validated and scored. She reported that all of the City's partner non-profit agencies did apply for grants and it was anticipated that all of the qualifying applicants would be eligible for an amount of funds that at least equaled their reported reductions for FY 2020. She noted that the partner non-profit agencies suffered a loss of over \$9 million collectively.

Ms. Racca-Sittre reported that an estimated 150 grants would be distributed by mid-September 2020 and would allow for 75% of arts non-profits and individual Artists to return to creating art with 50% rehiring employees or Artists by December 31, 2020.

Ms. Lopez provided an overview of funding allocated to the Workforce Development Pillar Strategy, as follows:

Workforce Development Estimated Budget	
Participant Intake, Referral, Wraparound Support and Career Navigation	\$6.8 million
Participant Training and Education	\$13.6 million
Participant Stipends	\$44.1 million
Business Intelligence	\$240,000
Program Outreach and Monitoring	\$220,000
Child Care Subsidies	\$10 million
TOTAL:	\$75 million

Ms. Lopez reported that the workforce development objective was to provide training to 10,000 residents by September 2021, and also included child care support for up to 4,000 children.

Ms. Lopez reported that workforce development objectives would be provided through expected primary partner agencies such as the Alamo Area Colleges District (AACD) and Project Quest that had the ability to service the number of estimated participants. She added that many other primary partners and secondary partners would be contracted to provide different training types, gaps, and densities.

Ms. Lopez reported that workforce development programs would target industries most impacted by COVID-19. She stated that marketing strategy initiatives would include social media, local telephone marketing, and grassroots efforts such as door-to-door outreach, bus shelters, bus benches, and billboard advertising. She added that a standardized, universal intake and assessment process would be implemented by all partner agencies. She noted that collaboration with Workforce Solutions Alamo (WSA) would be critical in targeting unemployed residents in need of job training. She noted that participant stipends would be tied to the organizations that provided training which further ensured valid participation and successful completion of the program.

Ms. Lopez stated that 80% of the participants would receive case management wraparound services to include assessments, referrals, and career navigation. She noted that 75% of the participants would undergo short-term training, 10% would undergo long-term training, 10% would undergo subsidized on-the-job training programs with local small business employers, and 5% would participate in high school equivalency preparation courses.

Ms. Lopez stated that 50% of the residents would secure employment within a demand occupation with a career path established to improve their earning potential within three months of training completion.

Ms. Lopez reported that contract negotiations, standardized processes and a reporting template would be completed in August 2020. She added that the Workforce Training and Support Services Program would launch in September 2020, with a completion date of September 2021.

Councilmember Gonzales noted the low number of applicants for Council Districts 3, 4, and 5 and asked if more targeted marketing could be applied to those areas. She asked if partnering Arts Agencies could be hired to create a more targeted marketing plan. Ms. Racca-Sittre stated that outreach would be made to agency partners and individual artists. Ms. Lopez stated that door-to-door engagement would further direct contact with organizations and businesses. She added that SAGE Driving School, Southside First and Westside Development Corporation (WDC) would conduct actual door-to-door contact.

Councilmember Cabello Havrda requested a copy of the Small Business Support Application. She requested further available data on small businesses located within Council District 6.

Councilmember Rocha Garcia noted that 3% of OJT funding was allocated for disabled individuals and asked what organizations were involved with those efforts. She asked if second-chance employment opportunities were available. She requested further data available on small businesses located within District 4. She noted that 373 small businesses participated in

receiving protective equipment distributed by Council District 4 and recognized that those businesses could benefit further from micro business grants. She asked if the Council Districts could participate in a debriefing and further strategize on targeted marketing. Ms. Lopez stated that outreach to delegate agencies for OJT training of disabled individuals had not yet begun and that specific groups would help facilitate targeted population outreach. She added that Chrysalis Ministries was directly contracted to provide OJT to the justice-involved population.

Councilmember Pelaez referenced the estimated outcomes for 75% of Arts non-profits and individual Artists to return to creating art, with 50% rehiring employees or Artists by December 31, 2020. He asked for the attached metrics that would determine if Arts funding efforts were successful. Ms. Lopez stated that Arts agencies and individual Artist grantees were asked to respond to a follow up survey and to indicate if they had returned to creating art and to quantify rehiring of employees. Ms. Racca-Sittre observed that most of the applicants were performing Artists and noted that visual Artists tended to fare much better and were still able to sell their work.

Chairwoman Viagran asked what resources were readily available for residents if they needed a job and/or job certification training immediately. Adrian Lopez encouraged residents to visit the WSA website or call their offices at (210) 224-HELP (-4357). He stated that by clicking on the “Jobs Now” button, residents could access a listing of newly posted jobs updated daily. He added that WSA provided access to several databases and websites, and included 5,500 listings from the State’s Work In Texas Website.

Chairwoman Viagran asked for status on the 88 small business grant applications that were pending resolution. Celina Pena stated that pending applications were in the process of being triple-checked for equity and census tract scoring and would be resolved no later than tomorrow morning.

Councilmember Viagran asked for an update from SA Works on OJT partner recruitment and marketing efforts. Romanita Matta-Barrera reported that the Business Retention & Expansion Team augmented its focus on workforce needs to intentionally target small and microbusiness. She stated that partners such as SAGE Driving School and WDC would be cross-trained on how to inform their small business constituencies about OJT opportunities. She noted that some of the employers currently hiring sought workers that did not need expensive or extensive OJT outside of their current job needs. She added that Alamo Area Colleges and Goodwill had accelerated their job training programs in response to COVID-19.

5. Consideration of Applicants to the RiverWalk Capital Improvements Advisory Board (4 seats) [Tina J. Flores, Acting City Clerk]

John Jacks reported that the RWCIAB was created as the result of a settlement agreement between the City and several River Walk business owners. He added that as part of the settlement, payments from River Walk patio leases were placed into a revenue fund designated for capital improvements and development of the River Walk. He stated that a River Walk Capital Improvements Master Plan was developed in 2008 to identify and prioritize improvements for the historic bend of the River Walk. He explained that the Master Plan was

implemented in phases and the scope of the work included items such as ADA enhancements, lighting, stairs, sidewalk and retaining wall repairs, landscaping and electrical upgrades. He reported that from 2009 to 2015, the City invested a little over \$15 million in five phases of River Walk improvements and received input from the RWCIAB with the development of the capital projects. He added that the final phase of improvements would be completed by the end of FY 2020. He stated that the RWCIAB was established to advise on spending priorities from the River Walk Capital Improvement Revenue Fund and consisted of 7 members from the following categories:

- Two river bend leases
- A downtown resident who was not a lessee
- A downtown business owner who was not a lessee
- City of San Antonio (CoSA) Center City Development & Operations Director (CCDO)
- CoSA Parks & Recreation Director
- CoSA San Antonio Historic Preservation Center

Mr. Jacks reported that new Board Members appointed to fill the current 4 vacant seats would serve a term of office upon approval by City Council and terms would expire on May 31, 2021. He added that the City received 6 qualified applications and noted that the category of Downtown Resident had one seat available for which 3 qualified applicants expressed an interest. He announced the names of the applicants for the 4 vacant seats of the RWCIAB, as follows:

1. Carrie Ann Silvers, Hard Rock Café (River Bend Lessee)
2. Samuel Panchevre, Aztec Family Group (River Bend Lessee)
3. Charles L. Riley (Downtown Business not a Lessee)
4. Peggy Sundermeyer (Downtown Resident not a Lessee)
5. Christopher Holden (Downtown Resident not a Lessee)
6. Kenneth Briggs, III (Downtown Resident not a Lessee)

EXECUTIVE SESSION

Chairwoman Viagran recessed the meeting into Executive Session at 3:37 pm to discuss the following:

- A. Deliberate the appointment, evaluation, and duties of public officers and discuss legal issues pursuant to Texas Government Code Section 551.074 (personnel matters) and Texas Government Code Section 551.071 (consultation with attorney).

RECONVENED

Chairwoman Viagran reconvened the meeting at 3:55 pm and announced that no action was taken in Executive Session.

Councilmember Rocha Garcia moved to nominate and forward to City Council for consideration at the earliest available date: Carrie Ann Silvers, Hard Rock Café as River Bend Lessee, Samuel

Panchevre, Aztec Family Group as River Bend Lessee, Charles L. Riley as Downtown Business not a Lessee, and Kenneth Briggs, III as Downtown Resident not a Lessee, to fill the 4 vacant seats for the RCIAB upon City Council approval for a term to expire on May 31, 2021. Councilmember Cabello Havrda seconded the Motion. The Motion carried unanimously.

ADJOURNMENT:

There being no further discussion, the meeting was adjourned at 3:57 pm.

Rebecca Viagran, Chairwoman

Respectfully Submitted,

***Nancy Cano
Office of the City Clerk***